

The industry generally optimistic about the tire market in 2013

Of the tire industry in 2012, can be called a “precarious”. ”Tire special safeguard case end, just to make the Chinese tire enterprises heaved a sigh of relief, the implementation of the EU” label “a wake-up call, and gave countries the tire business. In addition, the Diaoyu Island incident hit the Japanese cars, the Guangzhou auto purchase of all indirectly reduce the boom of China’s tire industry.

This inevitably raises doubts about the: a variety of negative factors will continue into 2013, continue to affect the tire industry?

U.S. “safeguard” the end of the export or for the better

“For the EU tire labeling law, we have several years ahead to do to prepare, and is now able to meet the requirements.” Max Tire Co., Ltd.

Deputy General Manager Dai morning recently to edit the Tire World Network said that.

Although Europe is one of the major export markets of the domestic tire, but if well prepared in advance, you will not be too much by the labeling law, he said. Coupled with the end of the U.S. “safeguard” bring good, wearing the morning of 2013, China’s tire exports to make “will be slightly better than this year,” the judge.

TANG Ngar Li, president of the China Rubber Industry Association, many domestic product by the U.S. Environmental Protection Agency as a “green tire” these enterprises to cope with the labeling law is not a big problem.

“The first phase of the EU labeling law required for tire indicators are relatively low, basic domestic enterprises can be achieved, the export will not be affected; while the second stage requires more stringent, however, when the second stage, there is do not have a clear point in time, enterprises should prepare early. “Song Libo, a professor-level senior engineer of the United Rubber Co., Ltd. Exhibition tire World Network expressed similar views.

He also said that the U.S. “safeguard” the end of next year, the domestic tire enterprises is bound to get back lost market share.

Jiaojia lower corporate profits insurable

Analysis of the domestic tire companies have released half-year financial report, can be found in the first half of this year, many companies there is decline in turnover, but net profit rises circumstances.

Song Libo introduction, the main reason for the above phenomenon is a decline in the price of natural rubber. ”Over the last five years, the total production of natural rubber in the world rapid growth this year, down nearly 50% in the price of natural rubber, natural increase the profit margins of tire companies.”

Although it seems that the tire industry boom this year is not high, but still stronger than the downstream natural rubber industry.

Recently, the Rubber Study Group (IRSG), said that the worsening of the debt crisis threatens global economic growth, the continued downturn in the global demand for natural rubber, natural rubber prices next year or continue to decline due to excess supply.

Song Libo forecast, purchasing and storage part of the natural rubber is the introduction of the three major rubber producing countries in Southeast Asia, in order to stabilize the price of the relevant measures in the first half of next year, the price of natural rubber will not have a big change.

“Now the Chinese government is also actively seeking natural rubber imports ‘zero tariff’, if successful, although the impact be made of natural rubber, but the will of the Chinese tire industry is good news,” he said.

Automobile market to stimulate improved tire increased demand

For the next year, whether the Chinese tire industry is getting better and better, the first tire marketing management vice minister of Xiong Yunjun make the following judgment: “The automobile market in a year or less will have a fixed growth rate, a new car facing the problem of replacement tires, there will be a market growth. “

The Xiong Yunjun also suggested that in view of this year’s brutal environment, tire companies, it will do next year plans, growth is expected to reduce. He predicted that the situation of the Chinese tire industry next year will be better this year, but remain on a slow growth in the single digits, and can not reproduce the “Golden Age” of 2009 and 2010.

Talking about the impact of the automobile market in the tire industry, Song Libo view, the adverse situation of the automobile market this year, it is “accidental” Diaoyu Island incident caused by the storm will slowly subside, will be restored to the level before the next year, basic. In his view, the combination of a variety of factors, next year up to 5% annual growth rate of China’s tire industry. “If the EU market that no other action in the United States, perhaps even higher.”