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The Global Business Outlook for Bright Stocks, 2005-2015

A comprehensive business report on the future global market for bright stocks, specifically focusing on:

- Current and forecast supply and demand by region
- Key manufacturing approaches
- Intermaterial competition (PIB, PAO, PAG, naphthenics, others)
- Current and future pricing scenarios
- Competitive forces
- Business opportunities and threats for suppliers and buyers
- Supplier profiles



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It is clear that the basestocks business has changed significantly over the last five years, as many of the changes forecast in **Global Business Opportunities in the Lubricant Basestocks Industry, 2004-2020** are coming to fruition. The predicted North American and Western European plant closings have occurred, basestock prices for the medium-viscosity Group I basestocks have dropped in line with the forecast, demand for Group II and specialty basestocks has increased, GTL basestocks seem to be a reality, and joint ventures, mergers, and acquisitions continue to consolidate the supply side of the business.

The Global Business Outlook for Bright Stocks, 2005-2015 is a syndicated analysis designed specifically to help subscribers navigate the challenging "whitewater" of change that lies ahead. In addition to providing an objective and thorough analysis of bright stock supply and demand, the study presents an unbiased, forward-thinking assessment of what the business for this viscosity grade will look like in the next 10 years on a global basis. It also addresses the opportunities that will be presented to the suppliers as well as threats that might loom for the buyers through this period of rapid change.

The report provides subscribers with:

- An objective evaluation of where the bright stock business is today and where it is going
 - A clear understanding of supply and demand drivers
 - A pragmatic analysis of competitive forces
 - An unbiased assessment of future supply and demand
 - Insights into projected plant closings, expansions, and grass roots investments that could affect supply
 - An assessment of decommissioned or mothballed PDA units that could be restarted to increase supply
 - What kind of changes, if any, can happen on the manufacturing side to increase supply, such as synthetic bright stocks
 - Demand that could move to alternatives
 - Manufacturing technologies: what changes could be made to enable greater production of bright stocks at existing facilities, if any?
 - Intermaterial competition
 - When would the PIBs become more interesting in a greater number of applications?
 - A critical examination of current and likely pricing scenarios
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 - Valuable insights and information on business opportunities and threats
-



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Report Objectives

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provides subscribers with a comprehensive, accurate, and independent appraisal of both the global supply and demand and business opportunities as the lubricant basestock business faces the challenges of the new millennium. The study is designed specifically to provide subscribers with the information and insights required to construct sound business plans and capitalize on emerging opportunities in the very dynamic lubricant basestock business.

The study focuses specifically on paraffinic and naphthenic bright stocks used in commercial automotive, consumer automotive, and industrial lubricant and functional fluid applications. The base year for the supply and demand data is 2005. The study includes a forecast for 2015.

The study covers the global market under the following regions: North America, Latin America, the Asia-Pacific region, Western Europe, and the Rest of the World (ROW), which will include Africa, the Middle East, and Eastern Europe. International trade is also examined in the report, as the basestock business is increasingly becoming truly global.

Research Methodology

As the leading global consultancy covering lubricants and functional fluids, Kline & Company has developed an analysis approach based heavily on primary research (field and telephone interviews). This approach has a proven track record as the most effective and reliable in analyzing the lubricants business, as well as in identifying business opportunities.

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leverages our detailed understanding of the lubricants industry, and our ongoing contacts. It employs the use of primary research to capture insights and information available from a wide range of industry experts and opinion leaders.

Although primary research is the leading source of information and insights provided in the report, the analysis was supplemented by secondary research, including a review of suppliers' product literature and price lists, a search of recent trade and technical literature, and an analysis of statistical data from government, industry, and trade associations and agencies.

Forecasts in this report were generated with Kline's **FutureView Scenario Forecasting Model**. With the enhanced forecasts, subscribers can see how adjustments in the assumptions behind the forecasts can bring about different outcomes over a 10-year period.

Subscription Options and Privileges

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is only available by subscription. In order to maximize the usefulness to each subscriber, the following privileges and services will be made available:

- One day of **strategic planning assistance** with members of the survey team at Kline Group's offices in Little Falls, NJ, or Brussels, Belgium, to be used at the client's discretion within six months of report receipt. These meetings will be utilized as company-specific work sessions to help each subscriber obtain maximum value from both the program and Kline's extensive expertise. Expenses related to any travel made at the request of the subscriber are to be reimbursed by the subscriber.
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Credentials

Kline & Company, Inc. is an international business and management consulting firm offering a broad range of services to the petroleum and energy, specialty chemicals, and related industries.

Established in 1959 as a specialist in the chemicals field, Kline has evolved over the past four decades to provide consulting services and syndicated market research reports across the entire value chain. We help management solve practical problems in marketing strategies, acquisition and divestiture programs, and the appraisal of new technology. Kline provides clients with facts, forecasts, and recommended solutions to business problems, based solidly on the realities of the market as well as modern strategic principles.

Through our Petroleum & Energy practice, Kline has attained a leadership position in providing consulting services to the petroleum industry, and particularly the lubricants and additives sectors. Our firm has developed in-depth expertise in this area by tracking and analyzing the U.S. and international markets for lubricants used in consumer, commercial, and industrial markets.

Over the past four decades, Kline has established itself as an authoritative source for market research for petroleum and lubricant products. A list of representative reports Kline has published recently and those currently in progress is provided below:

- Competitive Intelligence for the Global Lubricants Industry, 2002-2012 - Year One
- Competitive Intelligence for the Global Lubricants Industry, 2003-2013 - Year Two
- Competitive Intelligence for the Global Lubricants Industry, 2004-2014 - Year Three
- Competitive Intelligence for the Global Lubricants Industry, 2005-2015 - Year Four
- Global Business Opportunities in Lubricant Basestocks Industry, 2004-2020
- Business Opportunities in the Chinese Lubricants Market, 2004-2009
- GTL Specialties: High-Value Threat or Opportunity? Volume I: Lubricant Basestocks; Volume II: Waxes
- Opportunities in Lubricant North America Continuing Industry Analysis
- Global Business Opportunities in Metalworking Fluids, 2001-2003 - Volume I: North America; Volume II: Asia-Pacific; Volume III: Europe
- Lubricant Additives North America, 2002-2007
- Selling Lubricants Online 2001
- Lubricant Basestocks, The Americas 2001
- Business Opportunities in the Latin American Lubricants Market 2000
- The Outlook for Packaging in Consumer Automotive Lubricants 2000
- Synthetic Lubricants and Functional Fluids, 1999-2004
- Global Opportunities in Fuel Additives, 1999-2004
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