

# OEM Genuine Oil Brands and Programs in the Consumer Automotive Segment: Market Analysis and Opportunities

**Base Year: 2022**

**Forecast: 2027**

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**3<sup>rd</sup> Edition**

**Regional Coverage:**

A comprehensive analysis examining the growing OEM franchised workshop (FWS) segment of the global market for passenger car motor oil (PCMO) and select ancillary products, the study provides important insights into the market segment globally and for selected country markets. It focuses on key trends, developments, changes, challenges, and business opportunities on the FWS channel.

- United States
- India
- Indonesia
- France
- China
- Japan
- United Kingdom
- Germany

## SCOPE

- › Size and segmentation for the FWS channel by OEM, region, and country
  - › PCMO
  - › Coolant
  - › ATF
  - › Gear oil
- › Product segmentation by
  - OEM genuine branded
  - Merchant branded
  - Co-branded
- › FWS channel trends
  - › New OEM programs
  - › Partnerships
  - › OEM-franchised quick lubes
- › Dealer segmentation by
  - › Size
  - › Location
  - › Ownership
- › FWS channel market share estimate by lubricant supplier
- › Impact of EVs

**Now covers coolants,  
ATFs, and gear oils**

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## Introduction

### Executive Summary

An overview of the report findings plus forecast based on Kline's FutureView Forecasting Model covering

- Global Market Analysis and Opportunities
- FWS Channel Structure
- Country Market Analysis and Opportunities
- Supplier and OEM Market Shares

## Country Profiles

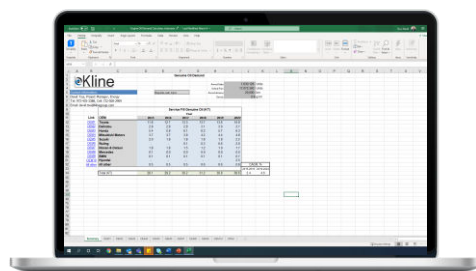
Each country market will be analyzed covering the FWS channel:

- Country market overview
- Structure of the FWS channel
- Separate breakdown for each major OEM for each market segment
- Overall market size and segmentation of the FWS channel
- Trends in the FWS channel
- Major lubricant marketers in the market
- Market analysis and opportunities

**TABLE 1. OEMs TO BE COVERED**

Toyota	GM	Volkswagen	Honda	Nissan
Ford	Hyundai	FCA	BMW	Daimler
Renault	SAIC	Dongfeng	Geely	Chang'an

## FUTUREVIEW MODELS



## REPORT BENEFITS

This report serves as an excellent resource for understanding FWS channel growth and trends, as well as how the channel is changing. It helps understand the size and split of the market and how it is changing along with a five-year forecast. The report also covers:

OEM genuine, merchant brand, and co-branded share in the FWS segment, as well as lubricant supplier market share

Key channel growth areas and opportunities, along with drivers of growth and potential partnership opportunities

Forecast of the FWS channel with estimated impact from new OEM programs and growth in electric vehicles

## 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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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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