

ENERGY & UTILITIES | THREE MARKETS IN EAST ASIA

Expert interviews across the industrial lubricants value chain

Senior expert interviews with plant operators, lubricant suppliers and equipment makers in three metal-producing markets.



AT A GLANCE

CLIENT

Global lubricants company

INDUSTRY

Energy & Utilities

MARKET

Three markets in East Asia

METHOD

Expert in-depth interviews, 45 to 60 minutes

SAMPLE

Plant operators, suppliers and equipment makers

THE CHALLENGE

A global lubricants company needed to understand demand, supply and equipment-maker dynamics in three major metal-producing markets. The insight sat with a handful of senior experts who only engage under genuine confidentiality and professional handling.

OUR APPROACH

We built a separate guide for each part of the value chain and ran native-language interviews under full confidentiality.

- 1 Prepared tailored discussion guides for operators, suppliers and equipment makers
- 2 Interviewed senior decision makers for 45 to 60 minutes each
- 3 Ran local-language interviews under confidentiality protocols
- 4 Delivered verbatim transcription and translation

THE RESULTS

- ✓ Showed that approved specifications, not unit price, decide who wins a plant
- ✓ Showed buyers moving to total cost of ownership over headline price
- ✓ Gave a market-by-market view of volume versus premium demand

SERVICES USED

Qualitative recruitment Hard-to-reach audiences Global fieldwork coordination

ABOUT RESEARCH AND METRIC

Research and Metric is a market research fieldwork partner for research agencies and insight teams, with offices in the USA, India and Singapore. We recruit the right people, collect data by the method each study needs and deliver clean, documented outputs your analysts can use straight away.

Recruitment

- Respondent recruitment
- Qualitative recruitment
- Quantitative recruitment
- Hard-to-reach audiences

Fieldwork

- Online data collection
- Survey programming
- CATI telephone interviewing
- Face-to-face CAPI
- Product placement and IHUT
- Global fieldwork coordination

Data and support

- Data processing and tabulation
- Open-end coding
- Survey weighting
- Extended team services

WHY AGENCIES CHOOSE US



Verified respondents, never self-reported



One accountable team from screener to final tables



ESOMAR-aligned processes and GDPR-compliant data handling

Planning a similar study?

Send us your brief and get feasibility, timelines and costs within 24 hours.

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SEND A BRIEF

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Client project. Client details are anonymised.