

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

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**2<sup>nd</sup> edition**

A comprehensive analysis examining the growing OEM franchised workshop (FWS) segment of the global market for passenger car motor oil (PCMO), this report provides important insights into the market segment globally and for selected country markets. It will focus on key trends, developments, changes, challenges, and business opportunities, along with the impact of COVID-19 on the FWS channel.

**Regional Coverage:**

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

## SCOPE

- › The size and segmentation for PCMO in the FWS channel by OEM, region, and country
  - OEM genuine oil
  - Merchant branded oil
  - Co-branded oil
- › Product segmentation by viscosity grade and service category
- › Channel growth trends
- › Dealer segmentation by
  - › Size
  - › Location
  - › Ownership
- › OEM-franchised quick lubes

**Evaluates long-term impact of COVID-19**

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## Introduction

### Executive Summary

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

### Chapters

- FWS Channel Structure
- OEM FWS Program Structure
- Country Level Reports
  - Overview
  - Channel Structure
  - Country Market Analysis and Opportunities
- Global Market Analysis and Opportunities

## End-Use Analysis

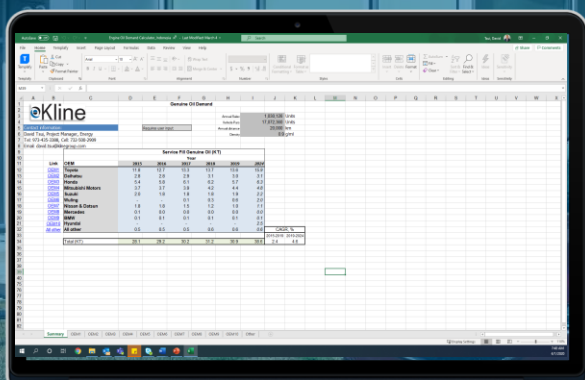
Each market segment contains the following information (some markets, where appropriate):

- Introduction
- Structure of the FWS channel
- Separate breakdown for each major OEM for each market segment
- Overall market size and segmentation of the FWS channel
- Changes to the FWS channel due to the global pandemic shutdown
- 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

## INTERACTIVE MODELS



## REPORT BENEFITS

This report serves as an excellent resource for understanding FWS channel growth, trends, and how the channel is changing as a result of the COVID-19 global shutdown. Dealers, OEMs, and customer behavior may change as a result of the ongoing pandemic. The report also covers:

OEM and merchant brand share  
in the FWS segment

Key channel growth areas and  
opportunities

Dealer and customer  
satisfaction

- Program likes and dislikes
- Needs and wants

## 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.

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