

SAMPLE REPORT

Lubricant Market Study: Morocco



POLITICAL AND ECONOMIC BACKGROUND

Morocco is among the emerging economies in the African continent, with a GDP growth of x percent. The country has shown significant improvement in the recent times because of the improved political stability in the country.

Key Economic Indicators of Morocco

Economic indicator	20XX	20XX	20XX	20XX	20XX	20XX
GDP, USD billion-a	XX	XX	XX	XX	XX	XX
GDP annual change, %-b	YY	YY	YY	YY	YY	YY
GDP, per capita, USD-a	AB	AB	AB	AB	AB	AB

a- Current prices.

b- Constant prices.

SOURCE: [REDACTED]

Regarding the FDI, Morocco is one of the best and attractive destinations for investments in Africa and Middle East and North Africa (MENA) region. Global financial crisis resulted in a significant decrease in FDI, XX% decline in 20XX, followed by YY% decline at the end of September 20YY. This downturn has affected the main importers, which are Country 1 (-XX%), Country 2 (-XX%), and the Country 3 (-XX%).

To meet the global financial crises, Morocco government took some financial steps to improve its macro and micro economy. The first one was to increase the exemption threshold, by reducing the ceiling of marginal and redevelopments within the grid slices of Taxation Tax income. Second one was to increase the salaries of civil servants. These changes not just led to increase in the purchase power capacity of house hold, but also reduced the revenue of the state by XX billion Dhiram. As per the [REDACTED] (20XX) report, these steps increased the GDP by XX%, household consumption by XX% and investments by XX% due to increase in demand.

VEHICLE POPULATION, MANUFACTURING, AND SALES ACTIVITIES

Morocco's automotive industry is just in rising stage. Vehicle production is currently dominated by Company A, but Morocco is not able to attract major Original Equipment Manufacturers (OEMs). Company A's low cost [REDACTED] subsidiary, XYZ, maker of Logan budget cars had increased its Moroccan production six times since the launch of the car in 20XX. Apart from Company A, other global carmaker operating in Morocco is Company B. The production of the company is at a very small scale in Morocco, and produced just XX cars and Light Commercial Vehicles (LCVs) in 20XX.

Table: Production of Cars and Light Commercial Vehicles in Morocco, 20XX to 20YY

Category	20XX	20XX	20XX	20XX	20XX	20XX	20XX	20XX
Company A								
Passenger Cars	XX	XX	XX	XX	XX	XX	XX	XX
Light Commercial Vehicles	YY	YY	YY	YY	YY	YY	YY	YY
Total Vehicles	ZZ	ZZ	ZZ	ZZ	ZZ	ZZ	ZZ	ZZ
XYZ								
Passenger Cars			XX	XX	XX	XX	XX	XX
Company B								
Passenger Cars		YY						
Light Commercial Vehicles	XX	XX	XX	XX	XX	XX	XX	XX
Total Vehicles	YY	YY	YY	YY	YY	YY	YY	YY

Table: Vehicle sales in Morocco, 20XX to 20YY

Category	20XX	20XX	20XX	20XX	20XX	20XX	20XX	20XX
Passenger Cars	XX	XX	XX	XX	XX	XX	XX	XX
Commercial Vehicles	YY	YY	YY	YY	YY	YY	YY	YY
Total Vehicles(Morocco)	AA	AA	AA	AA	AA	AA	AA	AA
Total Vehicles (Africa)	BB	BB	BB	BB	BB	BB	BB	BB
Total Vehicles (World)	CC	CC	CC	CC	CC	CC	CC	CC

Morocco has proved itself to be a competitive place for international suppliers when it comes to components for Original Equipment Manufacturers (OEMs). Major component suppliers have their set up production in the country to exploit the opportunity of cheap labor and state-fund investment incentives. Companies like – ABC, XYZ, and many others have chosen Morocco as a competitive site of production and exportation.

