

Competition Assessment – European Tyre Manufacturing Company



Offered a comprehensive analysis of both established and emerging market conditions and trends, provided valuable insights into competitors' strategies, supported in positioning the client to maintain an edge and proactively adapt to market shifts. The insights equipped the client with actionable intelligence on forward-looking developments and potential avenues for growth, enabling them to strategize effectively in line with current industry trends and anticipate future regulatory changes.



Incredibly impressed with the level of detail and accuracy in the research reports provided by STATXO. Their thorough analysis of competitor strategies has allowed us to fine-tune our approach and proactively adapt to market shifts, ensuring our continued success in a rapidly evolving industry.”

- VP, Global Strategy and Operations



CASE FOR CHANGE

- A European Tyre manufacturing giant wanting to maintain its competitive position in the North America and Europe region was facing **challenges in keeping track of market shifts and acting on intelligence promptly**, lost in the vast pool of information
- The main challenge was **navigating the volume of information** which, while valuable, hindered their ability to capitalize on emerging trends and act with agility. **Wanting to focus on innovations, market initiatives, and partnerships**, they aimed to streamline intelligence-gathering processes and anticipate competitor moves with precision



SHARED VISION

- To stay ahead of the competition, **identify emerging micro and macroeconomic trends, monitor tyre and related technological domains** to scout relevant innovations, and **conduct product benchmarking** to pinpoint key differentiators and similarities
- To monitor competitors' strategic activities and other areas of competitive advantage and identify **innovation gaps** or **potential threats** on the technology front or in market positioning. Further, we aimed to gain a deep understanding of the **regulatory framework in the tyre manufacturing industry** that might affect the business in the future positively or negatively



FEASIBLE PLAN

- Curated a team of seasoned automotive research specialists with strong technical and business acumen to conduct an in-depth study using an integrated research approach (*expert consultations + secondary research*) to **understand how the market is evolving and keep a close track of trends**
- Helped client get targeted insights by tracking key parameters (*e.g., competitor's manufacturing capacities, current & proposed products, latest technological trends, R&D activities, market expansion strategies, procurement strategies, regulatory approvals, and organizational restructuring*) of competitor companies to get a complete outside-in picture of their business
- Conducted industry expert interviews to accommodate insights from industry insiders to help the client frame strategies. Interviewed key stakeholders (*e.g., Innovation & Strategy Department, Marketing, Procurement Department*) to conduct product benchmarking and identify market trends



CAPABILITY TO DELIVER

- Facilitated the client with the ability to assess its current positioning in the market with **head-to-head comparisons of competitors** across business segments, financials, marketing, R&D, strategic initiatives, technological updates, and product launches
- Identified **innovation opportunities, and potential risks** and helped the client to **capitalize on major and minor macroeconomic trends** prevailing in the tyre manufacturing sector via accurate actionable insights delivered
- Ensured the client made informed strategic decisions by **simplifying the regulatory landscape** in the tyre manufacturing sector, facilitating understanding of potential future impacts — both favorable and adverse on the client's business

Key Competitor	Market Share	Revenue	Profit	R&D Spend	Strategic Focus
Continental	15%	\$1.2B	\$0.2B	\$0.15B	EV, Sustainable
Pirelli	12%	\$0.9B	\$0.15B	\$0.1B	Performance, Premium
Michelin	18%	\$1.5B	\$0.3B	\$0.2B	Commercial, Premium
Bridgestone	10%	\$0.8B	\$0.12B	\$0.08B	Commercial, EV
Goodyear	14%	\$1.1B	\$0.18B	\$0.12B	Commercial, Premium

Input Tab – Competitive Assessment

Key Competitors

Competitor	Product Portfolio / End Users	Distribution channels	Geographic Presence (# Sales offices)	Number of Factories	Production Capacity
Competitor 1	Automotive: 2- wheeler, 4- wheeler	B2B, B2C	100 countries (Asia, North America, Europe)	20	XX tyres per annum
Competitor 2	Automotive: Commercial	B2B, B2C	80 countries (Asia Pacific, North America, Europe)	15	XX tyres per annum
Competitor 3	Automotive: Agriculture	B2B, B2C	30 countries (North America, Europe)	10	XX tyres per annum
Competitor 4	Automotive: Commercial	B2B, B2C	10 countries (Asia, North America, Europe)	8	XX tyres per annum

Key Competitors Actions

Competitor	Expansion Strategy	R&D Investment
Competitor 1	M&A	USD 100 Mn
Competitor 2	Organic	USD 50 Mn
Competitor 3	M&A and Organic	USD 20 Mn
Competitor 4	Organic	USD 50 Mn