



Heavy-Duty Motor Oil: China Channel Dynamics and Opportunities for Trucks, Buses, and Construction Vehicles

**Base Year: 2019
and 2020 early
estimates**

**Published:
Q4, 2020**

**2nd edition
Regional Coverage: China**

The sales channels catering trucks, buses, and construction vehicles are undergoing significant change due to environmental regulations and changes in the way business is conducted due to COVID-19 social distancing guidelines. This new report assesses the current state of HDMO sales channels and how they will likely evolve, along with what HDMO distribution will look like in the future.

SCOPE

- › Overview of current and projected HDMO market demand
- › Overview of HDMO demand by viscosity grades and penetration of synthetic and semi-synthetic products
- › Overview of current and emerging HDMO distribution channels for trucks, buses, and construction vehicles
- › Analysis of the supply chain and key participants in the HDMO sales channels for trucks, buses, and construction vehicles
- › Analysis of the market potential for existing and emerging HDMO sales channels, plus market opportunities and threats

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Executive Summary

An overview of key findings

Heavy-Duty Motor Oil Market Overview

For each segment (trucks, buses, and construction vehicles), the following information is provided:

- Definition of vehicle types in the segment
- Historical vehicle sales and population trend by vehicle type
- Historical HDMO demand trend in the segment by service-fill and factory-fill
- HDMO demand by type of vehicle, product type (synthetic vs. conventional), viscosity grade, and API service category
- Market evolution with changing emission regulations
- HDMO demand forecast

- Description of external forces affecting the development of HDMO sales channels
- Description of scenario drivers for HDMO sales channel development
- Description of key trends driving HDMO sales channel development
- HDMO demand forecast by sales channel under multiple scenarios

Overview of Franchised Workshops, Independent Workshops, and Fleets

- Key features and business model for each of these three channels
- Key advantages and disadvantages of using these three channels
- Factors driving and restraining growth of these three channels
- Blenders' opportunities and challenges in serving these three channels

Overview of Leading HDMO Segments

For each segment (trucks, buses, and construction vehicles), the following information is provided:

- HDMO demand by sales channels such as independent workshops, franchised workshops, retail, and fleets

Overview of Retail Channel

- Definition of retail channel
- Key advantages and disadvantages of using this channel
- Factors driving and restraining growth of this channel
- Blenders' opportunities and challenges in this channel

REPORT BENEFITS

This report assists lubricant blenders, marketers, and other market participants in identifying opportunities and challenges within the industry. It also serves as an invaluable tool in the strategic planning process. Specifically, the report helps subscribers:

Understand economic, regulatory, and other market drivers and their impact on demand and the channels to market

Develop channel strategies by understanding the trends and developments driving the Chinese HDMO market

Design and develop products and marketing strategies for channels in different vehicle markets by assessing unmet needs and barriers to entry

METHODOLOGY

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China

+86-21 6012-6500

Dubai

+971-4-214-9892

Europe

+32-2-770-4740

India

+91-124-4546-100

Japan

+81-3-3242-6277