

OEM Genuine Oil Brands and Programs in the Consumer Automotive Segment: Market Analysis and Opportunities

Base Year: 2020

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2nd edition

A comprehensive analysis examining the growing OEM franchised workshop (FWS) segment of the global market for passenger car motor oil (PCMO), this report provides important insights into the market segment globally and for selected country markets. It will focus on key trends, developments, changes, challenges, and business opportunities, along with the impact of COVID-19 on the FWS channel.

Regional Coverage:

- United States
- India
- Japan
- United Kingdom
- China
- Germany-a
- Indonesia
- France

SCOPE

- › The size and segmentation for PCMO in the FWS channel by OEM, region, and country
 - OEM genuine oil
 - Merchant branded oil
 - Co-branded oil
- › Product segmentation by viscosity grade and service category
- › Channel growth trends
- › Dealer segmentation by
 - › Size
 - › Location
 - › Ownership
- › OEM-franchised quick lubes

**Evaluates Long Term
Impact of COVID-19**

-a Germany country profile to be completed when travel can resume.

TABLE OF CONTENTS

Introduction

Executive Summary

An overview of the report findings plus forecast based on Kline’s FutureView Forecasting Model

Chapters

- FWS Channel Structure
- OEM FWS Program Structure
- Country Level Reports
 - Overview
 - Channel Structure
 - Country Market Analysis and Opportunities
- Global Market Analysis and Opportunities

End-Use Analysis

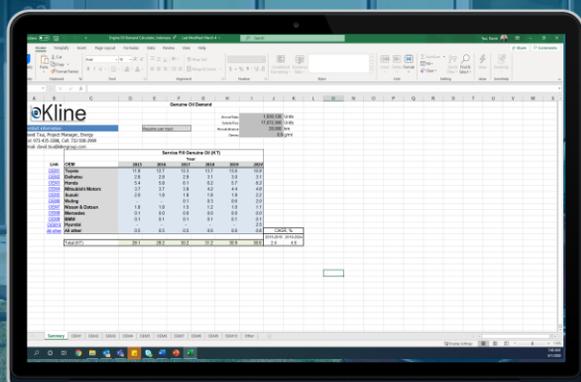
Each market segment contains the following information (some markets, where appropriate):

- Introduction
- Structure of the FWS channel
- Separate breakdown for each major OEM for each market segment
- Overall market size and segmentation of the FWS channel
- Changes to the FWS channel due to the global pandemic shutdown
- Major lubricant marketers in the market
- Market analysis and opportunities

Table 1. OEMs to be Covered

Toyota	GM	Volkswagen	Honda	Nissan
Ford	Hyundai	FCA	BMW	Daimler
Renault	SAIC	Dongfeng	Geely	Chang’an

INTERACTIVE MODELS



REPORT BENEFITS

This report serves as an excellent resource for understanding FWS channel growth, trends, and how the channel is changing as a result of the COVID-19 global shutdown. Dealers, OEMs, and customer behavior may change as a result of the ongoing pandemic. The report also covers:

OEM and merchant brand share
in the FWS segment

Key channel growth areas and
opportunities

Dealer and customer
satisfaction

- Program likes and dislikes
- Needs and wants

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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Americas

+1-973-435-3407

Brazil

+55-11-3079-0792

China

+86-21 6012-6500

Dubai

+971-4-214-9892

Europe

+32-2-770-4740

India

+91-124-4546-100

Japan

+81-3-3242-6277