Automotive Lubricants for Africa - Brand Awareness, Market Share, Sales Channel Analysis and Market Size & Forecast to 2020

Description: “Mineral Oil Lubricants is projected to be the largest type in the Africa Automotive Lubricants market”

The market size of Africa automotive lubricants is projected to reach 763, 781.6 kilo liters by 2020, registering a CAGR of 3.5% between 2015 and 2020. Mineral oil lubricants find major application in automobiles. There are four types of automotive lubricants, namely, mineral oil lubricants, synthetic lubricants, bio-based lubricants, and greases. The major factors fueling the growth of automotive lubricants market is increase in on-road vehicles and growing automotive industry.

“Passenger vehicle application to dominate the Africa automotive lubricants market”

The passenger vehicle segment led the Africa automotive lubricants market in 2014. The increased purchasing power, large number of fleet vehicles, and high-end cars are generating demand of lubricants for passenger cars. Egypt is the largest market for automotive lubricants in Africa, followed by South Africa. The demand for passenger vehicle in Egypt is projected to rise with a CAGR of 3.6% between 2015 and 2020. Growth in the tourism industry of Egypt has led to investments in private transport fleet that significantly contribute to the growth of the automotive lubricants market in the country. The increasing number of vehicles also plays an important role in boosting the market in the country and this trend is expected to continue over next five years.

“Independent workshops to dominate Africa automotive lubricants market during the forecast period”

In Africa, passenger vehicle holds the major share in the automotive lubricant consumption. Independent workshop is the most preferred sales channel for lubricant refills in passenger vehicles, mainly due to faster service delivery offered by workshops as compared to OEM dealerships and at comparative low cost.

BREAK-UP OF PROFILES OF PRIMARIES
- By Company Type – Tier 1 - 67%, Tier 2 - 22%, Tier 3 - 11%
- By Designation – C level – 33%, Director level - 20%, Others - 47%

Some of the major companies profiled in this report are Royal Dutch Shell Plc. (Netherlands), Exxon Mobil Corporation (U.S.), Total S.A. (France), BP Plc. (U.K.), Chevron Corporation (U.S.), PetroChina Company Limited (China), Oil Libya (Kenya), Engen (South Africa), Valvoline (U.S.), KenolKobil (Kenya), Oryx Energies (Tanzania), Conoil Plc. (Nigeria), Misr Petroleum Company (Egypt), and many others.

Reasons to buy the report
- While making strategic decisions in business, timely and useful information is required. This report fulfills the requirements of various stakeholders, including material suppliers, product manufacturers, investors, and executives. Some of the salient features of this report are mentioned below:
  - Porter's Five Forces Analysis
  - Value-chain Analysis
  - Market segmentation (type, application, and sales channel), by volume
  - Brand awareness, market share, and marketing/promotion channel analysis
  - Profile of key market players
  - Detailed information on strategic developments in the industry

Contents: 1 Introduction
  1.1 Objectives of the Study
  1.2 Market Definition
  1.3 Market Scope
    1.3.1 Market Covered
    1.3.2 Years Considered for the Report
  1.4 Limitations
2 Research Methodology
   2.1 Market Size Estimation
   2.2 Market Breakdown and Data Triangulation
   2.3 Market Share Estimation
      2.3.1 Assumptions

3 Premium Insights
   3.1 African Countries Offer Untapped and Unexplored Opportunities
   3.2 Egypt to Emerge as A Lucrative Market in Africa
   3.3 Life Cycle Analysis, By Region

