

European replacement tire market reaches a turning point after the implementation of EU antidumping measures against China

On August 5, 2026, Tyres Europe officially released the "2026 Q2 European Replacement Tire Market Report". The overall data confirms that the European tire replacement market has emerged from a weak recovery, but there is a significant divergence in the performance of different segments. Commercial vehicle tires have rebounded strongly, while all-season tires continue to occupy a larger share of the seasonal tire market. Coupled with multiple variables such as the implementation of the EU's anti-dumping measures against Chinese tires, supply chain restructuring, and normalization of energy costs, the regional tire distribution and production landscape is being reshaped.

Overall, in the second quarter of 2026, sales of passenger car, SUV, and light truck replacement tires in Europe increased by 3% year-on-year, driving overall sales for the first half of the year up by 2% year-on-year, ending the weak trend seen throughout 2025. Product structure iteration has become a core feature of civilian tires: tire sales for the entire second quarter surged by 15% year-on-year, with a cumulative increase of 9% for the first half of the year; traditional summer tires declined by 2% year-on-year, and winter tire sales for the first half of the year fell by 5%. The combination of normalized warm winters in Europe, car owners' demand for cost reduction, and one-stop vehicle usage needs has led to a continuous decline in seasonal tire replacement demand. The structural expansion of all-season tires has become a long-term trend, and the market share of traditional winter and summer-specific tires continues to be squeezed.

Commercial vehicle tires emerged as the biggest highlight of this quarter, with replacement tire sales for trucks and buses surging 13% year-on-year in the second quarter and accumulating a 7% increase for the first half of the year. The European Tire Association pointed out in its report that despite geopolitical conflicts disrupting logistics trunk lines and high industrial energy costs, the rigid demand for maintenance of European road freight turnover and trunk logistics fleets has supported the pace of tire replacement. The vehicle operation and maintenance budgets of freight enterprises have stabilized, and the centralized replacement of tires for old commercial vehicles has driven the overall market upward.

In contrast, agricultural tire sales declined by 7% year-on-year in the second quarter, but the decline was significantly narrower than the 12% drop in the first quarter, indicating a marginal recovery in agricultural production activities. Motorcycle and scooter tire sales increased slightly by 1%, with a cumulative increase of 4% in the first half of the year, demonstrating strong resilience in leisure travel consumption.

External policies and import patterns profoundly affect the supply in the local market. In early July, the European Union imposed anti-dumping tariffs on passenger car tires imported from China, directly absorbing the inventory that dealers had stocked up ahead of time for 2025. In the second quarter, the import volume of affordable tires from Asia fell significantly, highlighting the shipment advantages of leading tire manufacturers in Europe.

The report also shows that from January to May 2026, the import volume of passenger car tires in the 27 EU countries and the UK decreased by 6% year-on-year. Among them, the import volume from China decreased by 24%; China's market share dropped from about 72% in 2025 to 58% in 2026. At the same time, ASEAN supply grew rapidly, with imports

from countries such as Thailand and Vietnam increasing significantly, and the proportion of ASEAN supply increased from 7.4% to 19.9%.

It is expected that in the second half of the year, the European Tyre Association will judge that the market will maintain a structural recovery. Commercial vehicle tires will remain stable relying on the rigid demand of freight transportation, while the growth of civilian tires will depend on the natural replacement of car ownership. All-season tires will continue to be the core growth category.

Sinochem rubber machinery achieves dual breakthroughs in electricallyheated vulcanization technology and market

After the completion of testing and validation for the electric heating curing press for engineering tires and its successful mass production, Sinochem Rubber Machinery has once again achieved a technological leap in the field of electric heating curing and secured significant market orders. Recently, the company's electric heating curing technology for radial truck and bus tires (TBR) has been fully tested and successfully implemented by major domestic tire enterprises, resulting in the acquisition of tens of millions of yuan in bulk orders. The implementation of this achievement marks the official entry of Sinochem Rubber Machinery's electric heating curing technology into the field of truck and bus tire manufacturing, positioning the company as one of the few domestic high-quality manufacturers capable of supplying electric heating tire curing equipment in large quantities.

Against the backdrop of the green transformation and upgrading of the tire industry and the in-depth promotion of the "dual carbon" strategy, clean, efficient, energy-saving, and low-carbon electric heating curing equipment is gradually replacing traditional steam curing equipment, with market demand continuing to rise. Based on industry development trends and customer core needs, Sinochem Rubber Machinery initiated a special research and development project for electric heating tire curing presses in 2024, establishing a professional R&D team to delve deeply into market research, technological breakthroughs, and equipment iteration. The company took the lead in focusing on solid tires and engineering tire application scenarios, innovatively adopting external temperature electromagnetic heating technology. The equipment's thermal energy conversion rate exceeds 90%, achieving significant energy-saving and consumption-reducing results. This technology enables rapid temperature rise, excellent temperature control uniformity, and effectively guarantees the consistency of tire curing and molding quality. It also supports independent regulation of curing temperature, with strong process adaptability, meeting the differentiated curing production needs of various engineering tires. This technology has secured orders for two batches of dozens of equipment from leading tire enterprises and has been successfully delivered, achieving fruitful market implementation results.

