



Global Business Outlook for Brightstocks

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Base Year: 2017

Forecasts to 2027

Regional Coverage: Africa and the Middle East ■ Asia-Pacific ■ Europe ■ North America ■ South America

As Group I plants shut down due to declining demand and increased competition from high performance basestocks, the supply of brightstocks, produced primarily by Group I plants, is reducing. The resultant scarcity in supply of high viscosity basestocks poses significant challenges and opportunities for brightstock suppliers and buyers. Lately, there has been some new brightstock capacities added by a few refiners; however, the trend in Group I capacity shutdowns has resulted in net reduction for brightstock capacity. Lubricant blenders are looking at several solutions to address this shortfall in the form of alternate Group II brightstocks, naphthenic brightstocks, high viscosity synthetic basestock and additive fixes.

This Report Helps Subscribers to:

- Assess where the brightstocks business is today and where it is going
 - Globally and by region
- Understand the critical supply and demand drivers including:
 - Projected plant closures, expansions, and grassroots investments for brightstocks
 - Changes in formulation approach based on quality shifts and changes in brightstocks availability
- Assess the future supply and demand for brightstocks
- Assess the impact of short supply of brightstocks on their formulations
- Evaluate the various substitutes available to meet the shortfall in brightstocks
- Identify business opportunities and threats to buyers and suppliers



Report Contents

Introduction

Executive Summary

Current and Forecast Demand

- Current formulation approach and brightstock need
- Demand by applications and regions
- Lubricant demand outlook and shifts in formulation
- Brightstock demand outlook

Current and Forecast Supply

- Leading global suppliers
- Supply by region and key plants
- Supply outlook

Supplier Profiles

- Ergon
- ExxonMobil
- HollyFrontier
- IRPC
- Luberef
- Lukoil
- PBF Energy
- Pertamina
- Petrobras
- Shell
- SK Lubricants

Supply and Demand Analysis

- Current and projected supply demand balance by region

Substitute Products

- Polyisobutenes
- Polyalphaolefins
- Polyalkylene glycols
- Naphthenic brightstocks
- Alternate brightstocks (Group II brightstocks)
- Other substitutes

Market Evaluation

- Business outlook, opportunities, and challenges for brightstock suppliers and blenders
- Barriers for entry for substitutes





Scope

Global Business Outlook for Brightstocks provides subscribers with an accurate and independent assessment of the business opportunities, challenges, and threats in the global brightstocks market for suppliers and buyers. Specifically, the study analyzes:

- Current and projected supply of brightstocks
- Current and projected demand of brightstocks
- Emerging shortfall in the brightstocks market
- Potential substitutes, their supply and suitability for different applications

The study is global in nature and analyzes trends by key regions, including North America, South America, Europe, Asia, and Africa and the Middle East. Brightstock substitutes to be analyzed in the study include polyalphaolefins, polyisobutenes, polyalkylene glycols, Group II brightstocks, and naphthenic brightstocks.

Key Benefits

This syndicated report is designed to provide an objective and thorough analysis of brightstock supply and demand, the emerging supply gap, and potential substitutes.

- The study is a useful tool for sales, marketing, finance, technology, and strategy personnel to quickly learn the basics of the brightstocks market and business, understand brightstock requirements for blending, understand market dynamics, and make business decisions.
- The study provides valuable insights and information on business opportunities and threats.
- The study helps subscribers to identify the likely shortfall in brightstock supply and identify the suitable option to make up for this shortfall.



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 procurement and assessment, 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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India
+91-124-4546-100

Japan
+81-3-3242-6277