



GLOBAL BUSINESS OUTLOOK FOR BRIGHTSTOCKS

The supply of brightstocks continues to dwindle due to Group I plant closures driven by capacity overhang, technical obsolescence, and refiners' recent pursuit of sustainability goals. However, various substitutes such as Group II brightstocks and PIB are emerging simultaneously. This report will focus on key trends, developments, challenges, and business opportunities in the global brightstock market.

Scope



- Current and forecast demand for brightstocks
 - By application
 - By region
 - By brightstock type*
- Current and forecast supply for brightstocks
 - By supplier
 - By region
 - By brightstock type*
- Potential shortfalls in the brightstock market
- Potential substitutes for brightstocks in various applications
- A comparative assessment of technical and economic feasibility of substitution by various alternatives

*Includes conventional Group I brightstocks, naphthenic brightstocks, and alternate brightstocks (Group II)

Regional Coverage



Asia-Pacific, Africa and the Middle East, Europe, North America, South America

Features and Timing



Base Year: 2022

Published: April 2023

7th Edition

**Includes an Excel-based
supply-demand model**

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Introduction

Executive Summary

An overview of the report findings, plus a forecast based on Kline’s FutureView Forecasting Model

Current and Forecast Demand

- Current formulation approaches and brightstock demand by lubricant product
- Demand by application and region
- Lubricant demand outlook and changes in formulation
- Brightstock demand outlook by application, region, and brightstock type

Current and Forecast Supply

- Current brightstock supply by brightstock type, region, and producer
- Anticipated changes in brightstock capacity and resultant brightstock supply by brightstock type, region, and producer
- A discussion on market trends shaping brightstock capacity

Supply–Demand Balance

- Current and projected supply-demand balance by region and brightstock type

Substitute Products

Supply and availability of different substitutes, their technical performance, and pricing vis-à-vis brightstocks

- Polyalphaolefins (PAO)
- Polyisobutylenes (PIB)
- Polyalkylene glycols (PAG)

Market Evaluation and Outlook

- Business outlook, opportunities, and challenges for brightstock suppliers and blenders
- Barriers for entry for substitutes

Supplier Profiles

- Brief profiles of key brightstock suppliers (listed in Table 1)

TABLE 1. SUPPLIERS PROFILED	
Ergon	PBF Energy
ExxonMobil	PERTAMINA
HollyFrontier	Petrobras
IRPC	Shell
Luberef	CEPSA
Lukoil	

Forecast period: 2022 to 2032

SUBSCRIBER BENEFITS

This syndicated study is designed to provide an objective and thorough analysis of brightstock supply and demand, the emerging supply gap, and potential substitutes. Subscribers will be able to identify potential market opportunities and threats. The study also:



Serves as a useful tool to quickly learn the dynamics of brightstock market and assists in making business decisions



Offers valuable insights and information on business opportunities and threats



Helps subscribers recognize the likely shortfall in brightstock supply and identify suitable options to make up for the shortfall

Methodology



Kline's approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives. Our industry expertise is elevated by technology and systematic data collection processes to deliver more predictive and actionable data and insights.

New and Improved Forecasts



Kline's new enhanced forecasting capabilities combines the power of advanced data science techniques and industry expertise to predict future market metrics. We analyze economic, demographic, social media, and consumer trend indicators to identify the factors driving growth. Our algorithms refine predications, and our automated processes provide the latest data for informed decision-making.

KLINE CREDENTIALS

Kline, an advisory consultancy and market research firm, combines industry expertise and technology to provide highly predictive and actionable data, insights, and advice. Known as "The Industry Experts," we deliver top-notch services in lubricants and petroleum specialties, professional beauty, and specialty chemicals. This focus gives us a competitive advantage and global leadership in these areas. While we also serve adjacent industries, our specialization sets us apart as the leading experts in our chosen fields.



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