



# THE CHANGING FACE OF PASSENGER CAR SERVICING AND EMERGING PCMO SALES CHANNELS IN CHINA

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The study 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 study assesses the current state of PCMO sales channels, how they will likely evolve, and what PCMO distribution will look like in the future.

## 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

## Regional Coverage



China

## Features and Timing



Base Year: 2022

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3<sup>rd</sup> Edition

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## Introduction

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### Executive Summary

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An overview of key findings

### PCMO Market Overview

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- 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

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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
- Share of different viscosity grades and quality levels
- Penetration of synthetic and semi-synthetic products
- Assessment of opportunities and challenges

## Profiles of Leading Market Participants

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- 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	IWS chains
Distributors	Car-sharing platforms
Other direct	Online to offline platforms
	OEM run garages
	Others

# SUBSCRIBER BENEFITS

This study 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 study 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



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.

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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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