BASESTOCK MANUFACTURING

Total oil consumption in Morocco has gone up by XX percent from 20XX to 20YY.). Country has considerable infrastructure to maintain an active oil and gas exploration and production industry. All the essential logistics network i.e. roadways, pipelines, airports, seaports and refineries are near large cities. Morocco has upstream potential, which is still in the phase of development, but it has a well-developed downstream industry.

The most important oil and gas fields that are currently in production are – [REDACTED] on the coast, and [REDACTED] in the north. The companies operating in the field of exploration and production activity are [REDACTED] and the [REDACTED].

Table: Total Oil Consumption by Morocco (in Kilotonnes/year)

Year	Oil Consumption	Oil Production
20XX	XXXX	YYYY
20XX	XXXX	YYYY
20XX	XXXX	YYYY
20XX	XXXX	YYYY
20XX	XXXX	YYYY
20XX	XXXX	YYYY
20XX	XXXX	YYYY
20XX	XXXX	YYYY
20XX	XXXX	YYYY
20XX	XXXX	YYYY

Distribution and marketing of fuels and lubricants products is done by different international companies. The entire sector is on the way of privatization. Moroccan government has been trying to privatize the energy sector including oil and lubricants.

Table: Market Share of different companies in fuel and lubricant industry in Morocco

Company	Market Share
[REDACTED]	XX%
[REDACTED]	XX%
[REDACTED]	XX%
[REDACTED]	XX%
[REDACTED]	XX%
[REDACTED]	X%
[REDACTED]	X%

	X%
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OVERALL LUBRICANT DEMAND

Year	Production	Imports	Export	Changes in Stock	Consumption for non-energy uses
19XX	XX	XX	XX	XX	XX
19XX	XX	XX	XX	XX	XX
19XX	XX	XX	XX	XX	XX
19XX	XX	XX	XX	XX	XX
19XX	XX	XX	XX	XX	XX
20XX	XX	XX	XX	XX	XX
20XX	XX	XX	XX	XX	XX
20XX	XX	XX	XX	XX	XX
20XX	XX	XX	XX	XX	XX
20XX	XX	XX	XX	XX	XX
20XX	XX	XX	XX	XX	XX
20XX	XX	XX	XX	XX	XX
20XX	XX	XX	XX	XX	XX
20XX	XX	XX	XX	XX	XX
20XX	XX	XX	XX	XX	XX
20XX	XX	XX	XX	XX	XX

Consumption = [] + [] - [] +/- [] + []

The lubricant industry in Morocco has faced significant changes since 19XX. Exports of the lubricants have significantly [] by more than XX percent as the domestic consumption has been [] [] for both the transportation industry and non-energy use. After 19XX, Moroccan government has been focusing on the energy sector, and that is one of the reason that consumption has [] in both the non-energy use and transportation industry use. The entire lubricant market is fragmented in Africa, and XX percent of the demand is accounted by the major countries, namely []. The lubricants used in the automotive industry are normally of [] grades, like – API [] and CFs, SAE [] and []; however, there have been **positive** signals for the demand of high quality lubricants.

COMMERCIAL AUTOMOTIVE LUBRICANTS

The report will provide the information on commercial automotive lubricants under the following headings for Morocco:

- Applications
- Performance Specification
- Demand
- Major Suppliers
- Channels of Distribution
- Packaging
- Market Development
- Outlook

CONSUMER AUTOMOTIVE LUBRICANTS

The report will provide the information on consumer automotive lubricants under the following headings for Morocco:

- Application
- Performance Specifications
- Demand
- Major Suppliers
- Channels of Distribution
- Packaging
- Market Development
- Outlook

INDUSTRIAL LUBRICANTS

The report will provide the information on consumer automotive lubricants under the following headings for Morocco:

- Applications
- Performance Specification
- Demand
- Major Suppliers
- Channels of Distribution
- Packaging
- Market Development
- Outlook