**Friction Modifier Additives Market: Global Industry Analysis and Opportunity Assessment, 2016-2026**

**Description:** This report on the global friction modifier additive market for the period 2016-2026 presents an outlook of the market across the globe. The primary objective of the report is to offer updates on market opportunities in the global friction modifier additive market.

To understand and offer insights on the global friction modifier additive market, the report is categorically split under three sections: market analysis by product type, applications and region. The report analyses the global friction modifier additive market in terms of market value (US$ Mn) and volume (units).

The report starts with an overview of the global friction modifier additive market. This section also includes analyses of key trends, drivers and restraints from the supply and demand perspectives. Impact analysis of key growth drivers and restraints based on the weighted average model are included in the report to better equip and arm clients with crystal-clear and decision-making insights.

The first section of the report analyses the market on the basis of product type and presents the forecast in terms of volume and value for the next 10 years. Product types covered in the report are:

- **Organic Friction Modifier Additive**
  - Polymers
  - Fatty Acids
  - Esters & Amides

- **Inorganic Friction Modifier**
  - Molybdenum Dithiocarbamate (MoDTC)
  - Molybdenum Disulphide (MoS2)
  - Graphite

The following section of the report analyses the market on the basis of applications and presents the forecast in terms of volume and value for the next 10 years. Applications covered in the report are:

- Automotive Lubricants
- Industrial Lubricants
- Aviation Lubricants
- Power Generation Lubricants
- Rail Lubricants

The next section of the report includes analysis of the global friction modifier additive market on the basis of regions.

The market is segmented into seven key regions:

- North America
- Latin America
- Eastern Europe
- Western Europe
- APEJ (Asia Pacific Excluding Japan)
- Japan
- MEA (Middle East & Africa)

To calculate market size, the report considers average selling price of various types of friction modifier additives across geographies. Furthermore, data points such as regional split and market split, by product type and application, with qualitative inputs from primary respondents have been incorporated to arrive at appropriate market estimates.

The forecast presented here assesses the total revenue expected to be generated across the global friction
modifier additive market over 2016-2026. When developing the market forecast, the starting point involves sizing up the current market, which forms the basis of how the market is anticipated to take shape in the near future.

Given the characteristics of the market, we triangulated the outcome on the basis of various analysis results based on both supply side and demand side. However, quantifying the market across the aforementioned segments and regions is more a matter of quantifying expectations and identifying opportunities rather than rationalising them after the forecast has been completed.

In an ever-fluctuating global economy, we not only conduct forecasts in terms of CAGR, but also analyse the market on the basis of key parameters, such as Year-on-Year (Y-o-Y) growth, to understand the predictability of the market and to identify the right opportunities in the friction modifier additive market.

As previously highlighted, the market for friction modifier additive is split into various sub-segments or categories, based on product type, applications and region. All these sub-segments or categories have been analysed in terms of Basis Point Share (BPS) to understand the individual segment's contribution to market growth. This detailed level of information is important for identification of many key trends in the friction modifier additive market.

Another key feature of this report is the analysis of the friction modifier additive market by product type, applications and region and its revenue forecast in terms of absolute dollar opportunity. This is overlooked while forecasting the market. However, absolute dollar opportunity is critical in assessing the level of opportunity that a provider can look to achieve, as well as to identify potential resources from a sales perspective in the global friction modifier additive market.

In order to understand key growth segments in terms of growth and performance of the friction modifier additive market, the author developed a market attractiveness index. The resulting index should help providers identify real market opportunities.

In the final section of the report, the friction modifier additive market landscape is included to provide report audiences with a dashboard view of the market players, based on categories of providers across the value chain, their presence in the friction modifier additive product portfolio and key differentiators.

Some of the major market players featured in this section are:
- Chemtura Corporation
- Afton Chemical Corporation
- Multisol
- Wynn's
- Archoil
- Whitmore
- International Lubricants, Inc.

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