



1st Edition

# Lubricant Blenders Database

Published February 2018

Base Year: 2017

Regional Coverage: Global

Kline's Lubricant Blenders Database provides blender profiles for the major lubricant markets. Coverage for this database includes national oil companies (NOCs), multinational companies (MNCs), contract/toll blenders, and other local players for every market. Contents include blender profiles, which include location and ownership or affiliations, product specializations (where available at the plant level) and brands, and capacity (where available), recent investments, an indication of tolling services provided, and any other relevant information available through primary and secondary research.

## This Database Helps Subscribers to Assess:

- Competitive intelligence—understanding competitors' footprint and supply strategies (by comparing plant capacities and locations)
- Evaluating toll-blending opportunities and available capacity in the select markets
- Scan the market for potential acquisitions and partnerships
- This information can be used as a starting point to support strategic questions like market entry strategy, make vs. buy decisions, and supply chain and route to market considerations
- Kline's Consulting division is happy to assist in developing these insights on a proprietary basis



## Database Contents

### Records

- Over 900 records of MNCs, NOCs, and tier-2 blenders

### Global: Covers more than 35 countries

- Argentina
- Australia
- Belgium
- Brazil
- Canada
- Chile
- China
- Columbia
- Cyprus
- Finland
- France
- Germany
- Greece
- India
- Indonesia
- Italy
- Japan
- Malaysia
- Mexico
- Netherlands
- Nigeria
- Norway
- Panama
- Philippines
- Portugal
- Russia
- Singapore
- South Africa
- South Korea
- Spain
- Sweden
- Thailand
- Turkey
- United Arab Emirates
- United Kingdom
- United States
- Uruguay
- Vietnam
- West Africa

### Fields

- Ownership/affiliation
- Website
- Address
- Capacity
- Year built
- Integration
- Tolling status
- Product specialization
- Brands produced
- Recent investments





## Scope

Lubricant Blenders Database utilizes secondary research to compile the comprehensive list of blenders for each country market. Kline uses its existing knowledge and additional primary research to gather information on:

- Up-to-date capacity estimates and annual updates on plant information, such as closures, changes in capacity and ownership
- Product specialization (e.g., automotive/industrial, greases, marine oil, etc., where available at the plant level)

## Key Benefits

This database assists lubricant marketers in identifying opportunities and assessing challengers within the industry. It also serves as an invaluable tool in the strategic planning process.



## 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 over 50 years.

#### A FULL SPECTRUM OF SERVICES

CUSTOM  
RESEARCH

MARKET  
RESEARCH  
REPORTS

MANAGEMENT  
CONSULTING

**North America**  
+1-973-435-3407

**Latin America**  
+55-11-3079-0792

**Europe**  
+32-2-770-4740

**China**  
+86-21-6012-6500

**India**  
+91-124-4546-100

**Japan**  
+81-3-3242-6277