



1st Edition

# India Grease Market:

## Market Analysis and Opportunities

Published: Fourth Quarter of 2018

Base year: 2018

Forecast to 2023

### Regional Coverage: India

India is the third-largest grease consumer globally. Though grease accounts for a small share in the country's total finished lubricants market, it requires special mention because of its distinct properties and application.

## This Report Helps Subscribers:

- Understand grease formulation in terms of baseoil, thickener type, and additives.
- Learn about grease specifications (international as well as Indian), performance characteristics, and applications.
- Identify segment demand by market segment, end use, and thickener type.
- Understand grease market structure in terms of major suppliers, distribution and purchasing practices, and pricing.



## Report Contents

### Product Review

- Introduction to grease
- An overview of the key components of grease formulations: base fluids and their suitability for grease applications; thickeners and their significance, type of thickeners used, and pros and cons of each thickener type; additives
- Grease specifications: National Lubricating Grease Institute classification of greases and performance characteristics of greases
- Grease performance characteristics
- Grease uses and application practices

### Market Overview

- Overall demand
- Demand by market segment: consumer, commercial, and industrial
- Demand by end use
- Demand by thickener/product formulation

### Market Structure

- Key manufacturers and marketers
- Product pricing and supply chain
- Demand drivers and restraints

### Market Evaluation

- Market trends
- Market demand outlook
- Market opportunities and challenges



## Scope

**India Grease Market: Market Analysis and Opportunities** is a syndicated analysis of the grease market of India. In addition to providing an objective and thorough analysis of the grease market across various segments and products, this study presents an assessment of how the market will evolve over the next five years. The report includes:

- Grease definition, performance specifications, and industry standards
- Grease pricing, purchasing practices, and distribution
- Grease demand by segment, thickener type, and application
- Grease demand outlook
- Overview of suppliers of grease
- Market opportunities and challenges

## Key Benefits

The report provides information related to the latest market trends and helps subscribers

- Assess key market segments and dynamics in each segment
- Identify market structure and key players
- Understand grease distribution and its pricing
- Identify market opportunities and challenges

## 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 nearly 60 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 nearly 60 years.

#### A FULL SPECTRUM OF SERVICES

CUSTOM RESEARCH

MARKET RESEARCH REPORTS

MANAGEMENT CONSULTING

North America  
+1-973-435-3407

Latin America  
+55-11-3079-0792

Europe  
+32-2-770-4740

China  
+86-21-6012-6500

India  
+91-124-4546-100

Japan  
+81-3-3242-6277