

**China Lubricant Industry Report,  
2012-2015**

**Sept. 2012**

## **STUDY GOAL AND OBJECTIVES**

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

## **REPORT OBJECTIVES**

- ◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- ◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- ◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- ◆ To help company to succeed in a competitive market, and

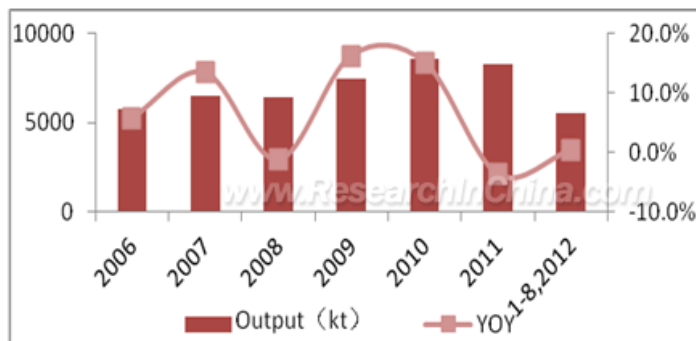
## **METHODOLOGY**

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

## Abstract

After several decades of development, China has become a leading lubricant producer and consumer, with the average annual output growing by 8.4% between 2006 and 2010, far higher than the global growth rate of 1.4%. However, directly stricken by the 2011 European debt crisis as well as inflation, China's automotive and machinery manufacturing industries suffered severe setback, causing the slowdown of growth or even negative growth in the output and demand of lubricant in China. In 2011, the lubricant output of China declined by 3.6% year-on-year to 8.262 million tons, and the apparent consumption dropped by 3.5% year-on-year to 8.493 million tons.

### Lubricant Output and YOY Growth in China, 2008-2012



Source: NBS; ResearchInChina < China Lubricant Industry Report, 2012-2015 >

Nevertheless, the huge potential of domestic demand for motor vehicles coupled with the growing investment in infrastructure construction during the 12th Five-Year Plan period (2011-2015) surely will fuel the lubricant consumption market. But on the other hand, a series of factors such as complicated and uncertain international situations, waste discharge regulations, profit-driven consideration of refineries and technological upgrade will exert influence on the supply of lubricant, especially high-quality lubricant products, in China to some extent. Thus, it is conservatively estimated that China's output and demand of lubricant will reach 9.747 million tons and 9.941 million tons by 2015, respectively.

China currently has roughly over 3,000 lubricant enterprises with more than 30 foreign ones included. But most of them are small-scale enterprises that have no access to high-quality lubricant market, especially automotive lubricant market. China Petrochemical Corporation (Great Wall Lubricant) and China National Petroleum Corporation (Kunlun Lubricant) have long been securing the top rank in the industry, with a combined market share of about 50%, while transnational tycoons including ExxonMobil, Shell, BP Castrol and others occupy nearly 30% in total.

Copyright 2012ResearchInChina

Foreign lubricant brands show every confidence in the Chinese lubricant market and continue to increase their investment in China. Take Shell for example, Besides building and expanding lubricant capacity in 2011-2012, it put the advanced Zhuhai-based lubricant technology service center into use in 2012. Another case in point is Total (Tianjin), whose 200kt/a lubricant blending plant started construction as early as 2011 and is expected to be put into production in May 2013.

In addition, with rising environmental awareness as well as the release of favorable policies on waste lubricant recovery, China has seen growing proportion of lubricants made from recycled waste lubricant in recent years. There are a number of waste lubricant projects under planning or construction in China, including the 200,000 t/a molecular distillation waste lubricant project of Dongying Guo'an Chemical, and the 100,000 t/a recycled waste lubricant project of HuZhou Hui Yuan PetroChemical. With China's effective implementation of waste lubricant regulatory policy, upgrading production technology and the commissioning of waste lubricant regeneration projects, the recycled waste lubricant is estimated to account for roughly 15%-20% of the total lubricant consumption in China by 2015.

## The report highlights:

- International market environment, supply & demand, competition pattern, import & export, price tendency and outlook of China lubricant industry;
- Supply & demand, market price, import & export of raw materials (base oil and additive) of China lubricant industry;
- Policy, current development and outlook of China waste lubricant industry;
- Operation and business in China of 13 lubricant suppliers including Shell, BP, China National Petroleum Corporation (Kunlun Lubricant), China Petrochemical Corporation (Great Wall Lubricant), Jiangsu Gaoke Petrochemical Company, etc.

