

# Assessment of Global Remanufacturing Fluids Market

<b>Client</b>	A provider of specialty chemicals including lubricant additives and automotive & industrial lubricants
<b>Industry</b>	Automotive
<b>Products</b>	Specialty Fluids

## Background

- The client, a leading provider of specialty chemicals for transportation and industrial domain, wanted to assess market for fluids which are used in engine and transmission remanufacturing processes.
- The key aspects of study included: 1) exploring the dynamics/structure of engine and transmission remanufacturing market, and 2) identifying potential demand for specialty fluids targeted at engine and transmission remanufacturing process.

## Key Business Questions

- What are fluids used for remanufacturing of engines and transmission?
- Is there any requirement for specific type of fluid for remanufacturing?
- What is the current demand for different type of remanufacturing specialty fluids?
- What does competitive landscape look like for remanufacturing fluids in focus regions (NAFTA, Europe and China)?

## Engagement Scope

1	Assessing Customer Requirement	2	Key Factors Impacting Market	3	Market Size Estimation	4	Gap and Competitive Landscape Assessment
	<ul style="list-style-type: none"><li>▪ What are different types of fluids currently used by the engine and transmission remanufactures?</li><li>▪ What are their requirements and expectations for the various types of specialty fluids required at each stage of remanufacturing process?</li></ul>		<ul style="list-style-type: none"><li>▪ What are key drivers, barriers and trends; what is their impact on remanufacturing industry in focus regions?</li><li>▪ What are the region specific government regulations? How are they impacting remanufacturing?</li></ul>		<ul style="list-style-type: none"><li>▪ What is the 'engines and transmissions remanufacturing market' size in each specified region?</li><li>▪ How is the market expected to grow in near future?</li><li>▪ How is this expected to impact the market for fluids used in remanufacturing?</li></ul>		<ul style="list-style-type: none"><li>▪ Which are the key remanufactures operating in this market?</li><li>▪ Which are the key suppliers of specialty fluids (for remanufacturing)?</li></ul>

## Research Methodology

### Secondary Research

- Conducted desk research to assess the market.
- Key sources included industry association websites, information portals, subscribed databases, press releases, industry/market reports.

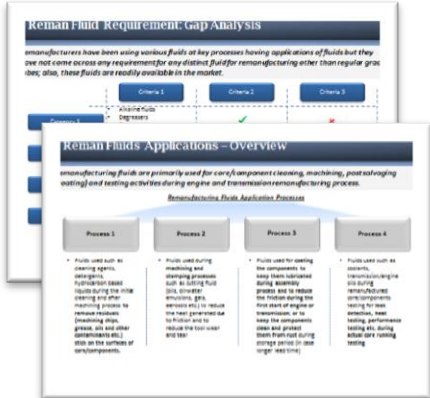
### Primary Research

- 150+** Telephonic interviews with stake holders such as engine remanufacturers and fluid suppliers across focus regions.
- Conduct expert interviews to validate information & gather insights on future aspects.

## Sample Analysis

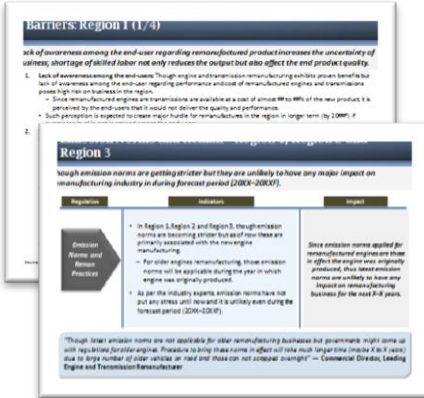
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### Assessing Customer Requirement



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### Key Factors Impacting Market

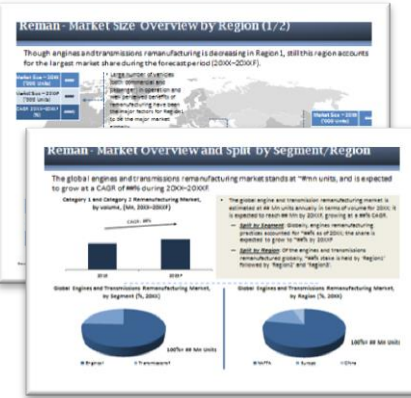


## Benefits to Client

- FutureBridge assessed potential and attractiveness of remanufacturing fluid market. It helped client to explore engine remanufacturing market and identify potential demand for specialty fluids fused in engine and transmission remanufacturing.
- Output helped the client define their future business strategies to introduce new specialty fluids in the markets.

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### Market Size Estimation



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### Gap and Competitive Landscape Assessment



# Thank you

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