

# Farm tire market shares

A brand-by-brand look, plus shipment numbers



The domestic farm tire market, while still strong, is not quite as robust as it was in 2008, which was a record-setting year in many segments of agriculture.

This trend is reflected in 2009 farm tire shipment numbers. Original equipment tire shipments have been particularly impacted in a negative way due to the slowdown in orders from farm equipment manufacturers.

The United States Department of Agriculture (USDA) forecasts full year 2009 net farm income to come in at around \$57 billion, down \$30 billion from 2008. Still, the 2009 forecast will be the eighth largest amount of income earned in U.S. farming history, according to USDA records.

Crop production remains healthy. Corn production is projected to total 12.9 billion bushels this year, the second highest corn yield on record. Soybean production will reach an all-time high of 3.3 billion bushels. The downside is that the super-abundance of crops has led to lower commodity prices.

Below is a look at specific shipment numbers in six different farm tire categories, as well as a brand-by-brand market share breakdown for each segment.

<b>Radial rear OE</b>
2009 shipments: 240,000
Goodyear = 47.0%
Firestone = 41.0%
Michelin = 10.0%
Titan = 2.0%
<b>Radial rear replacement</b>
2009 shipments: 220,000
Firestone = 33.0%
Goodyear = 33.0%
Michelin = 10.0%
Titan = 9.0%
BKT (Balkrishna) = 8.0%
Co-op = 3.0%
Trelleborg = 2.0%
Alliance = 1.5%
Others = 0.5%

<b>Bias rear OE</b>
2009 shipments: 305,000
Firestone = 47.0%
Goodyear = 28.0%
Titan = 22.0%
Trelleborg = 2.0%
Others = 1.0%
<b>Bias rear replacement</b>
2009 shipments: 410,000
Firestone = 42.0%
Goodyear = 20.0%
Titan = 17.0%
BKT = 8.0%
Co-op = 3.0%
Akuret (Del-Nat) = 2.5%
Alliance = 2.0%
Harvest King (TBC) = 2.0%
Trelleborg = 2.0%
Denman = 0.5%
Others = 1.0%

<b>Small farm OE</b>
2009 shipments: 380,000
Firestone = 37.0%
Goodyear = 36.5%
Titan = 23.0%
Trelleborg = 2.5%
American Farmer (STA) = 0.5%
Galaxy = 0.5%
<b>Small farm replacement</b>
2009 shipments: 1.25 million
Firestone = 38.5%
Goodyear = 20.0%
Titan = 16.0%
American Farmer = 6.0%
Co-op = 5.5%
BKT = 4.0%
Harvest King = 3.0%
Trelleborg = 2.0%
Carlisle = 0.5%
Denman = 0.5%
Others = 4.0%