

# Opportunities in Lubricants: North American Market Analysis

**Commercial Automotive (Base year 2020): To Be Published in June 2021**

**Consumer Automotive (Base year 2021): To be Published in 2022**

**Industrial Oils and Fluids (Base year 2022): To Be Published in 2023**

In continuous publication since 1984, *Opportunities in Lubricants: North American Market Analysis* will provide a comprehensive, in-depth analysis of automotive and industrial finished lubricant products, end-use industries/trade classes, major suppliers, and market trends in the United States, plus summary coverage of Canada and Mexico.

**Regional Coverage:** North America: United States, Canada, and Mexico

## SCOPE

- › Size and segmentation for finished lubricants by country, product type, and market segment
  - United States
  - Canada
  - Mexico
- › Detailed U.S. finished lubricants demand by trade class or end-use industry
- › Demand estimates will take into account the impact of COVID-19 on the automotive and industrial segments in 2020 and its tailing effects on the forecast period
- › Product and service requirements by various trade class or end-use industry
- › Market trends, drivers, and restraints by various market segment, trade class, or end-use industry
- › Supplier profiles of leading lubricants marketers, providing an assessment of their lubricant business position, sales, and market share
- › Market outlook and opportunities

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## Introduction

### Year in Review

- Overall market summary: North America (including impact of the COVID-19)
- Overall market summary: United States (including impact of COVID-19)
- Suppliers
- Mergers, acquisitions, and supplier developments
- Market developments
- Outlook

### Overall Market: United States

The executive summary of the report includes finished lubricants demand in volume and value for the market segment under analysis for that base year. It will also shine light on the impact of COVID-19 on lubricants demand by the U.S. automotive and industrial segments.

### End-Use Industries and Trade Classes

This section of the report will detail lubricants demand by end-use industry or trade class (listed in Table 1), supplier market share, five-year demand outlook, and critical analysis of business opportunities specific to the industry or trade class. Demand estimates for each end-use industry or trade class will take into consideration the effects of COVID-19.

### Products: United States

Product overview: properties, functions and specifications, packaging and prices, maintenance practices, consumption, distribution channels, major suppliers, market developments, outlook and appraisal for products listed in Table 2.

### Lubricants Overview: Canada

### Lubricants Overview: Mexico

These will feature an overview of each country, covering the following:

- Key economic, political, and demographic indicators
- Lubricant basestock refineries
- Finished lubricants demand by market segment, product category and type, and viscosity grade (including impact of COVID-19)
- Supplier market shares
- Maintenance and purchasing practices
- Product packaging and distribution
- Market developments
- Outlook
- Appraisal and opportunities

### Suppliers: North America

The following information will be provided for leading North American finished lubricants suppliers:

- Background and financial overview
- Organizational structure
- New products and recent developments
- Lubricants business overview
- Lubricants manufacturing
- Sales
- U.S. market share



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**Table 1. Trade Class and End-Use Industries**

Consumer automotive		Commercial automotive		Industrial	
Installed	Retail	On-highway	Off-highway	End-use industries	
Quick lubes	Mass merchandisers	For-hire trucking	Construction	Rubber and plastic products	Mining
New car dealerships	Auto parts stores	Private fleets	Mining	Transportation equipment	Food processing
Tire, brake, and muffler shops	Other retail outlets	State and local governments	Federal government	Chemicals and allied products	Wood and paper products
General repair garages		Lease-rental	Agriculture	Electrical equipment and energy transmission	Agriculture, forestry, and fishing
Other installed service providers		Transportation		Aviation and railroad	Oils and gas extraction and petroleum ref.
		Other on-highway		Marine	Machinery
				Primary metals manufacturing	Textiles
				Printing	Other end-use industries
				Fabricated metal products	

**Table 2. Lubricant Products**

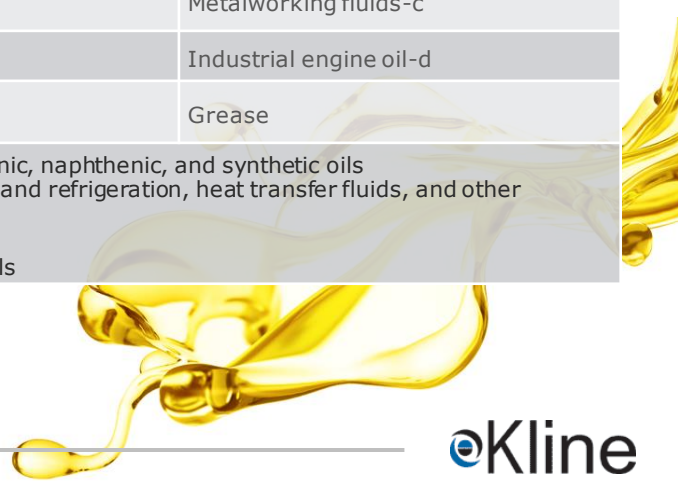
Consumer automotive	Commercial automotive	Industrial
Passenger car motor oil	Heavy-duty motor oil	Process oil-a
Automatic transmission fluid	Hydraulic and transmission fluid	General industrial oil-b
Gear oil	Gear oil	Metalworking fluids-c
Grease	Grease	Industrial engine oil-d
Two/four-stroke engine oil		Grease

a- Includes aromatic, electrical, rubber, white, and other paraffinic, naphthenic, and synthetic oils

b- Includes hydraulic, turbine and circulating, gear, compressor and refrigeration, heat transfer fluids, and other industrial oils

c- Includes removal, forming, protecting, and treating fluids

d- Includes marine, railroad, natural gas, and aviation engine oils



## REPORT BENEFITS

This report will provide subscribers with an accurate and independent appraisal of the North American lubricant market in terms of its size and segmentation; key end-use segments; and trends, business opportunities, and competitive forces. It will also offer:

A highly reliable and independent assessment of the North American conventional and synthetic lubricants demand and supplier market shares

An examination of demand shifts among various product types as well as throughout the entire market in critical areas

A resource tool for sales, marketing, and strategy personnel to quickly learn the fundamentals and current trends in the leading end-use markets

## 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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