

HEAVY-DUTY MOTOR OIL:

CHINA CHANNEL DYNAMICS AND OPPORTUNITIES FOR TRUCKS, BUSES, AND CONSTRUCTION VEHICLES

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The sales channels catering to trucks, buses, and construction vehicles are undergoing significant changes due to environmental regulations and changes in the way business is conducted in the aftermath of COVID-19. This new report assesses the current state of HDMO sales channels and how they will likely evolve, along with what HDMO distribution will look like in the future.

Scope



- Overview of the current and projected HDMO market demand
- Overview of HDMO demand by viscosity grades and penetration of synthetic and semi-synthetic products, as well as long ODI products
- Overview of current and emerging HDMO distribution channels for trucks, buses, and construction vehicles
- Analysis of the supply chain and key participants in the HDMO sales channels for trucks, buses, and construction vehicles
- Analysis of the market potential for existing and emerging HDMO sales channels, plus market opportunities and threats

Regional Coverage



China

Features and Timing



Base Year: 2022

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3rd Edition

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EMERGING CHANNELS FOR HDMO SALES**

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Executive Summary

An overview of key findings

Heavy-Duty Motor Oil Market Overview

For each segment (trucks, buses, and construction vehicles), the following information is provided:

- Definition of vehicle types in the segment
- Vehicle sales and population trends and forecast by vehicle type
- HDMO demand trends and forecast in the segment by service-fill and factory-fill
- HDMO demand trends and forecast by vehicle type, product type (synthetic vs. conventional), viscosity grade, National Emission Standard, and ODI and API service category
- Market share of synthetics, semi-synthetics, and mineral
- Market evolution with changing emission regulations

Overview of Leading HDMO Segments

For each segment (trucks, buses, and construction vehicles), the following information is provided:

- HDMO demand by sales channels such as independent workshops, franchised workshops, retail, and fleets

- Description of external forces affecting the development of HDMO sales channels
- Description of scenario drivers for HDMO sales channel development
- Description of key trends driving HDMO sales channel development
- HDMO demand forecast by sales channel under multiple scenarios

Overview of Franchised Workshops, Independent Workshops, and Fleets

- Key features and business model for each of these three channels
- Key advantages and disadvantages of using these three channels
- Factors driving and restraining growth of these three channels
- Blenders' opportunities and challenges in serving these three channels

Overview of New Channel

- Definition of new channel
- Key advantages and disadvantages of using this channel
- Factors driving and restraining growth of this channel
- Blenders' opportunities and challenges in this channel

SUBSCRIBER BENEFITS

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



Understand economic, regulatory, and other market drivers and their impact on demand and channels to market



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



Design and develop products and marketing strategies for channels in different vehicle markets 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. Our industry expertise is elevated by technology and systematic data collection processes to deliver more predictive and actionable data and insights.

New and Improved Forecasts



Kline's new enhanced forecasting capabilities combines the power of advanced data science techniques and industry expertise to predict future market metrics. We analyze economic, demographic, social media, and consumer trend indicators to identify the factors driving growth. Our algorithms refine predications, and our automated processes provide the latest data for informed decision-making.

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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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