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Latest Sell-Out Pricing Data

The latest Sell-Out Pricing data supplied to Tyre Trade News by industry specialists Encircle Marketing reveals that the average price of a tyre in the UK over the first half of 2009 has remained relatively static.

At a Total Market level, Encircle report a fall of 1.2% since February with the average price now at £78.81 compared to £80.82 five months ago. The June figure is slightly higher than the lowest recorded month (March) when the average price was at £77.12.

If we delve a little deeper and examine average prices by speed rating, here we can start to see some more significant variation. Let's start by looking at the biggest move – W/Y/Z. In this sector average prices in February stood at £114.64. By March however, Encircle saw a reduction of 5.5% (or just over £6) to £108.26. A recovery was quickly made in April and May but Encircles' latest data (June) shows the average price to have fallen back to £107.77.

Further investigation across the Premium brands (within the W/Y/Z sector) there are some notable differences. Bridgestone for example is down 2.8% to £124.37. Continental is down slightly less at 1.95% to £134.83. Dunlop is static with less than 30p difference reported (£123.60 in June). As is Pirelli (£121.31 versus £121.81) and Goodyear is up slightly at £118.35. Michelin complete the set with an average price of £152.84 which is up 2.46%.

The sectors influencing the decline are therefore the Mid Range and Budget sectors which both report declines over the first half of the year.

If we move our attention onto H & V, here Encircle report some interesting movement. H in February had a Total Market average price of £72.06 which was almost £1.00 higher than V. As the year has developed (since April), V has seen it's average price steadily increase, so much so that in June V actually demanded a higher price than H (£73.66) versus (£72.13).

In terms of the influencing retail channels, Car Dealers & Regional Independents were the driving force behind the downward movement for H with both reporting a fall in average price of around £4.00

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Elsewhere average prices have been pretty static month on month.

If we look finally at S/T, this sector report a 1.2% reduction. Like W/Y/Z this is slightly higher than the lowest report month in 2009 so far which was March when the average price stood at £60.07.

In terms of the key channel(s) influencing this performance, again Car Dealers see a reduction in average price June versus May of 10% to £58.39. Local Independents are also following suit albeit to a much lesser extent (2.5%) to £55.99 from £57.41 in May.