

JobbersWorld 2018

FINISHED LUBRICANT PRICING REPORT US MARKET

- A Continuing Service -

Market Intelligence for Intelligent Marketers

Petroleum Trends International

FINISHED LUBRICANT PRICING REPORT US MARKET

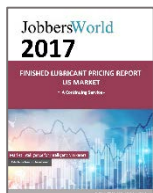
- A Continuing Service -

FINISHED LUBRICANT PRICING REPORT provides insights and information on finished lubricant prices and an in-depth analysis of the cost drivers responsible for the changes in lubricant costs and prices in the US market.

This is the first in a continuing series of JobbersWorld reports on lubricant pricing.

- Monitor price changes at the manufacturer and retail levels
- Information and insights into cost drivers influencing lubricant prices
- Develop pricing strategies
- Assess impact of price changes on cost and sales
- Plan realistic budgets and forecasts
- Keep pace with market dynamics
- Communicate the reasons for price increases to customers

Subscription to the Service Includes:



Annual Report for 2017

The annual report comprises an estimated 50 pages of text, tables, and graphs detailing finished lubricant price changes at the manufacturer level, cost drivers, stickiness of price increases, and retail prices.



Semiannual Reports in 2018

Semiannual reports comprising an estimated 20 pages each of insights and information on finished lubricant price changes at the manufacturer level, cost drivers, and retailing pricing from January through June, and July through December. Available no later than July 2018 and January 2019, respectively.



Periodic Updates in 2018

Understanding changes in price and cost can come at any time and the importance of providing this information and an analysis of the drivers to manufacturers and marketers in a timely manner, the report service includes periodic updates. The updates will be provided during periods of lubricant price instability.

JobbersWorld

A Petroleum Trends International Publication

Lubricant manufacturers and marketers often find themselves caught between a rock and a hard place when their costs inevitably increase.

Although they typically have little recourse other than to raise prices in response to increases, it's no surprise that customers pushback, and sometimes even turn the tables to seek decreases. And the reason they often do is because they don't believe the increases are justified when supported only by the marketer's word that their costs increased.

Understandably, savvy and successful manufacturers and marketers try to work through such objections with their customers by pointing to changes in crude oil prices and base oil postings. In some cases this information is packaged in a few slides provided by the marketer's lubricant supplier. But fact is, even this approach can fall flat. This is because movements in the price of crude and base oil alone may not be compelling enough to explain an increase. Further, buyers are often skeptical about the source of such information and how and why it was selected.

The **Finished Lubricant Pricing Report** provides lubricant manufacturers and marketers with an independent source of information and insights on price changes at the manufacturer and retail levels and the key drivers behind the changes. In addition to the influence of crude and base oil, the report analyzes the impact of changes in the cost of lubricant additives, transportation, packaging, labor, and others. Must have reports for manufacturers and marketers looking to understand price drivers and communicate the reasons for price increases to customers.



“ There is a significant body of data supporting the justification for lubricant price increases in 2017 and the first quarter of 2018. These data speak to changes in the cost of base oil, lubricant additives, packaging, freight, and others. **”**

Annual Report

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| <p>1) EXECUTIVE SUMMARY</p> <p>2) INTRODUCTION</p> <p>3) FINISHED LUBRICANT PRICE INCREASES
In addition to reporting on the percentage of increases announced for lubricants, the report provides data on the changes in cents per gallon for the product segments of consumer, commercial, and industrial lubricants.</p> <p>4) STICKINESS OF PRICE INCREASES
Although price increases may be announced they don't always stick. This section provides insight into the "stickiness" of price increases during the survey period.</p> | <p>5) MANUFACTURING COST DRIVERS
Examines cost drivers, how they changed over the period and influenced lubricant costs and prices.</p> <ul style="list-style-type: none">a) Crude Oilb) Base Oilc) Additivesd) Transportation/Freighte) Packaging <p>6) RETAIL LUBRICANT PRICING
Passenger Car Motor Oil, Diesel Engine Oil, Automatic Transmission Fluid by Lubricant Brand and Retail Outlet, Including: Walmart, AutoZone, Advanced Auto Parts, O'Reilly, Pep Boys, NAPA, Dollar General, Home Depot</p> |
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In addition to the annual report detailing pricing and cost drivers in 2017, subscription to the FINISHED LUBRICANT PRICING REPORT SERVICE includes semi-annual reports addressing price changes in 2018, and more frequent updates during periods of price instability. The updates will be provided within 30 days following industry wide price changes for finished lubricants (the last effective date for the majority of manufacturers announcing price changes).

 **METHODOLOGY**

- Primary research: Retail pricing surveys and interviews with suppliers
- Secondary research: Secondary sources, price change announcements, and exclusive data and analytics with in-depth analysis



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PRODUCT AND SUBSCRIPTION PRICE INFORMATION

The reports will be provided in electronic book (e-book) format. Subscribers are assigned login ID and password to access reports.

The prepublication price of the report service is \$875 US (subscriptions received prior to April 1). The price of the report service is \$1,250 US after March 31, 2018.



THE PETROLEUM TRENDS INTERNATIONAL ADVANTAGE

The REPORT AND PRICE MONITORING SERVICE is a Petroleum Trends International (PTI) publication. The Petroleum Trends International advantage includes:

- Forty years of experience in the finished lubricants, base oils, lubricant additives, and lubricant distribution.
- Extensive network of trusted and respected relationships with manufacturers, marketers, and others in the supply chain. As a result, PTI has the ability to gain unique and unbiased information and insights into industry market dynamics.
- Primary and secondary research based on decades of real-world experience in the lubricants business.
- Petroleum Trends has been continually researching and assessing lubricant pricing and costs for close to twenty years.



CREDENTIALS

Petroleum Trends International, Inc., publishers of JobbersWorld, is an independent strategic planning and market research consulting firm based in Metuchen, New Jersey. The firm specializes in lubricant and fuel issues related to market size and segmentation, cost and pricing, new business and product development, manufacturing economics, competitive forces, customer intelligence, strategic and tactical planning, benchmarking, and best practices.

In addition to its solid consulting experience, the firm has a reputation built on decades of real-world experience in lubricant sales, technical services and product development, jobber relations, blending and packaging, supply and distribution, strategic planning, and other lubricant related fields.



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