



# Opportunities in Lubricants: Africa Market Analysis

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

**Regional Coverage:** Select markets in Africa

A comprehensive analysis of some of the key markets in Africa, this report provides an in-depth assessment of automotive and industrial finished lubricants products and identifies growth opportunities and challenges across various segments.

## SCOPE

- › Profiles of 12 key African finished lubricants markets, providing a detailed and independent appraisal of the finished automotive and industrial lubricants market in each country
- › **Consumer automotive lubricants:** Passenger car motor oil, 2T/4T, automotive transmission oil, gear oil and grease
- › **Commercial automotive lubricants:** heavy-duty motor oil, hydraulic and transmission fluid, gear oil and grease
- › **Industrial oils and fluids:** general industrial oils, metalworking fluids, industrial engine oils, process oils, and grease.
- › Market trends, challenges and opportunities are identified
- › Post-COVID-19 outlook of finished lubricant demand

**COVERS IMPACT OF COVID-19**

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## Introduction

## Executive Summary

African lubricants 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

**Table 1: Tentative List of Countries Covered-b**

|          |              |
|----------|--------------|
| Algeria  | Morocco      |
| Angola   | Namibia      |
| Botswana | Nigeria      |
| Egypt    | South Africa |
| Ethiopia | Tanzania     |
| Kenya    | Zambia       |

b- Subject to charter inputs from clients

## REPORT BENEFITS

This report serves as an excellent resource for lubricants marketers and manufacturers to gain insights into the key markets in the Africa region. It will assist subscribers in:

Assessing the current size of the African finished lubricants market by major countries and product categories

Identifying opportunities for revenue growth while recognizing barriers to growth and developing strategies to overcome them

Analyzing the leading suppliers that are active in the region and evaluating opportunities for mergers, acquisitions, and alliances

## 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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