

# The Changing Face of Passenger Car Servicing and Emerging PCMO Sales Channels in China

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

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**2<sup>nd</sup> edition**

**Regional Coverage: China**

A comprehensive analysis of current and emerging sales channels for passenger car motor oils (PCMOs) in China. Alternative channels are emerging that will reshape how PCMOs are sold especially in the aftermath of the COVID-19 pandemic, when social distancing becomes more prevalent. The report assesses the current state of PCMO sales channels, how they will likely evolve, and what PCMO distribution will look like in the future.

## SCOPE

- › Overview of the current and projected PCMO market demand
- › Overview of PCMO demand by viscosity grades and penetration of synthetic and semi-synthetic products
- › Overview of current and projected PCMO distribution channels
- › Analysis of the PCMO supply chain and profiles of key stakeholders
- › Profiles of emerging channels for PCMO sales
- › Analysis of the market potential for alternative channels and the opportunities and threats they represent

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## Introduction

### Executive Summary

An overview of key findings

### PCMO Market Overview

- Overall demand and share of different viscosity grades and quality levels
- Penetration of synthetic and semi-synthetic products
- Current distribution structure and PCMO volumes through different channels
- Market trends (electric vehicles, fuel economy and emission regulations, drain intervals, ride sharing, impact of COVID-19 containment guidelines)
- Demand outlook

## Profiles of Leading and Emerging PCMO Channels

Detailed profiles will be provided for the channels listed in Table 1, covering the following information:

- Channel definition and structure
- Supply chain and key participants
- Key growth drivers and restraints
- Current and projected PCMO volumes
- Assessment of opportunities and challenges

## Profiles of Leading Market Participants

- Company background
- Business model – product and service offerings, key business focus, regional coverage
- Key market alliances
- SWOT analysis
- Company appraisal



**Table 1. List of Channels Profiled**

Mainstream channels	Alternative channels
OEM dealers	Automotive insurance companies
Online	Car-sharing platforms
Other direct	Online to offline platforms
Distributor	Other

## REPORT BENEFITS

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

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

Remain updated on the trends that might reshape how lubricants are sold to consumers and understand economic and other market drivers

Design and develop products and marketing strategies for the emerging channels by assessing unmet needs and barriers to entry

## 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 60-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.

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