



Opportunities in Lubricants:

Middle East Market Analysis

To Be Published 1st Quarter 2018

Base Year: 2017

Forecasts to 2022 and 2027

Regional Coverage: Middle East

The Africa and Middle East region accounts for 9% of the global lubricant market, of which about half is accounted by the Middle East. Though small, the Middle East region is attractive due to its higher than average growth rates, increasing usage of synthetic basestocks, and plentiful supply of high performance basestocks. This report will provide a comprehensive, in-depth analysis of the automotive and industrial finished lubricant products, end-use industries and trade classes, major suppliers, and market trends in the leading country markets in this region.

This Report Will Help Subscribers to:

- Assess the current size of the Middle Eastern finished lubricants market by major countries and product categories
- Understand emerging product, performance, promotion, pricing, and channels of distribution trends
- Assess opportunities for revenue growth
- Identify barriers to growth and develop strategies to overcome them
- Analyze the leading suppliers that are active in the region
- Evaluate opportunities for mergers, acquisitions, and alliances

Tentative Report Contents*

Introduction

Year in Review

- Middle Eastern lubricant industry market review
- Regional macro-economic trends
- Leading lubricants supplier market share and business review
- Lubricant performance trends
- Lubricant demand growth
- Overview of leading country markets
- Key end-use applications and distribution channels

Country Market Profiles

Leading country markets in the region will be profiled as per the outline below. A list of countries to be profiled is shown in Table 1.

- Country overview including political and economic background, trade barriers, vehicle population, sales, and production, and basestock and additive manufacturing and supply
- Commercial automotive market segment overview: product category, type, viscosity grade, API service category, on-highway and off-highway fleets, synthetics penetration, supplier market share, current and forecast demand and assumptions
- Consumer automotive overview: product category, type, viscosity grade, API service category, installed and retail channels, synthetics penetration, supplier market share, current and forecast demand and assumptions
- Industrial oils and fluids overview: product category, type, viscosity grade, leading industries, synthetics penetration, supplier market share, current and forecast demand and assumptions
- Appraisal

* Subject to charter subscriber input



Table 1: Country Markets to be Profiled

Bahrain	Qatar
Kuwait	Saudi Arabia
Oman	UAE
Iran (add-on report available on request)	



Scope

This report will provide a detailed, independent appraisal of the finished automotive and industrial lubricants industry in the Middle East and identifies market opportunities and challenges for lubricant suppliers, distributors, lubricant additive suppliers, and basestock manufacturers. Products and topics covered in the study will include:

- Commercial automotive lubricants: heavy duty engine oil, hydraulic and transmission fluid, gear oil, and grease
- Consumer automotive lubricants: passenger car engine oil, 2T/4T motorcycle oil, ATF, gear oil, and grease
- Industrial oils and fluids: hydraulic fluid, compressor and refrigeration oils, turbine and circulating oils, gear oil, grease, and other general industrial oils and fluids
- Industrial engine oil: natural gas, railroad, marine, aviation piston aircraft, and stationary diesel
- Process oils: white, electrical, rubber, and all other
- Metalworking fluids: removal, forming, protecting, treating
- Penetration levels of synthetic and semisynthetic automotive and industrial oils and fluids

Key Benefits

This market study will assist senior executives, product and market managers, strategic planners, raw material suppliers, and lubricant distributors assessing the market for their products and looking to understand their competition in the Middle East. The key benefits to subscribers will include:

- In-depth country profiles of seven leading country markets in the Middle East, plus a comprehensive Year in Review PowerPoint document summarizing the overall lubricants industry in the region
- Accurate estimates of the current size of the Middle Eastern lubricant market by key countries and products
- Identification of barriers to growth and strategies to overcome them
- Evaluation of opportunities for mergers, acquisitions, and alliances
- Identification of growth opportunities at the product level or channel level
- Identification of macro and micro-economic trends shaping and driving the lubricants industry

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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