



THE PCMO MARKET IN 2050:

A LONG-TERM OUTLOOK

The transition to electric mobility remained remarkably resilient during the turbulent years of the pandemic. Sustainability concerns and rapid technological advances in the fields of electric powertrain, ride-sharing, and autonomous vehicles are key factors driving the growth of electric vehicles. The advent of electric mobility has the potential to greatly reduce the consumption of passenger car motor oils (PCMO). Emerging driving patterns and alternative car ownership models will further reduce PCMO consumption.

Scope



- Assessment of the current and projected passenger vehicle fleet in the leading country markets
- Analysis of vehicle ownership and usage characteristics in the leading country markets
- Current and projected PCMO demand in the leading markets
- Current and projected penetration of electric vehicles (EV) and impact on the PCMO market
- Effect of decarbonization targets adopted by governments on the penetration of electric vehicles and implications on the PCMO market.
- Current and projected passenger vehicles forecast under various scenarios

- Market outlook and opportunities and challenges in the emerging PCMO market

Regional Coverage



Asia-Pacific Americas
Europe Africa

Features and Timing



Base Year: 2022

Release Date: Q2 2023

FEATURING PCMO 2050 DEMAND MODEL AND POWER BI DASHBOARD

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Executive Summary

An overview of the PCMO market in 2050

- Key messages
- Current and projected penetration of electric vehicles
- PCMO 2050 market outlook by key region and markets under three different scenarios

TABLE 1. MARKETS COVERAGE

Australia	Indonesia
Brazil	Japan
Canada	Mexico
China	South Africa
France	South Korea
Germany	United Kingdom
India	United States



Country Profiles:

Succinct profiles of 14 leading country markets are provided, as listed in Table 1, including the following information:

- Country macro-economic and industrial indicators
 - Demographics: Population growth and age distribution
 - Rural and urban population trends
 - Mobility trends
 - Analysis of the local automotive industry
- Factors driving the electrification of personal mobility
 - Government targets and regulations promoting electrification, charging infrastructure, economics relative to conventional vehicles, and consumer attitudes
 - Effects of CASE (connected, autonomous, shared, and electric)
- Passenger vehicles fleet analysis
 - Description of passenger vehicles in operation by powertrain type under three different scenarios (high EV, baseline, and low EV scenario); and trends in the automotive industry.
 - Passenger vehicle production and, sales outlook through 2050.
- PCMO 2050 market outlook
 - Implications for key players in the PCMO industry
 - Market appraisal

SUBSCRIBER BENEFITS

This report assists lubricant marketers in identifying opportunities and challenges within the PCMO industry. It is also an invaluable tool in the strategic planning process. Specifically, the report helps subscribers:



Develop an understanding of the disrupting technologies that are reshaping the PCMO market



Develop multiple market scenarios and assess the impact of these on the PCMO market



Design and develop products and market strategies for the emerging PCMO market

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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