Maximize your profitability with accurate, timely demand insights

Unpredictable spikes in daily wholesale rack demand can have immediate consequences, catching the market off guard. Monitoring the delicate balance between supply and demand is one of the most important fundamental factors in today's petroleum markets.

Your internal inventory management and accounting systems tell you how much volume you move, but they can't tell you the overall market demand and volume. Our Refined Fuels Demand solution solves the problem.

With its actual, wholesale-level demand data, you can:

- Better manage inventories and pipeline movements
- Assess your market share with greater accuracy
- Easily identify rack arbitrage opportunities
- Make decisions that can improve production efficiency and netbacks to the refinery
- Have a leading indicator for weekly EIA stock reports
- Support decisions that can reduce costs by optimizing supply logistics
- Potentially increase margins by maximizing long and short market opportunities
- Get the insights you need to help reduce runouts and gain consistent traffic and revenues

Calculate demand, support profitability

What could access to daily demand intelligence mean for your trading book? How about forewarning of markets trending toward short or long status? These insights could have significant financial ramifications for a physical book of business, helping to drive decisions that can enhance profitability.

Unfortunately, there has never been a reliable way to determine daily market volumes. Now, there is. Calculate the total demand on pipes or regions supplied out of any spot market. Perhaps the day has come where not only interday price volatility is factored into OTC settlements but interday demand volatility as well. Volume-weighted settlements are now a possibility.

Easily assess market share

Assessing the effectiveness of your advertising dollars is a key challenge. You may think you're doing all the right things with your marketing mix. Gallons sold may even be rising, but is spend actually increasing your market share?

In a rising demand market, gallons may increase while market share shrinks. Without overall market demand data, you could be led to a dangerous conclusion. With demand data that can be segmented by market, you can calculate market share every day by comparing volume data against that of specific markets to ensure your market share is growing. With Refined Fuels Demand, you can finally assess the effectiveness of your campaigns on a market-by-market basis.

"The holy grail of metrics."

- Patrick De Haan, head of petroleum analysis at GasBuddy, on describing the impact of on-the-spot gasoline consumption figures in how oil markets trade.

Avoid outages and disruptions

Outages continue to plague the U.S. petroleum distribution system, and the situation won't likely improve. Between refineries shutting down and barrels increasingly being diverted overseas, the notion of physical outages and just-in-time inventory is here to stay.

Proactive physical product management not only includes avoiding costly and disruptive outages but also maximizing profit-making opportunities. By putting the right product in the right markets at the right time, you can potentially increase your overall profitability. Daily demand monitoring, in conjunction with product values, allows you to prioritize and highlight higher netback locations.

Data level options

Get timely Refined Fuels Demand data via daily reports or online through the DTN ProphetX® for energy traders desktop, API, mobile, or Excel Add-in solutions. Through these services, you can easily create a comprehensive data feed customized to your specific needs and geography.
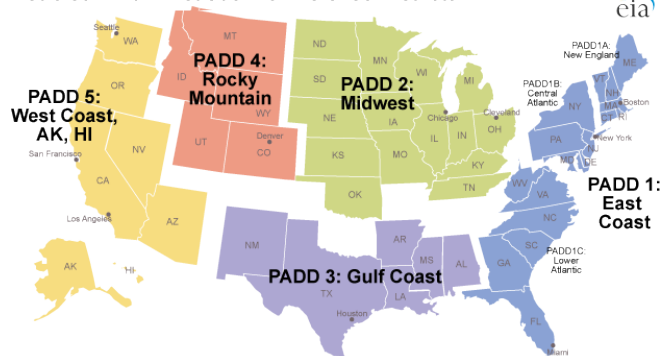
City-level demand data

Our city-level data includes individual refined product volumes reported in daily gallons, by grade, aggregated to approximately 300 named U.S. city areas. A city may be composed of one or more distribution terminals owned or operated by one or more entities in the market area. You can select any number of cities within your monthly subscription rate based on the percent of U.S. market coverage they represent. Access to historical data starting from January 1, 2017, is also included with the license.

PADD-level demand data

This level offers individual refined product volumes reported in daily gallons, by grade, aggregated to nine regions as defined by the U.S. Department of Energy: PADD 1, 1A, 1B, 1C, 2, 3, 4, 5, and the total United States, as shown below.

Petroleum Administration for Defense Districts

PADD-level data does not provide access to the individual city-level data contained within. If you would like to access individual cities within a PADD or any other region or grouping, you can subscribe to any combination of individual cities through the city-level service.

Subscription rates for PADD-level data include all five PADDs, three sub-PADDs, and the total United States. Access to historical data starting from January 1, 2017, also is included with the license.

Coverage factor

To enhance demand data, Coverage Factor is an add-on data expansion gathered from additional sources to deliver relative volume when compared to prior years, or from other markets. With Coverage Factor, users have an even more accurate picture of growth (or decline) in a specific product market.

Supplier/terminal counts

This metadata, produced monthly, contains the average number of petroleum suppliers and distribution terminals that comprise the individual city-level data. The counts are based on a proprietary methodology that distinguishes between actual supplier or terminal additions and deletions vs. changes in sales volume or competitiveness. You can use this data to normalize, interpret, and adjust anomalies found in historical analytics as suppliers enter or exit the market and infrastructure changes are made.

Access to historical data starting from Jan. 1, 2017, is included with the license.

Better decision-making begins with better demand intelligence.

Take a tour of Refined Fuels Demand.

Request demo

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