

On a growing lubricants market in the Maghreb, suppliers are constantly highlighting their strengths to better promote their products to distributors and retailers. To do this, each has its own strategy: highlight the industrial tool, rely on recognized labels or communicate more and more on all channels ... Some examples through 3 players in the lubricant.

Lubricants

The art of putting yourself forward



« In Algeria, the market is tending towards quantity as the fleet gets younger. The number of vehicles less than 5 years old is close to 1.8 million units, which represents 30% of the total fleet, in terms of lubrication, this means higher requirements in quality and innovation », says Bachir Bendjeddou, General Manager of Prinz Automotive.

And indeed, the market players are more or less unanimous: the lines

While only 3 years ago, the Maghreb markets were mainly focused on 10 or 15W40 lubricants, now the demand for 5W30 or 5W40 is accelerating.

They are moving and the renewal of the fleet towards more recent vehicles is no stranger to this. Thus, for Guillaume Brasseur, Product Development Manager at Bardahl : « We have noticed that our distributors are becoming more technical and that the new generations want to improve their quality. Moreover, we regularly move our ranges with today 0W10, 0W20... More and more people ask us for 5W30 or 5W40 whereas two or three years ago, we were more on 10 or 15W40. The local manufacturers are still on these viscosity grades so there is still demand but we feel that it is changing. And the vehicles in North Africa are also evolving ».

Convincing all the time

However, there is still a long way to go. The old myths that the older the vehicle, the higher the viscosity grade of the lubricant, or that a low-cost oil has exactly the same properties and performance as a more expensive branded oil, are still true. It is a fact that today, in all countries, there are

There will always be a segment of the population that will choose the lowest price. Lubricant suppliers, as with any other industry, have taken their share of this. The idea is to constantly advocate the need to opt for quality products, even if they are, by definition, a little more expensive. For Olivier Poteaux, Export Manager at Durand Production: « We don't have the means to advertise, so we rely on our distributors to pass on the information via seminars where we can invite dealers, garages, to show that they will space out the time between oil changes and that opting for a quality product is ultimately more economical. We assume that some of these people will be receptive, others not. Some retailers only sell what the customer wants, without trying to sell a better product, while the distributor has higher margins on these products. But if we manage to convince even 25% of the audience, we've won! ».

Valuing the country of origin and the industrial tool

And to be convincing, the suppliers do not hesitate to put forward their best features. Durand Production (Areca brand), challenger on the Maghreb markets against Total, Motul and others



In the Maghreb, the lubricants market is not in crisis! In Algeria, for example, local needs exceed

200,000 tons per year, to meet the needs of the 6 million vehicles on the road. In Morocco, the market has been evolving for a decade at the same pace as the automotive market. However, this evolution is slight, since according to a study carried out last year by ReportLinker, the lubricant market in the Kingdom is expected to grow by less than 3% by 2025. But beyond the numbers, demands are also changing in terms of quality.



For Prinz, the more the brand communicates on the technical aspects of the products, the more the price takes a back seat.

Each product is manufactured according to a quality charter developed by ATIEL (European Economic Interest Grouping bringing together the main European oil companies) and ACEA (Association of European Automobile Manufacturers). This label, known as EELQMS (European Engine Lubricants Quality Management System), ensures that the products meet the minimum performance requirements of the main European car manufacturers. « *It is a label that we impose on our products and on all our markets, knowing that samples can be taken on our products in order to verify their conformity. So it is, for us, a real guarantee of quality. And in all our latest communications, we clearly highlight this label and this quality charter which groups together all the manufacturers who respect the criteria. Being an additive specialist since 1939, we have the additional advantage of being able to select our performance levels in order to have a high durability and a better detergency rate in order to compensate, in certain countries, for poor quality fuels.* », explains Guillaume Brasseur. Regular training for distributors, the recent launch of the bardahloils.com website and its oil selector to help choose the right product for each vehicle, integration of the oil in the vehicle's interior, and the development of a new product line.

Shell has decided to play the card of origin. Because Durand Production has a particularity that hits the bull's eye with distributors/dealers, but also with garages and motorists themselves: its products are "Made in France". "Of course, we position ourselves as a quality brand with higher prices than those found in Dubai or Turkey, where very low-cost products are available. We are playing the "made in France" card because offering products made in Europe still has a real resonance with consumers. We also highlight our industrial tool: we are big manufacturers, we hold 15% of the lubricants market in France, we have been known for years, we have our own laboratory where our own formulas are elaborated...", Olivier Poteaux lists. Far from being satisfied with capitalizing only on its country of origin, Durand Production is also keen to highlight its know-how. Thus its products use at least group 2 oils which offer a better quality of mixture. Better still: its oils are neither regenerated nor recycled, unlike oils that come straight from Dubai or Turkey. Finally, some of the French manufacturer's references are approved by manufacturers, especially on 0W30 models...the argument hits home.

Rely on unquestionable labels

For Bardahl, known as the specialist in high-performance additives that provide durability to engines and transmissions, the label has become an important argument.

Total packaging gets a new look

With new colors, new labels and a more ergonomic design, the packaging for Total's range of lubricants (for the Total Quartz, Total Rubia and Total Hi-Perf brands) in Morocco has been given a makeover. The idea: to make its products more accessible and easier to read. So, if you're faced with a golden can, you know you are looking at a high-end product. Product, if it's silver, it's a silver, it is a mid-range mid-range and, as it should be the entry-level product is bronze. is bronze. Like the medals at the Olympic in short. But beyond aesthetic considerations, Total has decided to

to make these drums lighter and less greedy in terms of raw materials, thus enabling it to become "the major of responsible energy". As a result These new packaging materials reduce CO2 emissions by around 9,500 tonnes.

