

## **Automotive Lubricant Market Size and Share Outlook - Forecast Trends and Growth Analysis Report (2025-2034)**

Market Report | 2025-07-28 | 161 pages | EMR Inc.

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### **Report description:**

The global automotive lubricant market was valued at USD 73.41 Billion in 2024. The industry is expected to grow at a CAGR of 4.60% during the forecast period of 2025-2034. Advancements in automotive technology, driven by the rise of electric and hybrid vehicles, creates a huge demand for specialized lubricants, thus leading to opportunities for new innovations and expanding the market for tailored lubricant solutions. In turn, all these factors have resulted in the market attaining a valuation of USD 115.10 Billion by 2034.

#### Automotive Lubricant Market Overview

The industry is driven by factors like increased vehicle production, increasing demand for high-performance oils, and strict environmental regulations. Further, the automotive lubricant market growth is more pronounced on the increased use of synthetic and eco-friendly lubricants, besides technological advances for better fuel economy and engine longevity. Besides, the emergence of electric vehicles and hybrid cars is expanding the market for specialized lubricants. Major players are investing in innovation, making strategic partnerships, and executing an international expansion strategy to respond to emerging markets while placing sustainability at the central stage of product development, alongside affordability.

#### Automotive Lubricant Market Growth

Two notable niches rapidly emerging as the fastest-growing segments in the automotive lubricant market are performance driven, as well as eco-friendly lubricants. These niches allow a differentiation between high-performance oils demanded by sports cars, exotic models, luxury vehicles, and heavy-duty performance machinery utilities that rely on durability, fuel efficiency, and engine protection. The latter is heavily driven by synthetic oil advancements and high-temperature stability. The eco-friendly niche is growing rapidly due to a growing concern for the environment and stricter regulations. Manufacturers are initiating the production of biodegradable, low-carbon lubricant brands that take into consideration minimizing the impact on the environment while not

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jeopardizing good vehicle speed and performance standards. They cater to consumers who put a premium on good performance while still considering business interests in the context of a sustainably oriented future.

#### Key Trends and Recent Developments

The key trends of the automotive lubricant market include increased use of eco-friendly lubricants, advanced additive integration, emerging lubricants specific to electric vehicles, and shift toward longer oil change intervals.

#### December 2024

Gulf Oil Lubricants and Piaggio have extended their collaboration. The arrangement, which will be extended until 2030, will supply lubricants, such as sophisticated BS-VI oils and electric vehicle (EV) fluids, to Piaggio's commercial vehicles.

#### November 2024

In India, EnerG Lubricants and German technology leader GAT GmbH debuted the eagerly awaited GAT X ENER product line. Fuel system cleaners, engine care solutions, automobile care products, and body care necessities were among the high-performance automotive additives that were introduced at the event.

#### April 2024

The new Ester 5 brand of lubricants was introduced by Savita Oil Technologies Ltd., a prominent Indian producer of petroleum specialities and lubricants.

#### May 2023

Lumax Auto Technologies, a Tier 1 supplier, introduced a new line of BS6-compliant coolants and lubricants for all domestic aftermarket car categories.

#### Increased Use of Eco-Friendly Lubricants

Biodegradable and eco-friendly lubricants are emerging as a key trend in the automotive lubricant market with the increased demand from consumers and manufacturers who prioritize sustainability. Companies such as Castrol have launched products like Castrol EDGE with Fluid Titanium Technology that enhance fuel efficiency and minimize the impact on the environment. Stringent environmental regulations and consumer preference for greener solutions in the automotive sector drive this trend towards greener products, thereby reducing pollution and conserving the environment.

#### Advanced Additive Integration

Companies developing automotive lubricants are innovating with modern additives that add performance, ensure fuel efficiency, and minimize exhaust emissions. For example, Shell's Helix Ultra motor oil incorporates active cleansing technology to prevent sludge buildup on the engine's walls, optimizing overall engine performance, boosting demand in the automotive lubricant market. The trend of increased sophistication in vehicles also requires high-performance additives in the lubricant used to satisfy these demands by maximizing durability and reducing fuel consumption - especially in performance and electric engines.

#### Emerging Lubricants Specific to Electric Vehicles

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With electric vehicles gaining increasing acceptance, a new market has emerged for electric vehicle-specific lubricants. The lubricants safeguard electric motors, battery cooling systems, and transmission. TotalEnergies developed a range of fluids specifically designed for EVs to ensure maximum performance, regulate temperature, and extend the battery life. The growing market of EVs forces automotive lubricant market companies to formulate products that will meet the demands of these cars.

