

Opportunities in Lubricants 2008: China Market Analysis

2nd Edition

Published November 2008

Base Year: 2007

A comprehensive analysis of the Chinese lubricants market, focusing on key trends, developments, challenges, business opportunities, and major suppliers, and addressing such questions as:

- How can current lubricant marketers and formulators compete successfully and profitably in this market?
- Which regions, end-use segments, and product categories within China offer the most opportunities?
- How will customer expectations and purchasing criteria and practices change over the next five years?
- How can marketers target customers effectively and what services should be provided?
- How will future regulatory trends affect the automotive and industrial lubricants markets?
- What can be learned from competitors, including domestic firms and multinational firms?
- Which channels of distribution should be used to market lubricants?

Report Scope

Opportunities in Lubricants 2008: China Market Analysis provides an update to the previous edition of Kline's in depth analysis of commercial automotive, consumer automotive, and industrial lubricant products, markets, and suppliers in China, Business Opportunities in the *Chinese Lubricants Market, 2004-2009*.

This report is specifically designed to assist marketers and formulators of lubricants in understanding the market dynamics of each significant market and product segment in China and in capitalizing on the developing business opportunities. The report includes detailed profiles of leading domestic and multinational suppliers in the Chinese lubricants market.

Key Benefits

Opportunities in Lubricants 2008: China Market Analysis provides benefits to lubricant basestock suppliers, lubricant additive suppliers, finished lubricant marketers, and the leading automotive and industrial OEMs in understanding this rapidly changing and growing market.

This study helps all constituents:

- Increase their market share
- Increase profitability
- Compete more effectively
- And bring down costs for their lubricants business in China

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Methodology

Kline is unmatched in our ability to gather hard-to-get market and competitive intelligence with a high degree of confidence. Kline's market analysis approach places the principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable.

During the course of field research, Kline's professional staff of industry experts conduct in-depth discussions and personal interviews with a wide range of knowledgeable industry participants and opinion leaders, including leading consumers of lubricants, end users, channel players, and OEMs, as well as leading manufacturers and marketers of lubricants, pertinent government agencies, and trade associations.

This approach has proven to be the most effective and reliable approach to obtaining accurate market data, capturing expert insights, and identifying business opportunities. Primary research will comprise 95% of the overall research methodology for this report.

In addition, this analysis will be supplemented by secondary research drawn from the review of suppliers' product literature and price lists; a search of recent trade and technical literature; Internet sources; and analysis of statistical data from government, industry, and trade associations and agencies.

Kline Credentials

Kline is a worldwide consulting and research firm dedicated to providing the kind of insight 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.

Kline's research and consulting services extend across the entire energy industry value chain. Our solutions have helped clients develop better ways to create and profit from new business opportunities, respond to competitive and economic threats, improve productivity, achieve sustainable growth, and optimize performance. Kline provides clients with facts, forecasts, and recommendations based solidly on the realities of the market.

Our market research reports and services are designed to provide subscribers with a deeper understanding of their markets, an outlook for their business, and accurate information about their competitors. Our clients tell us they often use Kline's market research to validate their own internal analysis, and many clients rely on Kline reports as their most critical source of information.

For more information about this study or Kline's other services, e-mail us at sales@klinegroup.com, visit our website at www.KlineGroup.com, or contact us at any of our regional offices listed below.

Recently published or in-progress research for the Energy industry includes:

- Competitive Intelligence for the Global Lubricants Industry, 2007-2017
- Global Lubricant Basestocks Three-Year Annual Service
- Global Synthetic Lubricants 2008: Market Analysis and Opportunities
- LubesNet Database 2009: Annual Online Subscription
- Opportunities in Lubricants North America, 2008-2010
- Metalworking Fluids 2008 Global Series
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- Biodiesel - A Kline FlashPoint Report
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