

The Automotive Lubricants Market in China: Market Overview and Winning Strategies

China's automotive lubricants industry is facing various pressures: in raw material cost, availability, quality, regulation, and competition. While from the outside it would appear that China's automotive lubricants market has experienced respectable but uneventful growth over the past few years, market insiders know that it has been going through a tremendous storm since 2006. The Chinese lubricants market has now reached a milestone and is facing new challenges for the future.

This report provides high-level insights on business opportunities as well as strategies for competing in this dynamic market. It first gives an overview of the domestic automotive lubricants market in 2006 and its related industry landscape. It also introduces scenarios and competitive strategies with relevant examples to help capture surplus value from customers, suppliers, distribution channels, and competitors.

Why Buy this Report?

Kline FlashPoint reports strike a valuable balance between strategic perspective and detailed analysis.* The primary and secondary research was conducted by Kline consultants in China who know the industry and the local markets well. You will get:

- High-level insights on current business challenges and opportunities
- Practical recommendations based on local knowledge of the evolving Chinese market
- Specific competitive strategies for winning market share and building a strong brand
- Real-world examples and analysis of strategies employed by major domestic and multinational players

Report Contents

Kline Insights

This section assesses the important changes taking place in the Chinese automotive lubricants market, identifies the actions that need to be taken by different types of market participants, and provides keys to success.

Market Overview

This section summarizes consumption by market segment and by lubricant type and lists the growth drivers.

Key Developments in 2006

This section reviews the significant changes in a tumultuous year from an insider's perspective, with an eye on how they will affect the future competitive landscape for the industry.

Historical Trends and Future Dynamics

This section discusses evolving trends in consumption, market share, and available products with historical and forecast market data.

Competitive Strategies

Four winning strategies to create added value are reviewed, including how to build a winning brand in this complex market.

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* More detailed research on China's automotive and industrial lubricant markets will be provided in Kline's in-depth report *The Chinese Lubricants Market 2007: Analysis and Opportunities*, to be released in 2008.

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