Based on the mature implementation of engineering tire technology, the company has targeted the difficult problem of TBR tire vulcanization technology. Through multiple rounds of technical discussions, structural optimization demonstrations, and actual working condition adaptation comparisons, the R&D team has finalized two sets of mature and stable core technology implementation plans, successfully developing a TBR electric heating vulcanization test prototype. After more than a year of repeated working condition testing and performance optimization by cooperative tire enterprises, all indicators of the equipment have met the standards, and the company successfully won the bid for the electric heating renovation project of more than 30 vulcanizing machines for the enterprise.

Sinochem Rubber Machinery's TBR electric heating curing press adopts an integrated heating solution of "external temperature electromagnetic heating + internal temperature heating with internal circulation". The core technologies are all independently developed by the company and possess complete independent intellectual property rights. The equipment is equipped with an electromagnetic induction heating architecture. Compared to resistance external temperature heating, the electromagnetic heating induction coil has no self-heating loss, significantly extending the service life of the equipment. It is equipped with a customized exclusive mold heating structure that can be directly adapted to the existing production molds of the enterprise, eliminating the need for mold repair, greatly shortening the on-site renovation period, and effectively reducing the cost of equipment upgrading and renovation for customers.

Field test data shows that the equipment achieves a heat conversion rate of over 95% from electric energy, saving more than 50% compared to traditional steam vulcanization processes. The unit production energy consumption of rubber products can be as low as 0.08 kWh/kg, and the mold temperature difference is precisely controlled within ±2 ℃. The equipment operates stably with strong adaptability, meeting energy-saving indicators, temperature control accuracy, and operational parameters, fully aligning with the large-scale production conditions and capacity requirements of enterprises.

Currently, the research and development of the electric heating curing press for passenger car tires (PCR) at Sinochem Rubber Machinery is steadily progressing, with the prototype test expected to be completed in the third quarter of this year. In the future, the company will continue to deeply explore low-carbon innovations in rubber curing equipment, providing customized solutions tailored to different tire categories and production scenarios of various enterprises, and comprehensively supporting the high-quality development of the tire industry.

A 400 million tire R&D base settles in Qingdao

Recently, the Qingdao Municipal Bureau of Natural Resources and Planning officially issued the "Construction Project Planning Permit" for the research center project of Shandong Haohua Technology Co., Ltd. This high-end tire R&D complex, with a total investment of approximately 400 million yuan, has entered the substantive construction preparation stage, laying a solid hardware foundation for Haohua Tires to build a global industrial innovation base featuring "research and development in Qingdao, manufacturing in Weifang, and overseas implementation".

According to the information, the key project is located north of Zhangcun River and south of Chuzhou Road in Laoshan District, Qingdao. It is situated in the core area of the Zhangcun River Science and Technology Innovation Corridor and is a municipal-level key industrial project in Qingdao for 2026.

The project covers an area of approximately 15,600 square meters, with a total construction area of 47,300 square meters. It is planned to construct four main buildings, including two nine-story high-rise research and development main buildings and two four-story professional research and development laboratory buildings (partially two stories). The overall layout adopts a central axis symmetry, with a landscape square set in the center. The south side of the building faces the Zhangcun River Ecological Park directly. It is designed as a low-density science and technology innovation park with the concept of "park-like scientific research carrier". It is equipped with 366 parking spaces for motor vehicles, and accommodates multiple functions such as scientific research and experimentation, technical office work, and supply chain headquarters operations.

From the perspective of functional orientation, upon completion, the park will focus on six core research and development directions: specialized tires for new energy vehicles, ultra-low rolling resistance high-performance tires, specialty commercial vehicle tires, new rubber material formulations, tire simulation testing, and intelligent product verification. It will integrate a material laboratory, a finished tire performance testing center, an overseas market adaptation research and development department, and a global supply chain technology service center to achieve integrated operations in cutting-edge technology research, sample trial production, performance testing, and industrial technology output, thereby addressing the shortcomings in the company's independent testing and verification capabilities for high-end tires.

Shandong Haohua Technology Co., Ltd., a wholly-owned platform company of Haohua Tire, will be established in Laoshan, Qingdao in 2025. It is a key entity in Haohua Tire's layout for the core of scientific and technological innovation in Jiaodong. As a leading private tire enterprise with over 30 years of deep experience in the rubber tire industry, Haohua Tire's production base is rooted in Shouguang, Shandong. It possesses large-scale manufacturing capabilities with an annual production capacity of 24 million sets of semi-steel radial tires and 5.5 million sets of all-steel radial tires. In 2024, its overall revenue reached 6.917 billion yuan, ranking 13th among domestic tire enterprises and among the top 35 global tire companies. Its products are sold to 168 countries worldwide, with overseas sales revenue accounting for up to 75%. Overseas markets are the core pillar of the company's growth.

Previously, Haohua Tire had established a billion-yuan supply chain headquarters in Qingdao. The establishment of this 400 million yuan research and development center will help the company achieve synergy between its R&D hub and global supply chain headquarters.