



2nd Edition

Opportunities in Lubricants:

Latin America and Caribbean Market Analysis

To be Published 2nd Quarter 2019

Base Year: 2018

Forecasts to 2023 and 2028

Regional Coverage: Latin America ■ Caribbean

Opportunities in Lubricants: Latin America and Caribbean Market Analysis provides a comprehensive, in-depth analysis of automotive and industrial finished lubricant products, end-use industries and trade classes, major suppliers, and market trends in the leading country markets in this region.

This Report Helps Subscribers to:

- Assess the current size of the Latin American and Caribbean finished lubricants market by major countries and product categories
- Understand emerging product, performance, promotion, pricing, and channels of distribution trends
- Identify barriers to growth and develop strategies to overcome them
- Analyze the leading suppliers that are active in the region
- Evaluate opportunities for mergers, acquisitions, and alliances
- Assess opportunities for revenue growth in slow-moving markets



Tentative Report Contents*

Year in Review

- Latin American and Caribbean lubricant industry market review
- Regional macro-economic trends
- Leading lubricants supplier market share and business review
- Lubricant performance trends
- Lubricant demand growth
- Overview of leading country markets

Country Market Profiles

Leading country markets in the region are profiled per the outline below. List of countries to be profiled are listed in Table 1.

- Country overview including political and economic background, trade barriers, vehicle parc- sales- production
- Overall finished lubricants demand, basestock and additive manufacturing and supply
- Commercial automotive market segment overview: product category, type, viscosity grade, API service category, on-highway and off-highway fleets, synthetics, supplier market share, forecast and assumptions
- Consumer automotive overview: product category, type, viscosity grade, API service category, installed and retail channels, synthetics, supplier market share, forecast and assumptions
- Industrial oils and fluids overview: product category, type, viscosity grade, leading industries, synthetics, supplier market share, forecast and assumptions
- Appraisal

* Subject to subscriber input.

Table 1: List of Country Markets Covered

Argentina	Guatemala
Bolivia	Honduras
Brazil	Jamaica
Chile	Mexico
Colombia	Panama
Costa Rica	Peru
Dominican Republic	Puerto Rico
Ecuador	Trinidad & Tobago
El Salvador	



Scope

Opportunities in Lubricants: Latin America and Caribbean Market Analysis provides a detailed, independent appraisal of the finished automotive and industrial lubricants industry in the region and identifies market opportunities and challenges for lubricant suppliers, distributors, lubricant additive suppliers, and basestock manufacturers. Products and topics covered in the study include:

- Industrial oils and fluids: hydraulic fluid, compressor and refrigeration oils, turbine and circulating oils, gear oil, grease, and other general industrial oils and fluids
- Process oils: white, electrical, rubber, and all other
- Metalworking fluids: removal, forming, protecting, treating
- Penetration levels of synthetic and semi-synthetics will be analyzed and assessed
- Industrial engine oil: natural gas, railroad, marine, aviation piston aircraft, and stationary diesel
- Consumer automotive lubricants: passenger car engine oil, 2T/4T motorcycle oil, ATF, gear oil and grease
- Commercial automotive lubricants: heavy duty engine oil, hydraulic and transmission fluid, gear oil and grease

Key Benefits

This market study assists senior executives, product and market managers, strategic planners, raw material suppliers, and lubricant distributors assess the market for their products and understand their competition in Latin America and the Caribbean. The key benefits to subscribers include:

- In-depth country profiles of all leading country markets in Latin America and the Caribbean plus a comprehensive Year in Review PowerPoint document summarizing the overall lubricants industry in the region
- Accurate estimates of the current size of the Latin American and Caribbean lubricant market by key countries and products
- Identification of barriers to growth and strategies to overcome them
- Evaluation of opportunities for mergers, acquisitions, and alliances
- Identification of volume and revenue growth opportunities at the product level (synthetics) or channel level (franchised workshop), especially in slow growth country markets
- Identification of macro and micro-economic trends shaping and driving the lubricants industry



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.

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