

# Opportunities in Lubricants: Middle East Market Analysis

**Base Year: 2019**

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

**Regional Coverage:**

The Middle East is continuing to develop swiftly; however, its growth is heavily dependent on the petroleum sector. Although the region faces socio-political unrest, massive oil and gas reserves make the region an integral part of the oil and gas industry. The fall in crude oil prices led to an economic slowdown, but countries have introduced changes to their economies.

- Bahrain
- Oman
- Saudi Arabia
- Kuwait
- Qatar
- United Arab Emirates

## SCOPE

- › This report provides a detailed, independent appraisal of the finished automotive and industrial lubricants industry in the Middle East and identifies market opportunities and challenges for lubricants suppliers, distributors, lubricants additive suppliers, and basestock manufacturers.
- › Products and topics covered in the study include:
  - › Commercial automotive lubricants: heavy duty engine oil, hydraulic and transmission fluid, gear oil, and grease
  - › Consumer automotive lubricants: passenger car engine oil, 2T/4T motorcycle oil, ATF, gear oil, and grease
  - › Industrial oils and fluids: hydraulic fluid, compressor and refrigeration oils, turbine and circulating oils, gear oil, grease, and other general industrial oils and fluids

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COVID-19 on select  
country markets**

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## Introduction

### Executive Summary

An overview of the Middle East region, summarizing the country level report findings, plus a five- and 10-year forecast based on Kline's FutureView Forecasting Model

- Regional macroeconomic trends
- Lubricant market review
- Lubricant performance trends
- Supplier market shares
- Outlook

## Country Profiles

Each country market profile contains the following information:

- Market highlights
- Political and economic background
- Vehicle population, manufacturing, and sales
- Overall lubricant market
- Commercial automotive lubricants
- Consumer automotive lubricants
- Industrial oils and fluids
- Market appraisal



## REPORT BENEFITS

This report serves as an excellent resource for lubricants marketers and manufacturers to gain insight and understanding into the Middle East lubricants market. Specifically, it assists subscribers by:

Assessing the current size of the Middle Eastern 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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