



Heavy-Duty Motor Oil:

China Channel Dynamics and Opportunities for Trucks, Buses, and Construction Vehicles

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Base Year: 2017 with projections to 2022

Regional Coverage: China

Trucks, buses, and construction vehicles are major commercial vehicles in China, accounting for more than 80% of the heavy-duty motor oil (HDMO) consumed and more than 85% of mid- to high-performance level HDMO products. Other HDMO applications, in mining and agriculture, for example, are either too small in consumption volume or use primarily low-quality HDMO products. The sales channels catering trucks, buses, and construction vehicles are undergoing significant change due to environmental regulations and other factors. This new report assesses the current state of HDMO sales channels and how they will likely evolve, and what HDMO distribution will look like in the future.

This Report Helps Subscribers to:

- Understand the current HDMO market for trucks, buses, and construction vehicles in terms of size and growth
- Analyze the value chain and identify the major suppliers in these market segments of the HDMO market
- Understand the size and growth of HDMO sales in different market segments
- Identify the major factors that impact the development of HDMO sales channels
- Evaluate leading blenders' current actions and future plans to meet these changes in the HDMO market
- Analyze how customer expectations and purchasing criteria and practices change over the next five years
- Highlight opportunities and challenges for marketers



Report Contents

Introduction

Executive Summary

- An overview of key findings

Heavy-Duty Motor Oil Market Overview

This report is divided into three segments: trucks, buses, and construction vehicles. Each segment is dedicated to one category of commercial vehicle (trucks, buses, and construction vehicles) and includes the following information:

- 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
- Market scenarios driving trends in the market
- HDMO demand forecast under the most likely scenario

Overview of Leading HDMO Segments

This section is divided into three reports, and each report is dedicated to one category of commercial vehicle. Each report includes the following information:

- HDMO demand by sales channels such as independent workshops, franchised workshops, retails, and fleet

- 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 three scenarios: most likely, aggressive, and conservative
- Overview of three sales channels: 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 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



Scope

This new report provides a detailed independent appraisal of leading HDMO sales channels. The study explores the opportunities available to HDMO marketers operating in China while providing subscribers with a comprehensive and accurate assessment of opportunities for growth and the relative importance of different channels in each major kind of vehicle.

Specifically, the study provides:

- Overview of the 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, and the opportunities and threats they represent

Key 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 to:

- Understand economic, regulatory, and other market drivers and their impact on demand outlook
- Develop channel strategies by understanding the trends and developments driving the Chinese HDMO market
- Remain updated on the trends that will reshape how HDMO products are sold to vehicle owners
- Design and develop products and marketing strategies for channels in different vehicle markets by assessing unmet needs and barriers to entry
- Evaluate market opportunities and challenges



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 50-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.

Primary Research

We Know Who to Talk to. We Know How to Listen.



A high number of in-depth discussions are conducted by each analyst. All interviews are done with true industry insiders.

Kline’s analysts draw upon pragmatic experience to understand global impacts and local perspectives. Our interviews engage experts across all pertinent fields and sectors including:

- Marketers/manufacturers
- Distributors
- Government agencies
- Retailers
- Suppliers
- Trade organizations

Secondary Research

We Know Where to Look – Mining the Details.



Analysis is further supplemented by secondary research, consisting of constant tracking of annual company reports, national statistics bureaus, trade/industrial/professional associations, and the like.

Relevant developments are diligently followed and their impact closely monitored. Reports also draw upon non-confidential data from Kline’s internal database, consisting of over half a century’s syndicated research.

Comprehensive Market Intelligence

We Know How to Verify.



Data are rigorously analyzed, cross-checked, distilled, and validated. Kline’s proven methodology allows exceptionally effective, precise, and reliable market

intelligence, giving subscribers a solid foundation on which to grow, refine, and expand their business with confidence.

Kline Credentials

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for nearly 60 years.

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