### **1. Brief Introduction of Lubricant and Lubricant Base Oil**

- 1.1 Definition of Lubricant
- 1.2 Major Lubricants
  - 1.2.1 Internal Combustion Engine Oil
  - 1.2.2 Gear Oil
  - 1.2.3 Hydraulic Oil

### **2. Development of China Lubricant Market**

- 2.1 International Market Environment
- 2.2 Supply & Demand
  - 2.2.1 Supply
  - 2.2.2 Demand
- 2.3 Competition Pattern
- 2.4 Import & Export
  - 2.4.1 Import
  - 2.4.2 Export
- 2.5 Market Price
- 2.6 Outlook

### **3. Influence of Upstream Industries**

- 3.1 Base Oil
  - 3.1.1 Supply & Demand
  - 3.1.2 Competition Pattern
  - 3.1.3 Import & Export
  - 3.1.4 Market Price
- 3.2 Additive

### **4. China Waste Lubricant Recovery Market**

- 4.1 Policies and Regulations
- 4.2 Current Development
- 4.3 Supply & Demand and Outlook

### **5. Global Suppliers**

- 5.1 Shell
  - 5.1.1 Profile
  - 5.1.2 Lubricant Business in China
- 5.2 BP
  - 5.2.1 Profile
  - 5.2.2 Lubricant Business in China
- 5.3 ExxonMobil
  - 5.3.1 Profile
  - 5.3.2 Lubricant Business in China
- 5.4 Chevron
  - 5.4.1 Profile
  - 5.4.2 Lubricant Business in China
- 5.5 Total
  - 5.5.1 Profile
  - 5.5.2 Lubricant Business in China
- 5.6 FUCHS
  - 5.6.1 Profile
  - 5.6.2 Lubricant Business in China

### **6. Domestic Producers (including Joint Ventures)**

- 6.1 PetroChina Lubricant Company (Kunlun Lubricant)
  - 6.1.1 Profile
  - 6.1.2 Lubricant Business
- 6.2 China Petroleum & Chemical Corporation Lubricant Branch (Great Wall Lubricant)
  - 6.2.1 Profile
  - 6.2.2 Lubricant Business
- 6.3 Guangdong Delian Group
  - 6.3.1 Profile
  - 6.3.2 Operation
  - 6.3.3 Revenue Structure
  - 6.3.4 Output and Sales Volume
  - 6.3.5 Gross Margin
  - 6.3.6 Cost & Price
  - 6.3.7 Clients and Suppliers
  - 6.3.8 Fundraising and Investment Projects
- 6.4 Jiangsu Gaoke Petrochemical
  - 6.4.1 Profile
  - 6.4.2 Operation
  - 6.4.3 Lubricant Business
  - 6.4.4 Clients and Suppliers
- 6.5 Beijing Lidixin Technology Development
- 6.6 JiangSu Lopal Petrochemical
- 6.7 Qingdao Copton Petrochemical

- Consumption Structure of Global Lubricant Market by Application
- Lubricant Output and YoY Growth in China, 2008-2012
- Output of Major Lubricant Producing Areas in China by Province & City, 2008-2012
- Apparent Consumption of Lubricant in China, 2009-2012
- Lubricant Market Share by Brand in China
- OEM and 4S Store Aftermarket Oil of Automobile Manufacturers in China
- Import Volume and Import Value of Lubricant in China, 2009-2012
- China's Top 10 Lubricant Import Source Countries and Regions by Import Volume, 2011-2012
- Export Volume and Export Value of Lubricant in China, 2009-2012
- China's Top 10 Lubricant Export Destinations by Export Volume, 2011-2012
- Price Rise of Some Lubricant Brands, 2010-2011
- Prices of Major Automotive Lubricant Brands, Jul.2012
- China Freight Traffic Volume, 2006-2012
- China Motor Vehicle Ownership, 2007-2012
- Output and Demand of Lubricant in China, 2011-2015E
- Proportion of Base Oils by Capacity Worldwide, 2011
- Output and YoY Growth of Base Oils in China, 2006-2011
- Proportion of Base Oil by Variety in China
- Output of Top 10 Base Oil Manufacturers in China, 2010
- Import Volume and Import Value of Base Oil in China, 2010-2012
- China's Top 10 Base Oil Import Source Countries and Regions by Import Volume, 2011-2012
- Export Volume and Export Value of Base Oil in China, 2010-2012
- China's Top 10 Base Oil Export Destinations by Export Volume, 2011-2012
- Homemade Base Oil Price Tend, 2011-2012
- Consumption Proportion of Lubricant Additives in China by Application