#### Shift Toward Longer Oil Change Intervals

Longer oil change intervals are becoming the new trend stimulating the automotive lubricant market value. For example, Mobil 1 Extended Performance is designed to deliver up to 20,000 miles between oil changes. Consumers want longer-lasting performance to cut maintenance costs and downtime, making lubricant companies focus on high-performance oils that maintain engine efficiency for longer periods. This trend is evident in both conventional and synthetic motor oils for personal and commercial vehicles.

#### Automotive Lubricant Market Opportunities

Lucrative opportunities in the automotive lubricant market include incurring development of high-performance energy-efficient lubricants in electric vehicles and hybrids that sought for and deliver specialized product use in such segments. Manufacturers have great scope to expand their product lines, including green lubricants, as environmental awareness is gaining traction among consumers and among regulatory agencies. Great momentum can be built by companies to invest more heavily into R&D in order to offer formulations that are less burdensome on the environment and more compatible with the cleaner technology approach. These present opportunities for substantial growth in a forward direction, as the industry is evolving into better and greener technologies in electric vehicles.

#### Automotive Lubricant Market Trends

A couple of the major factors driving growth in the automotive lubricant market include the rise in vehicle production and demand on the other for longer-lasting lubricants. As vehicle production is on the rise, especially in emerging markets, the need to provide reliable lubricants for engine performance and lifespan increases. Another driving factor is the demand for longer oil change intervals and improved production during the lubricant application. Consumer preference for convenience and cost-effective solutions is fuelling that supply, aligning with automakers striving to enhance engine efficiency while reducing maintenance requirements.

#### Automotive Lubricant Market Restraints

- Fluctuations in the prices of base oils and additives can be expected to have an impact on manufacturing costs. This is one of the most significant challenges in the automotive lubricant market.
- Increasing regulatory pressure for eco-friendly products and reduced emissions might even hinder manufacturers' abilities to strike a balance among product formulation, performance, costs, and sustainability.

#### Automotive Lubricant Industry Segmentation

The EMR's report titled "Automotive Lubricant Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

##### Market Breakup by Product Type

- Engine Oil

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- Gear Oil
- Transmission Fluid
- Brake Fluid
- Coolant
- Grease
- Others

#### Market Breakup by Grade

- Mineral Oil Automotive Lubricant
- Synthetic Automotive Lubricants
- Semi-synthetic Automotive Lubricants
- Bio-Based Automotive Lubricants
- Others

#### Market Breakup by Distribution Channel

- OEM
- Aftermarket

#### Market Breakup by Vehicle Type

- Passenger Vehicle
- Commercial Vehicle
- Two-Wheeler

#### Market Breakup by Region

- North America
- Europe
- Asia pacific
- Latin America
- Middle east and Africa

#### Automotive Lubricant Market Share

##### Market Insights by Product Type

The various product types found in the industry have collectively driven the automotive lubricant market revenues due to particular demands from consumers and industries. Engine oil is essential for performance, and this synthetic lubricant option is gaining traction due to durability. Gear oil and transmission fluid can enhance vehicle performance when it comes to the drivetrain. Brake fluid and coolant play an important role in automobile safety and temperature regulation in particular performance automobiles. Grease has now found itself gaining more acceptance in the automotive space for applications that allow lubrication to last longer.

##### Market Analysis by Grade

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Synthetic lubricants are attaining a steady growth trajectory supported by superior performance, longevity, and extreme-temperature resistance, driving demand in the automotive lubricant market. Mineral oil lubricants are extremely popular as they are economical. The segment of semi-synthetic lubricant blends, which nestle between mineral and synthetic promises heavy growth potential. Biobased lubricants get traction with sustainable concerns and eco-friendly regulations. Specialty lubricants are increasingly being used for their application in high-performance and electric vehicles to boost growth in this market.

#### Analysis by Distribution Channel

With the confluence and support of vehicle manufacturers, the original equipment manufacturer (OEM) distribution channel is growing due to the increased acceptance of lubricants formulated to meet the specific needs of new vehicles. As vehicle technology advances, OEMs are increasingly adapting their formulation to enhance engine performance and efficiency, boosting the automotive lubricant market value. The aftermarket channel is also expanding rapidly, dictated by high demand from consumers for replacement lubricants and maintenance products. Moreover, the increasing vehicle ownership coupled with an increased understanding of vehicle upkeep has increased aftermarket sales.

#### Market Insights by Vehicle Type

As per the automotive lubricant market trends and dynamics, the passenger vehicle segment growth is supported by increased vehicle ownership and consumer emphasis on engine efficiency and maintenance. Factors driving the growth of commercial vehicles include trucks and buses due to the increasing logistics and transportation sector, as such vehicles require heavy-duty lubricants to ensure performance. Two-wheelers are also emerging, especially in developing markets, aided by rising motorcycle and scooter sales, thereby contributing to the demand for cost-effective lubricants specifically for the smaller engines while ensuring reliability and longevity in their use at affordably low prices.

