

# Global Lubricants: Market Analysis and Opportunities

**Base Year: 2020**

**To be published:  
Q3 2021**

**19<sup>th</sup> edition**

**Regional Coverage:**

In continuous publication since 2003, *Global Lubricants: Market Analysis and Assessment* provides a comprehensive, in-depth analysis of automotive and industrial finished lubricant products, end-use industries, trade classes, major suppliers, and market trends in leading country markets and regions.

- Asia-Pacific
- Europe
- Africa and the Middle East
- North America
- South America

## SCOPE

- › Profiles of 20+ country markets, providing a detailed, independent appraisal of the finished automotive and industrial lubricants industry in that country
- › **Consumer automotive lubricants:** passenger car motor oil, 2T/4T, ATF, gear oil, and grease
- › **Commercial automotive lubricants:** heavy-duty motor oil, hydraulic and transmission fluid, gear oil, and grease
- › **Industrial oils and fluids:** general industrial oils, metalworking fluids, industrial engine oils, and process oils
- › Penetration levels of synthetic and semi-synthetics will be analyzed and assessed
- › Identifying market trends, opportunities and challenges
- › Impact of COVID-19 on leading markets, products, and end-use industries and shift in long-term trends
- › Profiles of leading lubricant marketers

**NOW FEATURING IMPACT OF COVID-19  
ON LEADING MARKETS, PRODUCTS, AND  
END-USE INDUSTRIES**

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## Year in Review

An overview of the global lubricant market, covering:

- Global lubricant demand, plus key regions and countries
- Lubricant performance trends, covering PCMO and HDMO viscosity grade shifts and penetration of synthetic and semi-synthetic lubricants by region and product
- Impact of COVID-19 on the lubricants market; demand in major markets, end-use industries, and product categories; shifts in market trends; and other factors
- Competitive landscape
- Overview of leading country markets

## Country Market Profiles

- Country overview, including political and economic background, trade barriers, and vehicle parc sales and production
- Impact of COVID-19 at a country level
- Commercial automotive market segment overview: product category, type, SAE viscosity grade, API service category, on-highway and off-highway, synthetics penetration, supplier market share, forecast and assumptions

## Country Market Profiles (continued)

- Consumer automotive overview: product category, type, SAE viscosity grade, API service category, installed and retail, synthetics penetration, supplier market share, forecast and assumptions
- Industrial oils and fluids overview: product category, type, viscosity grade, leading industries, synthetics penetration, supplier market share, forecast and assumptions
- Appraisal: market outlook, opportunities, and challenges

## Lubricant Supplier Profiles

- Background and organizational structure
- Recent developments
- Finished lubricants product portfolio and sales
- Distribution and marketing
- Appraisal
- New products



**Table 1. Tentative List of Countries to be Covered**

Belarus	Hungary	New Zealand	Slovenia
Belgium	India	Nigeria	Sri Lanka
Brazil	Kazakhstan	Norway	Ukraine
Bulgaria	Mexico	Portugal	United Kingdom
China	Morocco	Russia	
France	Netherlands	South Korea	

## REPORT 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 on a global level. The customized report also:

Covers your choice of 10 country market and/or supplier profiles and offers a comprehensive **Year in Review** summarizing the overall global lubricants industry

Identifies volume opportunities at the product level (synthetics) or channel level (for example, franchised workshop), especially in country markets with little or no growth

Determines barriers to growth, along with strategies to overcome them, while evaluating opportunities for mergers, acquisitions, and alliances and identifying key trends

## 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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## KLING 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 60 years.

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