

The Changing Face of Passenger Car Servicing and Emerging PCMO Sales Channels in China

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The report is a comprehensive analysis of current and emerging sales channels for passenger car motor oils (PCMOs) in China.

The market is witnessing the emergence of alternative channels that will reshape how PCMOs are sold. The report assesses the current state of PCMO sales channels, how they will likely evolve, and what PCMO distribution will look like in the future.

Regional Coverage: China

SCOPE

- › Overview of the current and projected PCMO market demand
- › Overview of PCMO demand by viscosity grades and penetration of synthetic and semi-synthetic products
- › Overview of current and projected PCMO distribution channels
- › Analysis of the PCMO supply chain and profiles of key stakeholders
- › Profiles of emerging channels for PCMO sales
- › Analysis of the market potential for alternative channels and the opportunities and threats they represent

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Introduction

Executive Summary

An overview of key findings

PCMO Market Overview

- Overall demand and share of different viscosity grades and quality levels
- Penetration of synthetic and semi-synthetic products
- Current distribution structure and PCMO volumes through different channels
- Market trends (electric vehicles, fuel economy and emission regulations, drain intervals, and ride sharing)
- Market share of synthetics, semi-synthetics, and mineral
- Demand outlook



Profiles of Leading and Emerging PCMO Channels

Detailed profiles will be provided for the channels listed in Table 1, covering the following information:

- Channel definition and structure
- Supply chain and key participants
- Key growth drivers and restraints
- Current and projected PCMO volumes
- Assessment of opportunities and challenges

Profiles of Leading Market Participants

- Company background
- Business model – product and service offerings, key business focus, and regional coverage
- Key market alliances
- SWOT analysis
- Company appraisal

TABLE 1. LIST OF CHANNELS PROFILED

Mainstream channels	Alternative channels
OEMs	Automotive insurance companies
Distributors	Car-sharing platforms
Other direct	Online to offline platforms
	Other

REPORT BENEFITS

This report assists lubricant blenders, marketers, and other market participants identify opportunities and challenges within the industry. It also serves as an invaluable tool in the strategic planning process. Specifically, the report helps subscribers:

Develop channel strategies by understanding the trends and developments driving the Chinese lubricants market

Remain updated on the trends that might reshape how lubricants are sold to consumers and understand economic and other market drivers

Design and develop products and marketing strategies for emerging channels by assessing unmet needs and barriers to entry

METHODOLOGY

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Americas

+1-973-435-3407

Brazil

+55-11-3079-0792

China

+86-21 6012-6500

Abu Dhabi

+971-4-214-9892

Europe

+32-2-770-4740

India

+91-124-4546-100

Japan

+81-3-3242-6277