4 Industry Trends
   4.1 Introduction
   4.2 Value Chain Analysis

5 Automotive Lubricants Market in Africa, By Country
   5.1 Introduction
   5.2 Egypt
      5.2.1 Introduction
      5.2.2 Market Size and Projection
      5.2.3 Application and Sales Channels
      5.2.4 Consumer Preferences and Market Share
      5.2.5 Brand Promotion Channel
   5.3 Kenya
      5.3.1 Introduction
      5.3.2 Market Size and Projection
      5.3.3 Application and Sales Channels
      5.3.4 Consumer Preferences and Market Share
      5.3.5 Brand Promotion
   5.4 Tunisia
      5.4.1 Introduction
      5.4.2 Market Size and Projection
      5.4.3 Application and Sales Channel
      5.4.4 Consumer Preferences & Market Share
      5.4.5 Brand Promotion
   5.5 Tanzania
      5.5.1 Introduction
      5.5.2 Market Size and Projection
      5.5.3 Application and Sales Channel
      5.5.4 Consumer Preferences and Market Share
      5.5.5 Brand Promotion
   5.6 South Africa
      5.6.1 Introduction
      5.6.2 Market Size and Projection
      5.6.3 Application and Sales Channel
      5.6.4 Application and Sales Channel
      5.6.5 Brand Promotion
   5.7 Nigeria
      5.7.1 Introduction
      5.7.2 Market Size and Projection
      5.7.3 Application and Sales Channel
      5.7.4 Consumer Preferences and Market Share
      5.7.5 Brand Promotion
   5.8 Morocco
      5.8.1 Introduction
      5.8.2 Market Size and Projection
      5.8.3 Application and Sales Channel
      5.8.4 Consumer Preferences and Market Share
      5.8.5 Brand Promotion

6 Competitive Landscape
   6.1 Overview
   6.2 Expansions and Agreements: Most Popular Growth Strategies
6.3 Maximum Developments in 2014
6.4 Competitive Situations and Trends
   6.4.1 Developments

7 Company Profiles
   (Overview, Financial*, Products & Services, Strategy, and Developments)
7.1 Key Players for Automotive Lubricants in Africa
7.2 Royal Dutch Shell PLC.
7.3 Exxon Mobil Corporation
7.4 BP PLC.
7.5 Chevron Corporation
7.6 Total S.A.
7.7 Petrochina Company Limited
7.8 Sinopec Limited
7.9 Lukoil
7.10 Fuchs Petrolub AG
7.11 Idemitsu Kosan Co. Ltd.

*Details Might Not Be Captured in Case of Unlisted Companies

List of Tables

Table 1 Egypt: Automotive Lubricants Market Size, By Type, 2013 - 2020 (Kiloliter)
Table 2 Egypt: Automotive Lubricants Market Size, By Application & Sales Channel, 2013 - 2020 (Kiloliter)
Table 3 Kenya: Automotive Lubricants Market Size, By Type, 2013 - 2020 (Kiloliter)
Table 4 Kenya: Automotive Lubricants Market Size, By Application and Sales Channel, 2013 - 2020 (Kiloliter)
Table 5 Tunisia: Automotive Lubricants Market Size, By Type, 2013 - 2020 (Kiloliter)
Table 6 Tunisia: Automotive Lubricants Market Size, By Application & Sales Channel, 2013 - 2020 (Kiloliter)
Table 7 Tanzania: Automotive Lubricants Market Size, By Type, 2013 - 2020 (Kiloliter)
Table 8 Tanzania: Automotive Lubricants Market Size, By Application & Sales Channel, 2013 - 2020 (Kiloliter)
Table 9 South Africa: Automotive Lubricants Market Size, By Type, 2013 - 2020 (Kiloliter)
Table 10 South Africa: Automotive Lubricants Market Size, By Application and Sales Channel, 2013 - 2020 (Kiloliter)
Table 11 Nigeria: Automotive Lubricants Market Size, By Type, 2013 - 2020 (Kiloliter)
Table 12 Nigeria: Automotive Lubricants Market Size, By Application & Sales Channel, 2013 - 2020 (Kiloliter)
Table 13 Morocco: Automotive Lubricants Market Size, By Type, 2013 - 2020 (Kiloliter)
Table 14 Morocco: Automotive Lubricants Market Size, By Application and Sales Channel, 2013 - 2020 (Kiloliters)

