

# **DRILLING**

## **MARKET SHARE REPORT**



**Kimberlite, LLC**  
**5 Grogans Park Dr, Suite 210**  
**The Woodlands, TX 77380**



# DRILLING EQUIPMENT & SERVICES SUPPLIER MARKET SHARE REPORT

The 2017 Worldwide Drilling Equipment & Services Market Share Report presents oilfield supplier use and market share data for 23 product and service lines used in the drilling of oil and gas wells.

The report is based on feedback from 1,251 individual interviews representing over 200 oil & gas operators worldwide. Interviews were conducted from March, 2016 to January, 2017.

Each respondent interviewed was pre-qualified for the product category evaluated and the interviews lasted approximately 30 to 45 minutes on average. Drilling Engineers, Drilling Managers and other subject matter experts were interviewed for their respective area of responsibility.

## Table of Contents

### 1. Executive Summary & Analysis

### 2. Supplier Use & Market Share Segmented by Region and Company Type

#### REGIONS

- Worldwide
- North America Land
- International Land
- Offshore

#### COMPANY TYPES

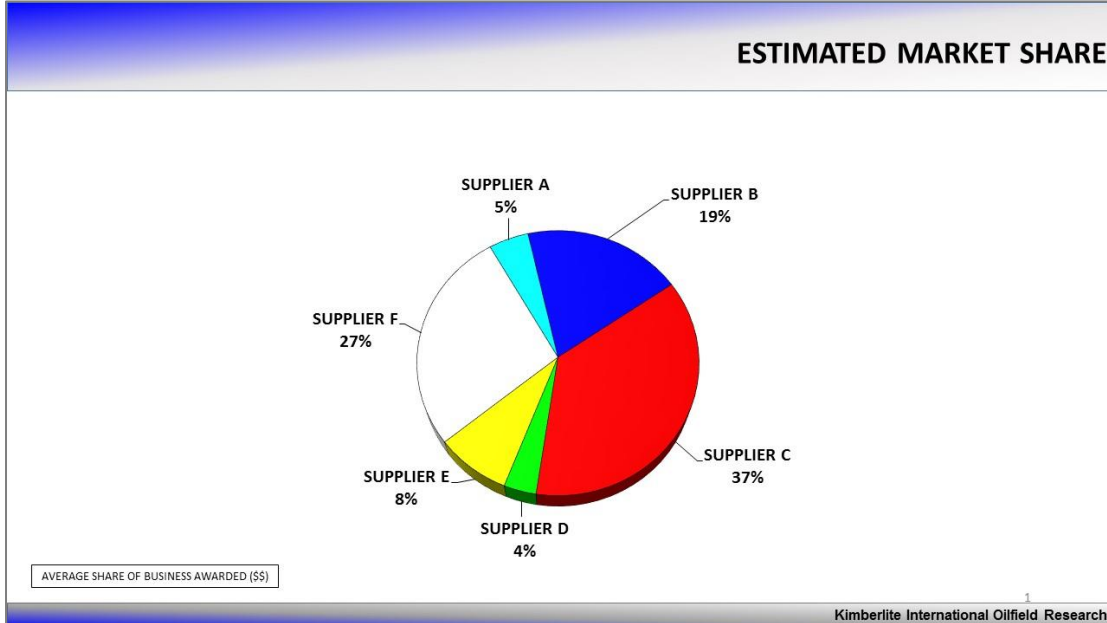
- Majors
- Large Independents
- Med/ Small Independents
- National Oil Companies

### 3. Market Share & Supplier Penetration Data Presented in Graphic and Tabular Formats for the Following Product/ Service Lines

- Category Aggregate (23 Product/ Service Lines)
- Mud Motors
- Measurement While Drilling (MWD)
- Rotary Steerable Systems (RSS)
- Drill Bits (PDC and Roller Cone)
- Drilling Fluids (Water Based and Oil Based)
- Cementing Services
- Cementing Tools
- Casing & Tubular Running Services
- Liner Hangers
- Surface Wellheads
- Land and Offshore Drilling Rig Equipment

## Example Exhibits

### A. Supplier Market Share Data – Estimated share of business awarded segmented by region and company type



**ESTIMATED MARKET SHARES BY SELECTED REGIONS**

Suppliers	Worldwide		NAM Land		International Land		Total Offshore	
	% Using	Est Market %	% Using	Est Market %	% Using	Est Market %	% Using	Est Market %
Supplier A	57.70%	42.48%	37.00%	17.47%	62.50%	49.87%	65.40%	43.56%
Supplier B	33.30%	25.43%	29.60%	20.97%	28.10%	17.52%	38.50%	27.11%
Supplier C	38.70%	24.92%	33.30%	12.74%	37.50%	18.37%	42.30%	27.08%
Supplier D	11.70%	3.71%	29.60%	20.97%	9.40%	9.39%	3.80%	1.23%
Supplier E	4.50%	1.30%	14.80%	6.61%	-	-	1.90%	1.02%
Supplier F	0.90%	0.16%	3.70%	5.38%	-	-	-	-
Supplier G	0.90%	0.39%	3.70%	5.38%	-	-	-	-
Supplier H	0.90%	0.16%	3.70%	2.15%	-	-	-	-
Supplier I	0.90%	0.16%	3.70%	2.15%	-	-	-	-
Supplier J	0.90%	0.16%	3.70%	2.15%	-	-	-	-
Supplier K	0.90%	0.12%	3.70%	1.61%	-	-	-	-

**B. Supplier Market Penetration – Suppliers used over past year by category and discrete product & service lines and segmented by region and company type**