- Import Volume and Import Value of Lubricant Additives in China, 2011-2012
- Export Volume and Export Value of Lubricant Additives in China, 2011-2012
- Export Destinations of Lubricant Additives of China, 2012
- Policies and Regulations Concerning Waste Lubricant Recovery and Utilization in China
- Theoretical Supply of Waste Lubricant in China, 2009-2011
- Waste Lubricant Recycling Projects in China, as of Jun. 2012
- China-Based Investment Projects of Shell
- Lubricant Brands of Shell by Application Field
- Production and Distribution of Shell Lubricant in Chinese Mainland
- Sales Volume and Average Price of PetroChina Lubricant Company, 2008-2011
- High-and Mid-Grade Sub-Brands and Application Fields of Kunlun Lubricant
- Product Series and Application Fields of Great Wall Lubricant
- Subsidiaries Specializing in Automotive Chemical Business Affiliated to Guangdong Delian Group and Their Net Income
- Relationship between Guangdong Delian Group and Enterprises Upstream and Downstream
- Revenue and Operating Income of Guangdong Delian Group, 2009-2011
- Authorization of Primary Products of Guangdong Delian Group
- Revenue of Guangdong Delian Group by Product, 2009-2011
- Revenue of Guangdong Delian Group by Sales Market, 2009-2011
- Revenue of Guangdong Delian Group by Region, 2009-2011
- Revenue and Gross Margin from Antifreeze Business of Guangdong Delian Group by Sales Market, 2009-2011
- Revenue and Gross Margin from Brake Fluid Business of Guangdong Delian Group by Sales Market, 2009-2011
- Revenue and Gross Margin from Engine Oil Business of Guangdong Delian Group by Sales Market, 2009-2011
- Revenue and Gross Margin from ATF Business of Guangdong Delian Group by Sales Market, 2009-2011
- Revenue and Gross Margin from Power Steering Fluid Business of Guangdong Delian Group by Sales Market, 2009-2011



- Revenue and Gross Margin from Adhesive Business of Guangdong Delian Group by Sales Market, 2009-2011
- Capacity, Output and Sales Volume of Primary Products of Guangdong Delian Group, 2009-2011
- Gross Margin of Guangdong Delian Group by Product, 2009-2011
- Operating Cost and Proportion of Guangdong Delian Group, 2009-2011
- Procurement and Price of Major Raw Materials for Preparation Use of Guangdong Delian Group, 2009-2011
- Procurement and Price of Major Raw Materials for Sub-package Use of Guangdong Delian Group, 2009-2011
- Price and Cost of Products of Guangdong Delian Group, 2009-2011
- Name List, Revenue Contribution and % of Total Revenue of Top 5 Clients of Guangdong Delian Group, 2011
- Name List, Procurement and % of Total Procurement of Guangdong Delian Group from Top 5 Suppliers, 2009-2011
- Fundraising and Investment Projects of Guangdong Delian Group
- Capacity of Fundraising and Investment Projects of Guangdong Delian Group by Product
- Revenue and Operating Income of Jiangsu Gaoke Petrochemical, 2008-2010
- Revenue and Proportion of Jiangsu Gaoke Petrochemical by Region, 2008-2010
- Lubricant Output and Sales Volume of Jiangsu Gaoke Petrochemical by Product, 2008-2010
- Revenue and Proportion from Lubricant Business of Jiangsu Gaoke Petrochemical by Product, 2008-2010
- Gross Margin of Jiangsu Gaoke Petrochemical by Product, 2008-2010
- Revenue and Proportion of Jiangsu Gaoke Petrochemical by Marketing Channel, 2008-2010
- Name List, Revenue Contribution and % of Total Revenue of Top 5 Clients of Jiangsu Gaoke Petrochemical, 2009-2010
- Procurement Volume and Value of Major Raw Materials of Jiangsu Gaoke Petrochemical, 2008-2010
- Name List, Procurement and % of Total Procurement of Jiangsu Gaoke Petrochemical from Top 5 Suppliers, 2008-2010



**You can place your order in the following alternative ways:**

1. Order online at [www.researchinchina.com](http://www.researchinchina.com)
2. Fax order sheet to us at fax number: +86 10 82601570
3. Email your order to: [report@researchinchina.com](mailto:report@researchinchina.com)
4. Phone us at +86 10 82600828/ 82601561

<b>Party A:</b>			
Name:			
Address:			
Contact Person:		Tel	
E-mail:		Fax	

<b>Party B:</b>			
Name:	Beijing Waterwood Technologies Co., Ltd (ResearchInChina)		
Address:	Room 502, Block 3, Tower C, Changyuan Tiandi Building, No. 18, Suzhou Street, Haidian District, Beijing, China 100080		
Contact Person:	Li Chen	Phone:	86-10-82600828
E-mail:	<a href="mailto:report@researchinchina.com">report@researchinchina.com</a>	Fax:	86-10-82601570
Bank details:	Beneficial Name: Beijing Waterwood Technologies Co., Ltd Bank Name: Bank of Communications, Beijing Branch Bank Address: NO.1 jinxiyuan shijicheng, Landianchang, Haidian District, Beijing Bank Account No #: 110060668012015061217 Routing No #: 332906 Bank SWIFT Code: COMMCNSHBJG		

Title	Format	Cost
<i>Total</i>		

**Choose type of format**

- PDF (Single user license) .....1,600 USD
- Hard copy ..... 1,700 USD
- PDF (Enterprisewide license)..... 2,600 USD

**※ Reports will be dispatched immediately once full payment has been received.**  
**Payment may be made by wire transfer or credit card via PayPal.**