



The Bulgarian lubricants' market has been constantly under change over the last two decades. From an administratively planned state economy Bulgaria is now an open market economy, with a very high share of the private sector. The current lubricant market is estimated to be around 32,000 MT, which has more than halved from the highest consumption reported in 1989, just before the political changes took place.

The reduction of the demand was triggered by the collapse of metallurgical industry, machine building industry and part of the chemical industry. Decline of the agricultural sector of the economy during the last decade of the 20th century also affected overall demand. Nowadays the Bulgarian economy is stable with a moderate growth of 1,5 – 3,5% per annum over the last 5 years. The local currency is fixed to the EURO.

Lubricants demand is divided almost equally between Industrial and Automotive lubes. The main industrial products sold on the market are: hydraulic oils, transformer oils, turbine oils and process oils. Mining sector, power generation sector and chemical plants are the biggest consumers of industrial lubricants.

The automotive lubricants market is having an extremely diversified demand, due to the very broad and segmented

age structure of the passenger cars and commercial vehicles. Second hand sales are 10 times bigger than the sales of new cars. There is no producer of cars and trucks in Bulgaria.

The new passenger cars, between 0-5 years, represent 3% of the total number of registered cars. The cars in age between 5-15 years represents 35%. The rest are the cars in age between 15-20 years and more.

The new commercial vehicles represent 12% of the total number of registered trucks and buses. The vehicles in age between 5-15 years represents 32%.

The automotive engine oils (HD & PCEO) breakdown by viscosity grade is showing the following structure:

22% Monograde engine oils (SAE 30 & SAE 40)

55% Multigrade mineral engine oils (SAE 15W40)

17% Multigrade mineral engine oils (SAE 10W40)

6% Multigrade semi synthetic and synthetic engine oils (SAE 5WXX)

This structure of the demand will be under changes in the next 5 to 10 years. It is expected the demand for monograde lubricants will reduce by no more than 5% and at the same time will be a significant increase in 10W40 and 5WXX.

In 2011 the Bulgarian Government introduced new regulations about lubricants. Lubricants have got excise tax status. Blending and filling of lubricants are subject to customs license. There is no license for the import of packed lubricants from other EU member country, however every single delivery has to be notified before the customs.

PRISTA OIL has been operating on the Bulgarian market for more than 20 years, providing a broad portfolio of products to its customers. Constant change of demand, regulations and standards make PRISTA OIL adaptive and flexible in its market approach. Apart from the conventional type of lubricants the company is focusing on introduction technology advanced lubricants, strengthening the competitiveness of the national industry and supporting its growth and development. PRISTA OIL is the first lubricants company, which successfully implemented in production a new blending process – CCBL (Cold Cavitation Blending of Lubricants). PRISTA OIL is offering private label opportunities to many companies marketing lubricants in Europe, the Black Sea region and Middle East. Strategically positioned in the centre of the Balkans, Bulgaria is an EU door in South East Europe. More than 50% of the local lubes production is exported.

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