



# OPPORTUNITIES IN LUBRICANTS:

## ASEAN MARKET ANALYSIS

A comprehensive analysis examining some of the fastest-growing markets in Southeast Asia that together make up for a sizable market for lubricants. This report provides an in-depth analysis of all key market segments in nine markets with a special focus on top trends, opportunities, and challenges in the region.

### Scope



- In-depth lubricant market profiles of nine major countries in the ASEAN region, along with a comprehensive executive summary summarizing the overall lubricant industry in the region.

### Lubricant Segment Coverage



- Consumer automotive lubricants: Passenger car motor oil, two- and four-stroke motorcycle oils, automatic transmission fluid, gear oil, and grease
- Commercial on-highway vehicle lubricants: heavy-duty motor oil, hydraulic and transmission fluid, gear oil, and grease

- Commercial off-highway vehicle lubricants: heavy-duty motor oil, hydraulic and transmission fluid, gear oil, and grease
- Industrial: General industrial oils, industrial engine oils, metalworking fluids, process oils, and grease

### Features and Timing



Base Year: 2023

Forecast: 2028, 2033

Release Date: Q3 2024

3<sup>rd</sup> edition

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## Introduction

### Executive Summary

ASEAN lubricant industry market review

- Regional macroeconomic trends
- Leading lubricants supplier market share
- Performance trends for lubricants
- Demand growth for lubricants
- Overview of leading country markets
- Key end-use applications and distribution channels

### Market Profiles

- Detailed profiles covering major markets (listed in Table 1) provide the following information:
- Political and economic background
- Vehicle population and manufacturing
- Basestock manufacturing
- Additives
- Overall lubricant demand
- Market appraisal

TABLE 1. MARKETS COVERED

|           |          |             |
|-----------|----------|-------------|
| Cambodia  | Malaysia | Philippines |
| Indonesia | Myanmar  | Singapore   |
| Laos      | Thailand | Vietnam     |

### Lubricant Segment Analysis

Each market will provide a lubricant demand view by the following segments:

- Consumer automotive market segment overview: product category, formulation type, viscosity grade, API service category, installed and retail subsegments, synthetics penetration, supplier market share, and 10-year forecast and assumptions.
- Commercial on-highway and off-highway vehicle segment overview: product category, formulation type, viscosity grade, API service category, on-highway and off-highway subsegments, synthetics penetration, supplier market share, and 10-year forecast and assumptions.
- Industrial oils and fluids market segment overview: product category, formulation type, viscosity grades leading industries, supplier market share, and 10-year forecast and assumptions.

## SUBSCRIBER BENEFITS

This service serves as an excellent tool for manufacturers and marketers of lubricants and basestocks to build strategic plans and evaluate their position in the market by gaining an understanding of the competition. Specifically, it assists subscribers by providing:



An assessment of macro- and micro-economic trends shaping and driving the lubricants industry in the region



An appraisal of key market segments in terms of their requirements, challenges for doing business, and growth opportunities



A review of market trends and drivers, enabling subscribers to position themselves to capitalize on these trends

### 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.

## KLINE CREDENTIALS

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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