

# KLINE PERSPECTIVES 2018

An analysis of the industry's past year and the trends ahead as well as key quantitative data of the lubricants, baseoil, and additives industries



# AT A GLANCE

## WHAT IS IT?

Kline Perspectives 2018 includes everything you need to know to gain a solid high-level understanding of the lubricants, baseoil, and additives industry. In less than 100 pages we give you all the information and insight you need to appreciate both the current state of the industry and where it is heading in the short and medium-term future.

In the first section, beautifully presented and packed with infographics, we provide a review of the main events that characterized the past year (from major M&A deals to prominent political events that have had implications for the industry). We also look at the future with a fresh perspective on the top 10 trends we think will change the industry in the medium term and the impact they might have. These include market niches (geographies, users, products) that we believe have a high growth potential. Finally, we give our opinion on a selection of hot topics through thought pieces co-developed with our Consulting practice.

In the second section of the report, we provide key quantitative information of the lubricants, baseoil, and other specialty products markets. These include figures and data on market size, growth rates, major industry participants, and main market segments.

## SAMPLE DELIVERABLES

	Q1	Q2	Q3	Q4
Mergers & Acquisitions				
New product launches				
New regulations				
New plants/closures				
Organisational changes				
Political events				



Review of the past 12 months – Gain a bird’s eye view of the main events that affected the industry over the year – from M&A activity to changes in production capacity or new product launches.

Top 10 industry trends – We predict the most important factors that will shape the lubricants industry in the years to come and the impact they could have on manufacturers and other players.



		Certainty	Timeline	Potential disruption	Factors that could accelerate trend	Potential impact on industry
Electrical cars		●	●	●	XXXX	XXXX
Global vehicle sales growth		●	●	●	XXXX	XXXX
OEM lubricants		●	●	●	XXXX	XXXX
E-commerce		●	●	●	XXXX	XXXX
Bio-based lubricants		●	●	●	XXXX	XXXX
Distributors' consolidation		●	●	●	XXXX	XXXX



Industry information and figures – Get the key data on market size, growth rates, product segmentation and much more for the lubricants, baseoil, and additives markets.

# AT A GLANCE

## TIMING

- To be published: November 2017

## CONTENT

### INDUSTRY INSIGHTS

- Review of the industry's last 12 months
- Top 10 trends for the medium term (next 5 to 10 years)
- Thought pieces

### INDUSTRY OVERVIEW

- Key facts and figures of the lubricants industry
- Key facts and figures of the baseoil industry
- Key facts and figures of other specialty product industries (e.g. additives)

## BENEFITS

- Understand the complexity of the lubricants, baseoil, and additives industry – we make it simple and connect the dots for you
- Understand what trends will affect the industry and your business
- Identify high-growth opportunities as well as potential market threats

## SCOPE

- Global
- Lubricants, baseoil, and additives markets (and other selected markets)

## METHODOLOGY

- Primary research: face-to-face interviews and structured customer survey
- Secondary research

# WE KNOW LUBRICANTS

THE INDUSTRY'S #1 DATA AND INSIGHT GO-TO PROVIDER



WE'VE COVERED THE WHOLE INDUSTRY SINCE 1969

## Basestocks

- Global Lubricant Basestocks
- Global Synthetic Basestocks
- Global Naphthenic Basestocks
- Global Used Oils and Re-refined Basestocks
- Basestocks in Africa and the Middle East
- Global Brightstocks Market

## Lubricants

- Opportunities in Lubricants North America
- Opportunities in Lubricants Africa
- Opportunities in Lubricants China
- Opportunities in Lubricants India
- Opportunities in Lubricants Brazil
- Opportunities in Lubricants Russia
- Global Lubricants
- Lubricants in Wind Turbines
- Biodegradable and Food Lubricants
- Global General Industrial Oils and Fluids
- Global Synthetic Lubricants
- Lubricants for Motorcycles and Scooters
- LubesNet Database

## Additives & Specialty Products

- Global Lubricant Additives
- Global Wax Market
- Used Oil and Re-refined Lubricants: U.S. Market Analysis
- Global Grease
- Global Process Oils
- Global Marine Engine Oils
- Metalworking Fluids
- Coolants
- White Oils

OUR EXPERTS ARE EXCLUSIVELY SPECIALIZED IN LUBRICANTS



### Milind Phadke

Milind is responsible for Kline's syndicated market research reports in the areas of finished lubricants, lubricant basestocks, and lubricant additives. Milind has 15 years of work experience in the petroleum industry in sales, marketing, and market research roles. He holds an MBA from the Indian Institute of Management, Ahmedabad.



### George Morvey

George is responsible for managing Kline's global syndicated studies and databases in finished automotive and industrial lubricants. He has been with Kline for over 19 years and prior to that he spent 8 years with Quaker State as a sales manager. George remains a die-hard DIYer and changes the oil and filter in his three vehicles twice a year.