#### Automotive Lubricant Market Regional Analysis

##### North America Automotive Lubricant Market Opportunities

In North America, automotive lubricant demand is driven by a high ownership rate of vehicles and a strong automotive industry. The region is experiencing a rise in premium lubricants, especially synthetic oils, as consumers in the region increasingly focus on long-term performance and efficiency of vehicles. Advancements in electric vehicle technology continue to fuel the demand for specialized lubricants.

##### Europe Automotive Lubricant Market Insights

The Europe automotive lubricant market continues to grow, partly driven by strict environmental regulations promoting the uses of environment-friendly and low emission lubricants. The shift towards hybrid vehicles and electric cars also drives the increased demand for specialized lubricants. European consumers have also shifted their choices, by focusing more on high-quality products ensuring fuel efficiency and longevity, influencing market performance in the region.

##### Asia Pacific Automotive Lubricant Market Growth

There is considerable growth potential for Asia Pacific automotive lubricant market in terms of volume usage due to factors such as high production and sales growth rates in China and India. The market growth was further contributed □ by increasing automobile fleets among the growing middle-income group. Increase in vehicle sales, and rising awareness about the maintenance of vehicles further supplement the market growth.

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## Latin America Automotive Lubricant Market Outlook

Sustained demand in the Latin America automotive lubricant market results from the burgeoning vehicle population and increased urbanization. Fast-paced developments in countries like Brazil and Mexico, are also impacting in the demand for both passenger and commercial vehicle lubricants. Furthermore, consumers in the region are becoming increasingly interested in economical and efficient lubricants.

## Middle East and Africa Automotive Lubricant Market Dynamics

The automotive lubricant market in Middle East and Africa experiences heavy growth due to rising commercial vehicle demands in their wide oil and gas markets. More demand comes from increasing numbers of owners of vehicles and infrastructure development. In addition, high net worth individuals have increasingly demanded for premium high-performance lubricants that ensure longevity of engine protection.

## Competitive Landscape

Automotive lubricant market players are mainly concentrated on product innovation and sustainable developments by enhancing product performance. Currently, automotive lubricant companies are developing superior quality eco-friendly lubricants and meet new customer segments such as electric vehicles and extend geographic presence with the help of strategic partnerships and acquisitions.

### AMSOIL Inc.

Formed in 1969, AMSOIL Inc., has turned out to be a leader in the automotive lubricant market. Based in Superior, Wisconsin, the company is reputed for creating innovative high-performance products into the line of automobile and industrial industries. AMSOIL also focuses on extended oil-change intervals and engine protection.

### Bharat Petroleum Corporation Limited

Bharat Petroleum Corporation Limited (BPCL), founded in 1976 and based in Mumbai, India, is a major player in petrochemicals and lubricants. The company has become world-renowned for producing a vast range of automotive lubricants. Through innovation and launch of high-quality products, the company bolsters the goal of environmental sustainability and is also committed to social responsibility.

### BP International Limited

BP p.l.c., a British global oil and gas corporation with its headquarters located in London, England. The company is among the biggest corporations in the world and one of the "supermajors" of the oil and gas industry. Exploration and extraction, refining, distribution and marketing, power generation, and trading are all areas of the oil and gas industry that this vertically integrated business operates in. It supplies advanced lubricants with particular emphasis on emission control and engine efficiency.

### Chevron Corporation

Chevron Corporation was founded in 1879 and is headquartered in Texas, United States. This multinational corporation is known for developing, manufacturing, and marketing petroleum products, including specialty high-quality lubricants. The company consciously focuses on continuous technical development to produce future-oriented lubricant products that will provide fuel

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economy and protect the engine.

Other key players in the automotive lubricant market report are China National Petroleum Corporation, China National Petroleum Corporation, ENEOS Corporation, Indian Oil Corporation Limited, and Exxon Mobil Corporation, among others.

#### Startup Scenario in the Automotive Lubricant Market

New market entrants are developing bio-based and biodegradable lubricants to match the growing need for eco-friendly products. Further, they are also significantly investing in technologies for better fuel efficiency and prolonged oil life and engine protection, targeting specialized lubricants for the growing electric vehicle segment.

#### Capra Biosciences

Capra Biosciences is an innovative startup, creating sustainable and bio-based lubricants. Using biotechnologies, Capra develops environmentally acceptable substitutes for conventional petroleum-based oils by providing biodegradable, highly effective lubricants that eliminate environmental footprints.

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##### 11.1.3 Opportunities

##### 11.1.4 Threats

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