

Opportunities in Lubricants 2010:

India Market Analysis

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Base Year: 2009

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

- How can lubricant marketers and formulators compete successfully and profitably in this market?
- Which regions, end-use segments, and product categories within India 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 nationalized oil companies and multinational firms?
- Which channels of distribution should be used to market lubricants?
- What are the key challenges a multinational company will have to face to do business in the Indian lubricants market?

Report Scope

Opportunities in Lubricants 2010: India Market Analysis will provide an in-depth analysis of commercial automotive, consumer automotive, and industrial lubricant products, markets, and suppliers in India.

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 India and in capitalizing on the developing business opportunities. The report will include detailed profiles of leading domestic and multinational suppliers in the Indian lubricants market.

Key Benefits

Opportunities in Lubricants 2010: India Market Analysis will provide 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
- Gain a better understanding of challenges to doing business in India
- Compete more effectively
- And bring down costs for their lubricants business in India

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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 comprises 95% of the overall research methodology for this report.

In addition, this analysis is 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 over 50 years.

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- Global Lubricant Basestocks Three-Year Annual Service
- Competitive Analysis for the Global Lubricant Basestocks Industry
- Kline Basestock Sellers Database, 2009
- The Outlook for the Global Lubricants Industry: The Impact of Recession, 2009
- 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
- Competitive Intelligence for the Global Lubricants Industry, 2008-2018
- Global Lubricant Additives, 2009