



Opportunities in Coolants:

Global Market Analysis

Published May 2017

Base Year: 2016

Forecasts to 2021

Regional Coverage: Americas ■ Asia ■ Europe

Due to the growing global passenger car and commercial vehicle population, consumption of coolants/antifreeze has increased. Coolant technology has evolved with a variety of additive systems and base fluids available for different performance requirements. This study provides a comprehensive analysis of the global coolant market, focusing on some of the most important country markets around the world.

This Report Helps Subscribers to:

- Assess the global demand for coolants in terms of product type, additive technology, country markets, and end-use applications
- Understand product performance requirements for different market segments and identify opportunities for growth
- Understand industry supply chain and the leading marketers in different country markets
- Understand different base fluids used to manufacture coolants in key country markets and the use of recycled products
- Understand different additive technologies in use and preferences by country markets and end-use applications
- Understand key growth drivers and identify market opportunities and challenges

Report Contents

Introduction

Executive Summary

- Overview of key findings

Market Profiles

Detailed profiles covering key markets (listed in Table 1) will be provided, covering the following information:

- Economic background
- Vehicle population and manufacturing
- Coolants product specifications, regulations for usage, recycling and disposal
- Usage practices, dilution rates, change intervals
- Coolants demand by end-use segments - consumer, commercial, factory-fill
- Coolants demand by product type (ethylene glycol, propylene glycol, glycerin)
- Coolants demand by product technology (IAT, OAT, HOAT, NOAT)
- Coolant suppliers market shares
- Short profiles of key coolants suppliers
- Market trends
- Supply chain, coolants demand by sales channel, packaging and pricing
- Demand drivers and restraints
- Five-year and ten-year outlook by end-use segments
- Market evaluation and opportunities

Table 1: List of Markets Covered

Americas	Brazil, Mexico, and the United States
Asia	China, Japan, and India
Europe	France, Germany, Russia, and the United Kingdom





Scope

Opportunities in Coolants: Global Market Analysis provides a detailed independent appraisal of this complex market and will explore market opportunities and challenges for manufacturers and marketers of coolants, worldwide. Key insights provided in the report include the following:

- Demand for coolants in key markets in 2016 and outlook
- Demand by product type, additive technology, and market segment
- Detailed profiles of key country markets
- Supplier market share by key markets
- Analysis of market trends, growth drivers and restraints, and regulations.
- Evaluation of market opportunities and challenges

Key Benefits

This report serves as an excellent resource for manufacturers and marketers of antifreeze and coolants to build solid strategic plans and respond to competitive forces, emerging technologies, and evolving market needs. Specifically, this report assists subscribers by providing:

- A highly reliable and independent assessment of antifreeze/coolant demand and market share of leading suppliers in key markets
- An assessment of key market segments in terms of their unique requirements, maintenance practices, distribution networks, challenges for doing business, and opportunities for growth
- A cost-effective extension of subscribers' own intelligence development capabilities
- An understanding of current and future technology trends and the resultant impact of OEM requirements on product performance to assist product development and product differentiation
- An appraisal of market trends and supply and demand drivers, enabling subscribers to position themselves to capitalize on these trends
- An examination of new business opportunities in established and emerging markets



Methodology

Kline’s approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 50-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

Primary Research

We Know Who to Talk to. We Know How to Listen.



A high number of in-depth discussions are conducted by each analyst. All interviews are done with true industry insiders.

Kline’s analysts draw upon pragmatic experience to understand global impacts and local perspectives. Our interviews engage experts across all pertinent fields and sectors including:

- Marketers/manufacturers
- Distributors
- Government agencies
- Retailers
- Suppliers
- Trade organizations

Secondary Research

We Know Where to Look – Mining the Details.



Analysis is further supplemented by secondary research, consisting of constant tracking of annual company reports, national statistics bureaus, trade/ industrial/professional associations, and the like.

Relevant developments are diligently followed and their impact closely monitored. Reports also draw upon non-confidential data from Kline’s internal database, consisting of over half a century’s syndicated research.

Comprehensive Market Intelligence

We Know How to Verify.



Data are rigorously analyzed, cross-checked, distilled, and validated. Kline’s proven methodology allows exceptionally effective, precise, and reliable market

intelligence, giving subscribers a solid foundation on which to grow, refine, and expand their business with confidence.

Kline Credentials

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. 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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