

# Estimating the market potential for Lubricants in the UAE for Auto and non-auto applications



**Sector-** Automobile, Industry (manufacturing)

**Business Practice-** Business Consulting\*

## The Need

Client distributes and markets a range of high-quality lubricants in the GCC region for decades. Client wanted to gain in depth understanding of the lubricants market size by segments, and to identify opportunities for the business growth, and the needs of the customers to set direction for the business in the coming years.

## Our Approach

A market size estimation study for the client was undertaken to assess the current market size, the perception of the client's brand and other brands among users and to benchmark the lubricant prices with the key competition brands in the UAE.

Design: Large number of expert IDIs among buyers as well as competition players; Large sample quantitative survey among channel & deep Secondary Research

## The Outcome

The program was clearly able to identify the market potential for Lubricants, white spaces for propelling the growth, inputs for pricing strategy and mapping of key competition players (SWOT).

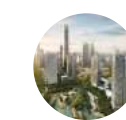
The study was repeated twice after a couple of years to further refine the strategy with influx of new competition and changes in market space.

*\*Business consulting team's experience operating under a different brand, 4SiGHT Business Consulting*

## Case Studies



Stakeholder satisfaction measurement by the Tourism authority



Large scale event satisfaction research and assess it's impact on brand equity



Brand equity assessment for a higher education university



Brand health assessment of a Real Estate financing brand



Post-launch evaluation research for cheese



Customer experience management research, mapping different customer journeys



Customer satisfaction with the banking customers



Milk usage and habits research in Saudi Arabia



Employee engagement research

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