

# The Impact of the Global Recession on BRIC Countries

BRIC is an increasingly popular acronym used to describe the nations of Brazil, Russia, India, and China. These are the leading "emerging markets" representing great investment potential. The combined population of the four countries is approximately 2.8 billion, or about 40% of the global population. As a comparative example, China's GDP, which has grown about 10% a year for the last 20 years, is now about one-fifth the size of the United States, and while currently ranking fifth, will soon be the second largest. Brazil, Russia, and India were ranked in 2007 as tenth, eleventh, and twelfth, respectively. With GDP growth in 2008 between 5% and 9%, it is no surprise these countries are popular with investors.

*The Impact of the Global Recession on BRIC Countries* examines the economic recession in the United States and its effects on developing BRIC economies, as well as its further effects on demand for finished lubricants across the automotive and industrial segments. It analyzes the factors that led to the U.S. recession and its interrelation with the economic scenario in the BRIC countries. The report provides Kline's perspective on market and demand trends critical for a lubricant supplier to understand in order to maximize its opportunities in these key countries.

## Why Buy this Report?

- Gain timely insights into the current and future view of lubricant demand in BRIC, whether an established market participant or new entrant needing a comprehensive summary
- To understand which country market will emerge and when from the recession and how to position your company on the right side of the recovery
- To gain insights into the opportunities in this important segment of the global market and its key country markets

## Report Contents

### Overview of the BRIC countries and economies

This section provides a snapshot of the individual country markets including population, historical, current, and forecast GDP growth, GDP by sector, foreign trade activities, manufacturing activities, and barriers to trade.

### Lubricant Applications and Finished Lubricant Demand, 2009

This section reports finished lubricant demand estimates for the BRIC region as a whole and by the individual country markets for consumer automotive, commercial automotive, and the industrial market segments. Demand is further segmented into the various product types and categories such as passenger car motor oil and general industrial oils, reported in kilotonnes.

### Impact of the Recession on Lubricant Markets in BRIC

This section examines the propagation of the global recession with the United States as the epicenter and its specific impact on the BRIC countries. Lubricant demand for each country is reported across all three market segments and reported for each individual year beginning with 2008 through 2013, offering an excellent view to compare and contrast the similarities and differences in each country. A detailed overview of each country market is included which further examines market conditions and prospects for recovery.

### Kline Insights

This section summarizes the factors and conditions impacting lubricant demand and provides insight to participants in the lubricant supply chain about trends and opportunities in the near term to maximize its position in this important market space.

Each report in the **Kline FlashPoint Series** explores an emerging industry issue or market development. Forward-looking and rich in insights and recommendations, they are designed to help executives develop timely strategies to maximize business opportunities.

**Kline** is a worldwide consulting and research firm dedicated to providing the kind of insights and knowledge that helps companies find a clear path to success. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for nearly 50 years. For more information, visit [www.KlineGroup.com](http://www.KlineGroup.com).

# Subscription Agreement

Please enter our order for your **Kline FlashPoint** report titled **The Impact of the Global Recession on BRIC Countries**. The standard subscription includes unlimited online access to the report contents via MyKline.com and a downloadable pdf file of the report.

To protect our investment in this report and that of other subscribers, we agree that, for a period of three years after its date of issue, we will: (1) restrict its circulation to employees of our corporation, to subsidiaries and joint ventures in which our corporation holds more than a 50 percent interest, or to any parent organization that holds more than a 50 percent interest in our firm; (2) use all reasonable precautions to prevent the disclosure of its contents to any other persons or organizations. We may, however, make this report available to any subsidiary company in which we hold more than half interest or to any parent company that holds more than a half interest in our firm. We may also use or disclose any information in this report that is public knowledge, that was already in our possession before receipt of the report, or that comes to us from third parties independently of this report.

The price of this report is US\$ 5 000. Subscription prices do not include sales tax. (NJ add 7% sales tax.) Kline will invoice us for the total amount, and we will pay this invoice within 15 days of receipt. We understand that this agreement is fully binding on the corporation and non-cancelable.

*We have completed and signed this subscription agreement. Please indicate your acceptance of this subscription by countersigning and returning one copy for our files.*

Send invoices to:

COMPANY _____	
SIGNATURE _____	DATE _____
NAME _____	
TITLE _____	
E-MAIL _____	
PHONE _____	

NAME _____
TITLE _____
ADDRESS _____
_____
E-MAIL _____
PURCHASE ORDER # _____

*Kline use only:*

ACCEPTED _____
SIGNATURE _____
NAME _____
TITLE _____
DATE _____

**METHOD OF PAYMENT:**

Send invoice



Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name (as it appears on credit card): \_\_\_\_\_

Signature (for credit card authorization): \_\_\_\_\_