

Opportunities in Lubricants: ASEAN Market Analysis

**Base Year: 2019
Forecast to 2024
and 2029**

**Published:
October 2020**

1st edition

Southeast Asia is an important economic hub, with some of the fastest-growing countries globally that together make up a sizable market for lubricants. *Opportunities in Lubricants: ASEAN Market Analysis* provides a comprehensive analysis of automotive and industrial finished lubricant products, end-use industries, trade classes, major suppliers, and market trends in eight major ASEAN countries.

SCOPE

- › In-depth lubricant market profiles of eight major countries in ASEAN, along with a comprehensive executive summary summarizing the overall lubricants industry in the region
- › Commercial automotive lubricants: heavy-duty motor oil, hydraulic and transmission fluid, gear oil, and grease
- › Consumer automotive lubricants: passenger car motor oil, two-stroke and four-stroke motorcycle oils, automatic transmission fluid, gear oil, and grease
- › Industrial oils and fluids: general industrial oils (hydraulic fluid, compressor and refrigeration oils, turbine and circulating oils, and gear oil), industrial engine oils, metalworking fluids, process oils and grease

**INCLUDES THE
IMPACT OF COVID-19**

TABLE OF CONTENTS

Introduction

Executive Summary

ASEAN lubricant industry market review

- Regional macro-economic trends
- Leading lubricants supplier market share
- Lubricants performance trends
- Lubricants demand growth
- 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



- Commercial automotive market segment overview: product category, formulation type, viscosity grade, API service category, on-highway and off-highway subsegments, synthetics penetration, supplier market share, 10-year forecast and assumptions
- Consumer automotive market segment overview: product category, formulation type, viscosity grade, API service category, installed and retail subsegments, synthetics penetration, supplier market share, 10-year forecast and assumptions
- Industrial oils and fluids market segment overview: product category, formulation type, viscosity grade, leading industries, supplier market share, 10-year forecast and assumptions
- Overall appraisal of lubricants market
- Demand forecast for 2020 with impact of COVID-19

Table 1. Countries Covered

Cambodia	Myanmar
Indonesia	Thailand
Lao PDR	The Philippines
Malaysia	Vietnam

REPORT BENEFITS

This report 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 understating 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, maintenance practices, distribution networks, challenges for doing business, and opportunities for growth

A review of market trends and supply and demand 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.

A Full Spectrum of Services



Custom
Research



Market Research
Reports



Management
Consulting

KLING 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 60 years.

Americas

+1-973-435-3407

Brazil

+55-11-3079-0792

China

+86-21 6079-0805

Dubai

+971-4-214-9892

Europe

+32-2-770-4740

India

+91-124-4546-100

Japan

+81-3-3242-6277