List of Figures

Figure 1 Market Size Estimation: Bottom-Up Approach
Figure 2 Market Size Estimation: Top-Down Approach
Figure 3 Breakdown of Primary Interviews
Figure 4 Key Data From Secondary Sources
Figure 5 Growth in the Automotive Industry is Increasing the Lubricants Sales
Figure 6 African Countries With High Growth
Figure 7 The Africa Lubricant Market is in the Growth Phase
Figure 8 Value Chain Analysis for Automotive Lubricants
Figure 9 Egypt: Synthetic Lubricants Market By Sales Channel
Figure 10 Egypt: Automotive Lubricants Market Share, By Sales Channel, 2014
Figure 11 Market Share Analysis of Automotive Lubricants Market in Egypt, 2014
Figure 12 Egypt: Hoardings & Banners Captured the Maximum Share in Egypt
Figure 13 Customer Preference By Sales Channelanalysis
Figure 14 Brand Awareness Index vs Brand Market Share
Figure 15 Kenya: Automotive Lubricants Market Share, By Sales Channel, 2014
Figure 16 Market Share Analysis of Automotive Lubricants Market in Kenya, 2014
Figure 17 Kenya: Hoardings & Banners is Adopted By Major Brands as Their Brand Promotion Channel
Figure 18 Customer Preference By Sales Channelanalysis
Figure 19 Brand Awareness Index vs Brand Market Share
Figure 20 Tunisia: Synthetic Lubricants Market By Sales Channel
Figure 21 Tunisia: Automotive Lubricants Market Share, By Sales Channel, 2014
Figure 22 Market Share Analysis of Automotive Lubricants Market in Tunisia, 2014
Figure 23 Hoardings & Banners Captured the Maximum Share in Tunisia
Figure 24 Customer Preference By Sales Channel
Figure 25 Brand Awareness Index vs Brand Market Share
Figure 26 Tanzania: Automotive Lubricants Market Share, By Sales Channel 2014
Figure 27 Market Share Analysis of Automotive Lubricants Market in Tanzania, 2014
Figure 28 Tanzania: Billboards is the Major Brand Promotion Channels Adopted By Major Brands
Figure 29 Customer Preference By Sales Channel
Figure 30 Brand Awareness Index vs Brand Market Share
Figure 31 South Africa: Synthetic Lubricants Market By Sales Channel
Figure 32 South Africa: Automotive Lubricants Market Share, By Sales Channel 2014
Figure 33 Market Share Analysis of Automotive Lubricants Market in South Africa, 2014
Figure 34 South Africa: TV Commercials is the Major Brand Promotion Channels Adopted By Major Brands
Figure 35 Customer Preference By Sales Channel
Figure 36 Brand Awareness Index vs Brand Market Share
Figure 37 Nigeria: Automotive Lubricants Market Share, By Sales Channel 2014
Figure 38 Market Share Analysis of Automotive Lubricants Market in Nigeria, 2014
Figure 39 Nigeria: Hoardings & Banners is Adopted By the Major Brands for Promotion
Figure 40 Customer Preference By Sales Channel
Figure 41 Brand Awareness Index vs Brand Market Share
Figure 42 Morocco: Automotive Lubricants Market Share, By Sales Channel 2014
Figure 43 Market Share Analysis of Automotive Lubricants Market in Morocco, 2014
Figure 44 Morocco: TV Commercials is the Major Brand Promotion Channel Adopted By Major Brands
Figure 45 Customer Preference By Sales Channel
Figure 46 Brand Awareness Index vs Brand Market Share
Figure 47 Major Growth Strategies in the Global Lubricants Market, 2010 - 2015
Figure 48 Maximum Number of Developments Recorded in the Year 2014
Figure 49 Royal Dutch Shell PLC: Business Overview
Figure 50 Royal Dutch Shell PLC: SWOT Analysis
Figure 51 Exxon Mobil Corporation: Business Overview
Figure 52 Exxonmobil Corporation: SWOT Analysis
Figure 53 BP PLC.: Business Overview
Figure 54 BP PLC.: SWOT Analysis
Figure 55 Chevron Corporation: Business Overview
Figure 56 Chevron Corporation: SWOT Analysis
Figure 57 Total S.A.: Business Overview
Figure 58 Total S.A.: SWOT Analysis
Figure 59 Petrochina Company Limited: Business Overview
Figure 60 Sinopec Limited: Business Overview
Figure 61 Lukoil: Business Overview
Figure 62 Fuchs Petrolub AG: Business Overview
Figure 63 Idemitsu Kosan Co. Ltd.: Business Overview

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