

# OEM Genuine Oil Brands in the Heavy-Duty Commercial Segment: Market Analysis and Opportunities

**Base Year: 2022**

**Forecasts to 2027**

**To be published  
Q3 2023**

**2nd edition**

**Regional Coverage:**

This study will assess the growth and market penetration of original equipment manufacturer (OEM) genuine oil brands in the global market for service-fill HDMO in both the on-highway and off-highway segments. OEMs have continued to focus on growing their share of the service market for their equipment and growing genuine fluids. Genuine oil products and programs are being offered to vehicles under warranty, as well as older, out-of-warranty vehicles.

• Global

## SCOPE

- › Detailed independent assessment of the OEM genuine fluid market in the OEM workshop segment, covering the market share and trends of OEM genuine fluids
- › Assessment of the current and projected heavy-duty on-highway fleet in the leading country markets as, well as a look at the off-highway segment
- › Analysis of vehicle ownership and usage characteristics in the leading country markets and how vehicles are being serviced
- › Current and projected genuine oil demand in the leading markets by channels
- › Detailed current genuine oil programs, and assessment on upcoming genuine oil entrants
- › Market outlook, opportunities, and challenges in the genuine oil market
- › Assessment of OEMs and their genuine oil customer shares, and overview of their genuine oil programs

**This study will assess lubricant marketers' shares in the OEM segment**

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## Introduction

### Executive Summary

An overview of the report findings, plus forecast based on Kline’s FutureView forecasting model; a view of the opportunities in the heavy-duty OEM genuine oil market

### OEM Profiles

Detailed profiles of OEM genuine oil programs:

- Preferred route to market
- Estimated overall market share of genuine oil
- Lubricant partners
- Outlook

**TABLE 1. OEMs TO BE PROFILED**

AGCO	LGMG
Ashok Leyland	Mahindra
Caterpillar	MAN
CNH	Shaanxi
Daimler	Stara
FAW	TAFE
Foton	TATA
Hino	Volvo
Isuzu	VECV
John Deere	XCMG
Kamaz	Yanmar
Komatsu	YTO
Kubota	
NOTE: List subject to change.	

## Country Profiles

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

- Profile of the heavy-duty fleet in the market
- Profiles of top commercial OEMs
- Genuine oil offerings
- OEM maintenance offerings
- Current lubricant partner
- Market share of each genuine oil
- HDMO market overview including viscosity grade and quality level split
- Market outlook, challenges, and opportunities

## Country-Level Forecast Models

- Forecast by leading OEMs
  - Based on current and projected sales and estimated customer loyalty per brand

**TABLE 2. COUNTRIES TO BE PROFILED**

China	United States
Japan	Germany
India	Mexico
NOTE: List subject to change.	



## REPORT BENEFITS

This report will assist lubricant marketers in identifying opportunities and challenges within the HDMO genuine oil segment. It will also serve as an invaluable tool in the strategic planning process. Specifically, the report will help subscribers:

Gain perspective of the OEM genuine oil market and the OEM-franchised and authorized workshop channel in the commercial segment

Identify potential opportunities to help gain market share in the authorized workshop channel

Understand how the OEM-franchised and authorized channel competes with other commercial lubricants channels

## 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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