

Tyre Retailing in Australia

Key Statistics 2014-15 (IBISWorld 2015)

Revenue: **\$4,594.9 million**

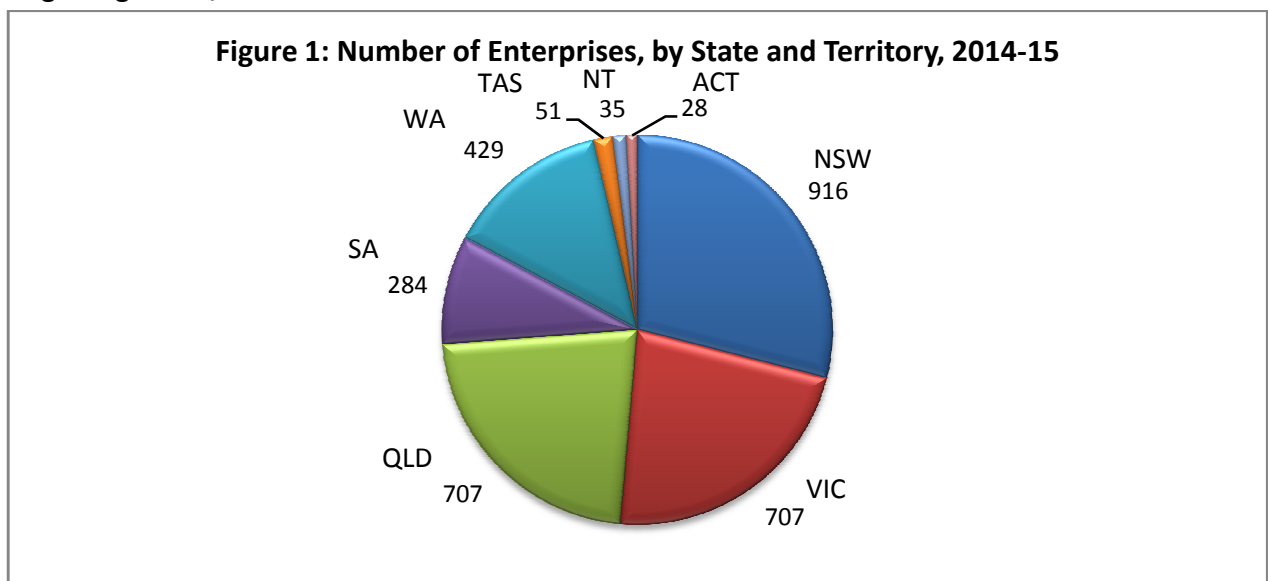
Establishments: **3,158**

Businesses: **2,115**

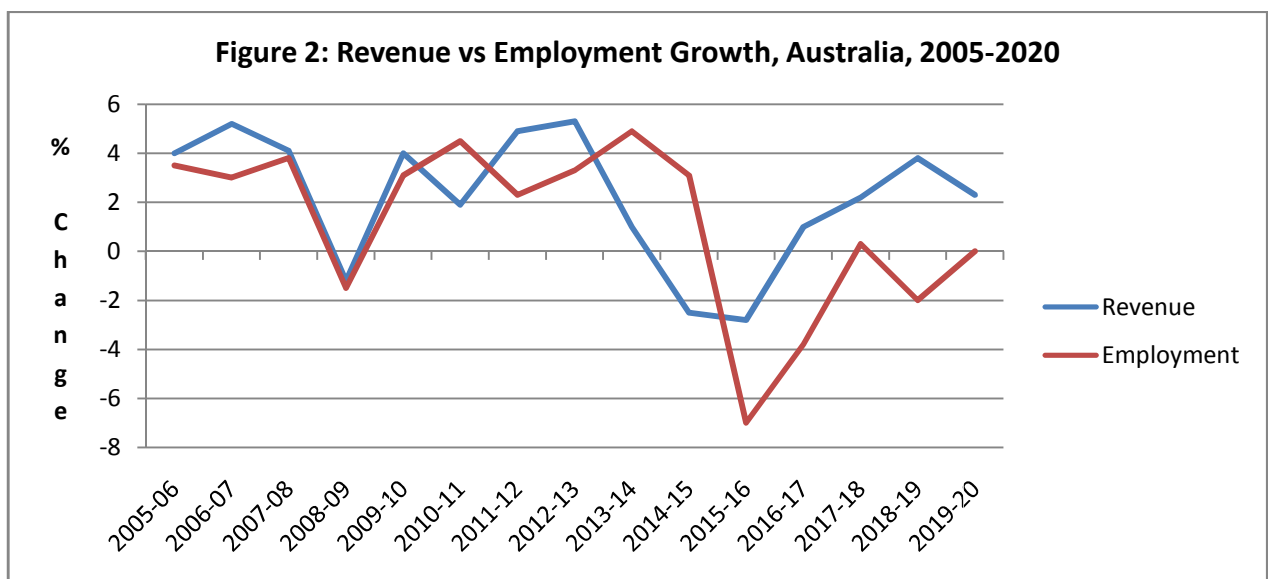
Employment: **12,402**

Avg. Employees per Establishment: **3.9**

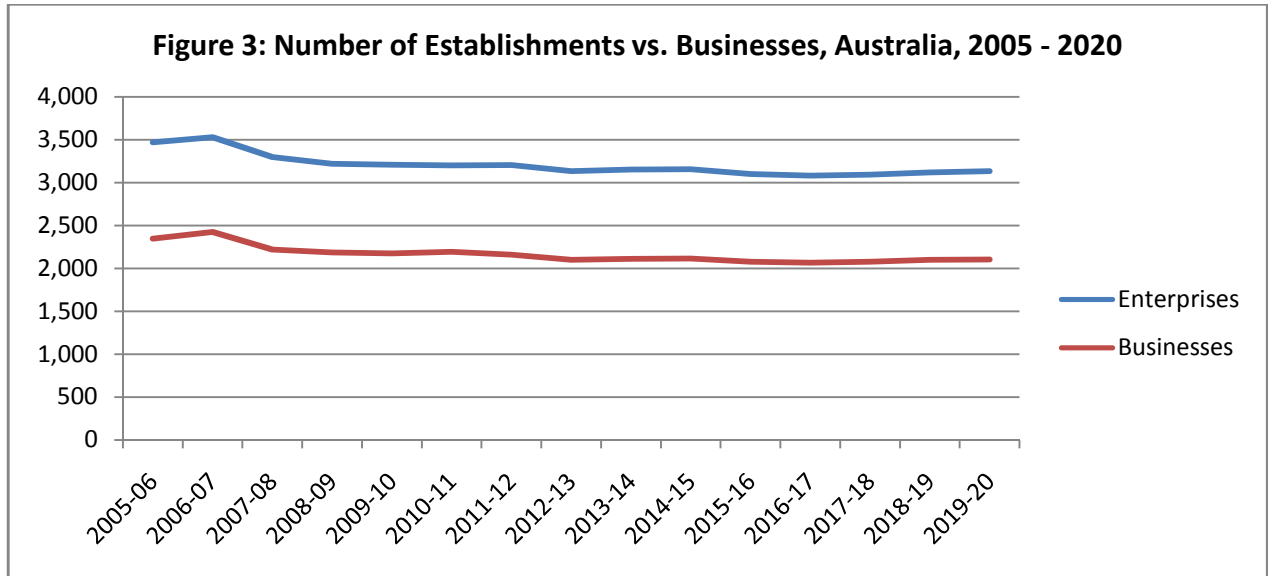
Avg. Wage: **\$61,506.20**



Source: IBISWorld, G3922Tyre Retailing in Australia, Ivanov, A., May 2015.



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Summary

Tyres are an essential part of the automotive industry and therefore, there will always be a market for them. The industry went into negative growth during the Global Financial crisis as consumers delayed spending but the need for tyres soon returned to strong positive growth following pent-up demand.

The industry has changed with an influx of cheap tyres which are proving very popular with consumers. The margins are very tight so there is not much room for profit growth, despite an increase in the number of cars on the road. Other pressures in the tyre industry include decreased demand from the mining sector and increased competition from external car dealerships.

It is forecast that the industry will experience moderate growth in the next 5 years but there will be little growth in the number of businesses and enterprises operating in this field.