



ASEAN MARKET ANALYSIS AND OPPORTUNITIES

PART OF GLOBAL LUBRICANTS SERIES

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ASEAN Market Analysis and Opportunities 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 major country markets in this region.

Scope



- *ASEAN Market Analysis and Opportunities* report includes lubricants market profiles of six countries divided into key market segments:
 - Consumer automotive lubricants: Passenger car engine oil, motorcycle oil, transmission fluids, gear oil, and greases
 - Commercial automotive lubricants: Heavy-duty engine oil, hydraulic and transmission fluid, gear oil, and grease
 - Industrial oils and fluids: Hydraulic fluid, compressor and refrigeration oils, turbine and circulating oils, gear oil, grease, marine oils, process oils, metalworking fluids, and other general industrial fluids
- The report identifies market trends, opportunities, and challenges including the most recent developments in sustainability and the electrification of personal mobility.
- The report also includes an overview of leading lubricant marketers.
- The ASEAN series also includes a regional summary report.

New Topics

- Lubricant market value estimates by segment for the base year, as well as 5- and 10-year forecasts
- Assessment of trends having an impact on the future channel split in key market segments

Regional Coverage



Cambodia, Indonesia, Malaysia, Thailand, Philippines, and Vietnam

Features and Timing



Base Year: 2023

To be Published: Q2 2024

Forecast Years: 2028 and 2033

3rd Edition

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Market Profiles

- Introduction: Market highlights, economic background
- Mobility: Vehicle parc, production, and sales; emerging mobility trends
- Sustainability: Re-refining, bio-lubricants, green packaging, and efficiency improvement
- Consumer automotive lubricants:
 - Overall lubricant demand volume and value (2023, 2028, 2033)
 - Overall lubricant demand volume by product and viscosity grade (2023, 2028, 2033)
 - Lubricant demand volume by channel (installed and retail)
 - PCMO demand volume by API service category and formulation type
 - Lubricant suppliers' sales volume
 - Market developments
- Commercial automotive lubricants:
 - Overall lubricant demand volume and value (2023, 2028, 2033)
 - Overall lubricant demand volume by product and viscosity grade (2023, 2028, 2033)
 - Lubricant demand volume by trade classes (on-highway and off-highway)
 - HDMO demand volume by API Service Category and formulation type
 - Lubricant suppliers' sales volume
 - Market developments
- Industrial lubricants:
 - Overall lubricant demand volume and value (2023, 2028, 2033)
 - Overall lubricant demand volume by major product groups (2023, 2028, 2033)
 - Lubricant demand volume by end-use industry
 - General industrial oil demand volume by type (2023, 2028, 2033)
 - Industrial engine oil demand volume by type (2023, 2028, 2033)
 - Process oil demand volume by type (2023, 2028, 2033)
 - Metalworking fluids demand volume by type (2023, 2028, 2033)
 - Lubricant suppliers' sales volume
 - Market developments
- Overall sales of lubricants by major suppliers

TABLE 1. COUNTRY MARKETS (6)

Cambodia	Indonesia
Malaysia	Thailand
Philippines	Vietnam

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Regional Summary

- Regional macroeconomic trends
- Mobility: Regional vehicle parc, production, and sales:
 - Emerging mobility trends
- Sustainability: A summary of major sustainability trends in the region including topics such as re-refining, bio-lubes, green packaging, and efficiency improvement
- Lubricant market review:
 - Overall regional demand volume and value by segment (2023, 2028, 2033)
 - Overall regional demand volume by country (2023, 2028, 2033)
 - Overall sales volume of lubricants by major suppliers
- Consumer automotive lubricants:
 - Overall regional lubricant demand volume by product and viscosity grades (2023, 2028, 2033)
 - Regional lubricant demand volume by market segments (installed and retail)
 - Regional PCMO demand volume by API service category and formulation type
 - Regional lubricant suppliers' sales volume
 - Market developments
- Commercial automotive lubricants:
 - Overall regional lubricant demand volume by product and viscosity grades (2023, 2028, 2033)
 - Regional lubricant demand volume by trade class (on-highway and off-highway)
 - Regional HDMO demand volume by API service category and formulation type
 - Regional lubricant suppliers' sales volume
 - Market developments
- Industrial lubricants:
 - Overall regional lubricant demand volume by major product groups (2023, 2028, 2033)
 - Regional lubricant demand volume by end-use industry
 - Regional lubricant suppliers' sales volume
 - Market developments



SUBSCRIBER BENEFITS

This market study assists senior executives, product and market managers, strategic planners, raw material suppliers, and lubricant distributors in assessing the market for their products and understanding their competition in ASEAN. Key benefits to subscribers include:



A comprehensive regional profile summarizing the overall lubricants industry in the region



Accurate estimates of the current size of the ASEAN lubricants market by key country and product



Identification of macroeconomic trends shaping and driving the lubricants industry in the region

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. Our industry expertise is elevated by technology and systematic data collection processes to deliver more predictive and actionable data and insights.

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KLINE CREDENTIALS

Kline, an advisory consultancy and market research firm, combines industry expertise and technology to provide highly predictive and actionable data, insights, and advice. Known as "The Industry Experts," we deliver top-notch services in lubricants and petroleum specialties, professional beauty, and specialty chemicals. This focus gives us a competitive advantage and global leadership in these areas. While we also serve adjacent industries, our specialization sets us apart as the leading experts in our chosen fields.



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