

Malaysia Automotive Lubricant Market Expected to cross MYR 18 Billion by 2025: Ken Research

The report concludes with market projections for future of the industry including forecasted industry size by revenue and sales volume.

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High per capita income and unreliable public transport has led to increase in private vehicle ownership. On an average, a passenger car, a motorcycle travels and a truck in Malaysia travels ~28,000 km, 21,000 km and 90,000 km per annum respectively. Engine oil in passenger car, motorcycle and trucks is usually changed after travelling 3,000-10,000 km, 1,000-3,000 km and 20,000-25,000 km respectively.

- Existing regional hubs in the country are Kuala Lumpur, Putrajaya, Labuan, Selangor, Perak, Penang and Sarawak as majority of vehicles are located in these states.

- Malaysia automotive sales slowdown will lead to decrease in demand of auto lubricants. Companies need to evolve their product offerings and develop a reliable lubricant distribution network to maintain a competitive edge in the industry and to recover its sales.



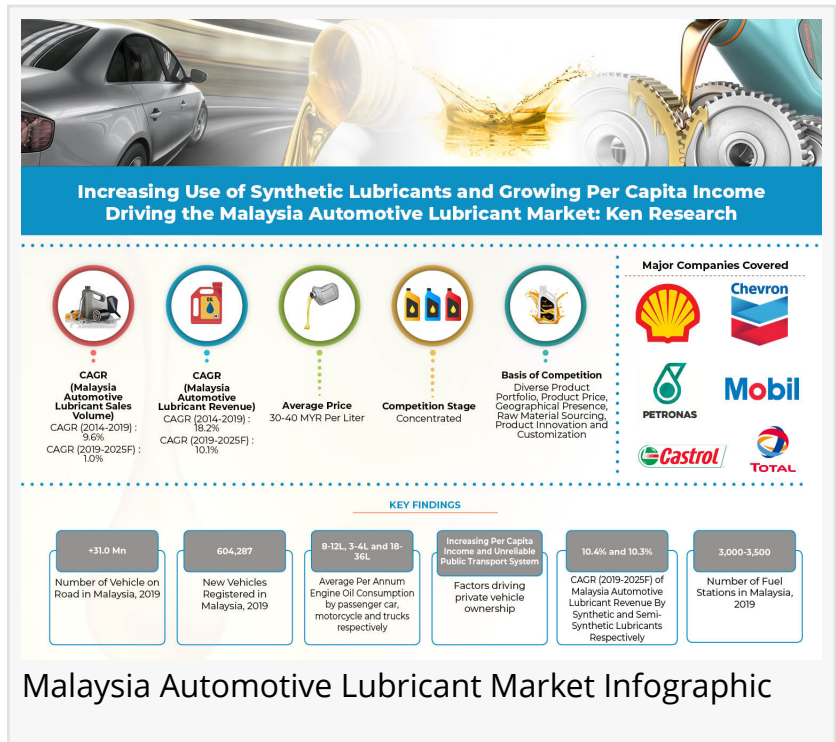
For more information on the research report, refer to below link:

<https://www.kenresearch.com/automotive-transportation-and-warehousing/automotive-and-automotive-components/malaysia-automotive-lubricant-market-outlook-to-2025/342038-100.html>

Introduction of Electric Vehicle: With increasing adoption of battery electric vehicle the existence of traditional engine oil is at stake. However, growing traction towards electric vehicles opens new opportunities for lubricant producers as different high performance coolants, greases and

other lubricants are required in electric vehicles and hybrid electric vehicles still require synthetic engine oils.

Players Venturing into Online Sales: Increasing circulation of fake lubricants and lack of lubricant change knowledge act as a inertia to online sales channel in the lubricant industry. Companies can remove this inertia by making an official presence in e-commerce platforms such as Lazada and Shopee Mall and by introducing home automotive maintenance services in partnership with workshops and garages.



Malaysia Automotive Lubricant Market Infographic

Market Consolidation: Currently the industry is dominated by multinational oil producers. It is further expected to consolidate as it is a niche space and companies with better geographical reach will take over the smaller companies.

Impact of COVID-19: The industry has experienced a drastic fall in lubricant sales due to implementation of national lockdown from March 2020. Pause in economic activities is expected cause a fall industry sales volume by 30% in 2020.

The report titled "[Malaysia Automotive Lubricant Market Outlook to 2025- Driven by Growing Vehicle Ownership & Preference for Synthetic Lubricants](#)" provides a comprehensive analysis on the status of the auto lubricant sector in Malaysia. The report covers various aspects including target addressable market, demand analysis, the issues and challenges, major growth drivers, tech disruptions and innovations, and competition benchmarking. The report concludes with market projections for future of the industry including forecasted industry size by revenue and sales volume.

Key Segments Covered:

- By End User Industry
 - Passenger Vehicle
 - Commercial Vehicle
 - Motorcycles
 - Marine
- By Grade

Synthetic
Semi-Synthetic
Mineral

•By Type

Passenger Car Engine Oil
Heavy Duty Engine Oil
Motorcycle Oil
Grease
Gear oil and Transmission Oil
Hydraulic Oil

•By Sales Channel

OEMs
Fuel Stations
OEM Workshops and Spare Part Shops
Service Stations and Garages
Online
Hypermarket/Supermarket

Companies Covered:

Shell
Castrol
Petronas
Total
Caltex Chevron
Exxon Mobil

Key Target Audience

Lubricant Manufacturing Companies
Oil Producers
Lubricant Distributors
Government Associations

Time Period Captured in the Report:-

Historical Period: 2014–2019
Forecast Period: 2020-2025

Key Topics Covered in the Report:-

Target Addressable Audience
Supply Ecosystem and Competition Parameters
Demand Scenario
Marketing Strategies

Challenges Faced by Lubricant Producers

Porter Five Force Analysis

Emerging Business Strategies

Best Practises in Business

Pricing Analysis

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