

OEM GENUINE OIL BRANDS AND PROGRAMS IN THE CONSUMER AUTOMOTIVE SEGMENT: MARKET ANALYSIS AND OPPORTUNITIES

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A comprehensive analysis examining the growing OEM franchised workshop (FWS) segment of the global market for passenger car motor oil (PCMO), the study provides important insights into the market segment globally and for selected country markets. It focuses on key trends, developments, changes, challenges, and business opportunities on the FWS channel.

Scope



- Size and segmentation for the FWS channel by OEM, region, and country
- Product segmentation by
 - OEM genuine-branded
 - Merchant-branded
 - Co-branded
- FWS channel trends
 - New OEM programs
 - Partnerships
 - OEM-franchised quick lubes
 - Retail
- FWS channel market share estimate by lubricant supplier

Regional Coverage



Argentina, China, Germany, India, Indonesia, Japan, United Kingdom, United States

Features and Timing



Base Year: 2023

Forecasts to 2028

To be Published: Q3 2024

3rd Edition

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Introduction

Executive Summary

An overview of the report findings, plus forecast based on Kline's Future View Forecasting Model covering:

- Global PCMO market overview
- FWS channel overview
- Market outlook and overview
- Supplier and OEM market shares

Profiles of Leading OEMs

Profiles of the top global OEMs, based on annual sales:

- OEM lubricant demand projection
- OEM dealer and consumer program overview
- Historical and project vehicle sales
- Recommended viscosity grades and specifications

Country Profiles

Each country market will be analyzed covering the FWS channel:

- Country market overview
- Passenger car market
- Consumer lubricants market
- Franchised workshop channel
- Overall market size and segmentation of the FWS channel
 - Trends in the FWS channel
 - Major lubricant marketers in the market
- Market analysis and opportunities
- Profile of the leading OEMs in the country

SUBSCRIBER BENEFITS

This study serves as an excellent resource for understanding FWS channel growth and trends, as well as how the channel is changing. It helps understand the size and split of the market and how it is changing along with a five-year forecast. The study also covers:



OEM genuine, merchant brand, and co-branded share in the FWS segment, as well as lubricant supplier market share



Key channel growth areas and opportunities, along with drivers of growth and potential partnership opportunities



Forecast of the FWS channel with the estimated impact of new OEM programs and growth in electric vehicles

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 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. Our industry expertise is elevated by technology and systematic data collection processes to deliver more predictive and actionable data and insights.

New and Improved Forecasts



Kline's new, enhanced forecasting capabilities combine the power of advanced data science techniques and industry expertise to predict future market metrics. We analyze economic, demographic, social media, and consumer trend indicators to identify the factors driving growth. Our algorithms refine predications, and our automated processes provide the latest data for informed decision-making.

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KLINE CREDENTIALS

Kline, an advisory consultancy and market research firm, combines industry expertise and technology to provide highly predictive and actionable data, insights, and advice. Known as "The Industry Experts," we deliver top-notch services in lubricants and petroleum specialties, professional beauty, and specialty chemicals. This focus gives us a competitive advantage and global leadership in these areas. While we also serve adjacent industries, our specialization sets us apart as the leading experts in our chosen fields.



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