



# Lubricants for Wind Turbines: Global Market Analysis and Opportunities

To Be Published 1st Quarter 2020

Base Year: 2019

Forecasts to 2024

Regional Coverage: China ■ Germany ■ India ■ Spain ■ United States ■ Rest of World (onshore) ■ Global offshore

Wind energy has emerged as one of the major alternate energy sources to address global warming and resource conservation concerns. With government support, wind energy installations have grown exponentially in the last decade, creating a strong demand for lubricants used in wind turbines. Although a small fraction of the global lubricant market, wind turbine lubricants is an important market segment due to its severe performance requirements, rapid growth, and high penetration of synthetic lubricants.

## This Report Will Help Subscribers to:

- Make a reliable and independent assessment of the opportunities and challenges in the wind turbine market
- Assess key market segments in terms of their unique requirements, purchasing criteria, challenges for doing business, and opportunities
- Understand original equipment manufacturers' and wind farm operators' requirements with respect to product performance
- Understand the product selection process and criteria of leading original equipment manufacturers, wind farm operators, and maintenance and service providers
- Understand government policies, market trends, and demand drivers influencing the market
- Develop competitive intelligence for use in benchmarking and identifying best practices in the industry



## Tentative Report Contents\*

### Introduction

### Executive Summary

### Wind Power Industry Overview

- Introduction
- Industry structure
- Wind turbine technology
- Market outlook

### Key Markets (see Table 1 for topics covered)

- China
- Germany
- India
- Spain
- United States
- Global offshore

### Lubricant Products in Wind Energy

- Introduction
- Maintenance practices
- Overall market
- Gear oil
- Grease
- Hydraulic fluid
- Demand outlook

### Market Evaluation

- Introduction
- Market outlook
- Market attractiveness
- Conclusions

\* Subject to subscriber input



**Table 1: Topics Covered in Each Country Profile**

Introduction
Power supply in country
Government regulations
Lubricant demand
Industry trends
Outlook



## Scope

Lubricant for Wind Turbines: Global Market Analysis and Opportunities will provide a detailed independent appraisal of this fast-moving market, including current and forecast demand by lubricant type, leading countries, and regions. Specifically, the report will cover:

- Lubricant demand in wind turbines for 2019 and an outlook to 2024
- Demand by key markets including China, Germany, India, Spain, the United States, and global offshore
- Demand by key products including gear oils, hydraulic fluids, and grease
- Penetration of synthetic and bio-based lubricants
- Penetration of different wind energy technologies and impact on lubricant demand
- Key lubricant suppliers

## Key Benefits

This report will be a syndicated analysis specifically designed to help subscribers understand the key dynamics of this fast growing and high value market. Some of the study's key benefits are listed below:

- A useful tool for sales, marketing, and product development teams to understand the key requirements of the various stakeholders, as well as develop products and services to suit their requirements
- Makes an independent analysis of the current demand and forecast that helps the subscribers to identify the key growth markets
- Compares various wind turbine technologies and helps subscribers to understand the growth drivers and challenges associated with each technology
- Assists subscribers with understanding the competitive landscape, the major suppliers, and their competitive strengths and weaknesses



## 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
- 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.

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