



# Global Synthetic Lubricants: Market Analysis and Opportunities

To be Published 3rd Quarter 2019  
Base Year: 2018  
Forecasts to 2023

**Regional Coverage:** Asia-Pacific ■ Europe ■ North America ■ South America ■ Africa and the Middle East

Increasingly stringent fuel economy and emission regulations around the world and improving automotive OEM specifications make the synthetic lubricant market the fastest-growing segment of the lubricants industry. The increasing supply and variety of synthetic basestocks enables lubricant marketers to develop products addressing different market needs both mainstream and niche. This study will provide a comprehensive global analysis of the synthetic lubricants business, focusing on key changes, challenges, and business opportunities.

## This Report Helps Subscribers to:

- Analyze the current and projected demand for synthetic lubricants
- Evaluate demand drivers and restraints for synthetic lubricants
- Understand the impact of regulations, OEM specifications, and advances in new technologies and impact of private-label synthetic products
- Identify leading regional markets
- Evaluate the impact of increasing availability of API Group III, Group IV and other basestocks
- Identify key competitors and evaluate their market position



# Report Contents

## Introduction

### Executive Summary

- An overview of key findings

### Global Automotive and Industrial Lubricant Demand Analysis and Forecast

For each lubricant product listed in Table 1, the following information is provided:

- Global and regional lubricant demand estimate and outlook
- Current and projected synthetic and semi-synthetic lubricant penetration and demand
- Global and regional supplier market share for full synthetic products
- Growth drivers and five-year outlook by region and product type
- Market developments impacting the penetration of synthetics
- Market opportunities for lubricant suppliers

### Synthetic Lubricants Market in Select Countries

For each of the 15 country markets listed in Table 2, the following information is provided:

- Overview of automotive and industrial lubricant demand and outlook
- Estimated supplier market share and product positioning
- Retail pricing and product performance claims
- Overview of leading package types



- Synthetic demand by leading end-use industry, trade class, and fleet type
- Drivers and obstacles for synthetics usage and penetration
- Synthetic and semi-synthetic product growth rates and outlook

## Synthetic Demand Drivers

### Suppliers

Estimated supplier market share for synthetic automotive and industrial oils and fluids for each of the 15 select country markets

## Business Opportunities

**Table 1: List of Lubricant Products Covered in Each Market Segment**

Market segment	Products covered
Consumer automotive	Passenger car motor oils, motorcycle oils, gear oils, ATF, and grease
Commercial automotive	Heavy-duty engine oils, hydraulic and transmission fluids, gear oils, and grease
Industrial oils and fluids	Hydraulic fluids, gear oils, turbine and circulating oils, compressor and refrigeration oils, metalworking fluids, industrial engine oils, grease, and other fluids

**Table 2: List of Countries Covered**

Region	Countries covered
Africa and the Middle East	South Africa, and Egypt
Americas	United States, Brazil, and Mexico
Asia	China, Thailand, Indonesia, India, Philippines, and Vietnam, and Australia
Europe	Germany, France, and Russia



## Scope

Global Synthetic Lubricants: Market Analysis and Opportunities provides a detailed independent appraisal of this fast-moving market and explores market opportunities and challenges for blenders and marketers of synthetic lubricants. Specifically, the study covers the following:

- Global synthetic and semi-synthetic lubricant demand in base year and five-year outlook
- Synthetic and semi-synthetic lubricant penetration and demand by region and key countries
- Synthetic lubricant market profiles for key country markets
- Demand drivers and outlook for synthetic and semi-synthetic lubricants by product, country, and region
- Competitive landscape, key suppliers by major markets, and market shares
- Analysis of market opportunities and challenges

## Key Benefits

This report provides subscribers with an accurate and independent appraisal of market size and segmentation, key end-use segments and trends, business opportunities, and competitive forces in the global synthetic lubricant business. Specifically, the report assists subscribers by providing:

- An examination of business opportunities globally, in existing markets for synthetic lubricants, in emerging markets, new product developments and channels to market
- Customer feedback regarding the usage of synthetics and key benefits perception
- A resource for screening potential merger and acquisition candidates
- An unbiased appraisal of market trends and emerging applications
- Competitive intelligence for use in benchmarking
- A highly reliable and independent assessment of global synthetic lubricant consumption and market shares



## 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