North America Oilfield Equipment Rental Market by Drilling Equipment (Pressure & Flow Control Equipment, Fishing Equipment, Other Equipment), by Application (Onshore, Offshore), by Country - Analysis and Forecast to 2019

Description: In this report, the oilfield equipment rental (OER) market is segmented on the basis of equipment type, application, and geography. According to equipment type, the market is classified into drilling equipment, pressure & flow control equipment, fishing equipment, and other equipment. With respect to geographical segmentation, the market is classified into U.S., and Canada.

The fishing equipment segment of the North America oilfield equipment rental market is estimated to grow at a CAGR of 3.8% from 2014 to 2019. In 2014, the U.S. held the largest market share of 77.4% in the North American oilfield equipment rental market, and is projected to grow at a CAGR of 3.1% for the next five years.

The report has profiled the leading players of the market along with recent developments (new product launch, merger & acquisition, expansion and partnership, agreement, collaboration, and joint venture) done by companies over the past four years, and strategies adopted to sustain and strengthen their position in the North American oilfield equipment rental market. FMC Technologies (U.S.), Oil States International (U.S.), Parker Drilling (Quail Tools) (U.S.), and Schlumberger Ltd. (U.S.) are some of the key players engaged in this market.

Reasons to Buy the Report:

From an insight perspective, this research report has focused on various levels of analysis—industry analysis (industry trends, and Porter’s analysis), market share analysis of top players, supply chain analysis, and company profiles, which together comprise and discuss the basic views on the competitive landscape, usage patterns, emerging- and high-growth segments of the North America oilfield equipment rental market, high-growth countries and their respective regulatory policies, government initiatives, drivers, restraints, and opportunities.

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, and garner a greater market share. Firms purchasing the report could use any one or combination of the below mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market share.

The report provides insights on the following pointers:
- Product Analysis and development: Detailed insights on upcoming technologies, research and development activities, and new product launches in the North America oilfield equipment rental market.
- Usage pattern penetration rate (in-depth trend analysis) of products (segment wise) and purchasing data
- Market Development: Comprehensive information about emerging markets. The report analyzes the market for oilfield equipment rental across varied geographies, exploit new distribution channels, and new clientele base & different pricing policies
- Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments decisions in the oilfield equipment rental market. Detailed description regarding the related and unrelated diversification pertaining to this market
- Competitive Assessment: In-depth assessment of market shares, company share analysis of key players till 2019
- Product/ Brand Perception Analysis: Comprehensive study of customers perception and behavior through our inbuilt social connect tool, (digital marketing language) by checking the virality and tonality of blogs

Contents: 1 Introduction
1.1 Objectives of the Study
1.2 Market Segmentation & Coverage
9.2.6 MMM View
9.3 Schlumberger Ltd.
  9.3.1 Overview
  9.3.2 Key Operations Data
  9.3.3 Key Financials
  9.3.4 Product and Service Offerings
  9.3.5 Related Developments
  9.3.6 MMM View
9.4 Halliburton
  9.4.1 Overview
  9.4.2 Key Financials
  9.4.3 Product and Service Offerings
  9.4.4 Related Developments
9.5 Weatherford International
  9.5.1 Overview
  9.5.2 Key Financials
  9.5.3 Related Developments
  9.5.4 MMM View
9.6 Oil States International Inc.
  9.6.1 Overview
  9.6.2 Key Financials
  9.6.3 Product and Service Offerings
  9.6.4 Related Developments
  9.6.5 MMM View
9.7 Parker Drilling Company
  9.7.1 Overview
  9.7.2 Product and Service Offerings
  9.7.3 Key Financials
  9.7.4 Related Developments
  9.7.5 MMM View
9.8 Superior Energy Services
  9.8.1 Overview
  9.8.2 Key Financials
  9.8.3 Product and Service Offerings
  9.8.4 Company Related Developments

10 Appendix
  10.1 Related Reports
  10.2 Introducing RT: Real Time Market Intelligence
  10.2.1 RT Snapshots

List of Tables (49 Tables)

Table 1 Global Oilfield Equipment Rental Peer Market Size, 2013 (USD MN)
Table 2 North America Oilfield Equipment Rental Market: Macro Indicators, By Geography, 2013
Table 3 North America Oilfield Equipment Rental Market: Comparison With Parent Market, 2013–2019 (USD MN)
Table 4 North America Oilfield Equipment Rental Market: Drivers and Inhibitors
Table 5 North America Oilfield Equipment Rental Market, By Application, 2013–2019 (USD MN)
Table 6 North America Oilfield Equipment Rental Market, By Type, 2013–2019 (USD MN)
Table 7 North America Oilfield Equipment Rental Market, By Geography, 2013–2019 (USD MN)
Table 8 North America Oilfield Equipment Rental Market: Comparison With Application Markets, 2013–2019 (USD MN)
Table 9 North America Oilfield Equipment Rental Market, By Application, 2013–2019 (USD MN)
Table 10 North America Oilfield Equipment Market in Onshore, By Geography, 2013–2019 (USD MN)
Table 11 North America Oilfield Equipment Rental in Offshore, By Geography, 2013–2019 (USD MN)
Table 12 North America Oilfield Equipment Rental, By Equipment Type, 2013–2019 (USD MN)
Table 13 North America Oilfield Equipment Rental Market: Type Comparison With Parent Market, 2013–2019 (USD MN)
Table 14 North America Drilling Equipment Rental Market, By Type, 2014–2019 (USD MN)
Table 15 North America Drilling Equipment Rental, By Geography, 2013–2019 (USD MN)
Table 16 North America Pressure & Flow Control Equipment Rental Market, By Type, 2013–2019 (USD MN)
Table 17 North America Pressure and Flow Control Market, By Geography, 2014–2019 (USD MN)
Table 18 North America Fishing Equipment Market, By Geography, 2013 - 2019 (USD MN)
Table 19 North America Oilfield Equipment Rental Market, By Geography, 2013 - 2019 (USD MN)
Table 20 U.S. Oilfield Equipment Rental Market, By Application, 2014-2019 (USD MN)
Table 21 U.S. Oilfield Equipment Rental Market, By Type, 2014-2019 (USD MN)
Table 22 Canada Oilfield Equipment Rental, By Application, 2014 - 2019 (USD MN)
Table 23 Canada Oilfield Equipment Rental Market, By Type, 2014 - 2019 (USD MN)
Table 24 Oilfield Equipment Rental Market: Company Share Analysis, 2014 (%)
Table 25 North America Oilfield Equipment Market: Mergers & Acquisitions
Table 26 North America Oilfield Equipment Rental Market: Expansions
Table 27 North America Oilfield Equipment Rental Market: New Product Launch
Table 28 Contract North America Oilfield Equipment Rental Market: New Contract
Table 30 Basic Energy Services: Key Financials, 2009 - 2013 (USD MN)
Table 31 Basic Energy Services: Business Segment, 2009 - 2013 (USD MN)
Table 32 Seventy Seven Energy: Business Segment, 2011 - 2013 (USD MN)
Table 33 Seventy Seven Energy Services Key Financials, 2010 - 2013 (USD MN)
Table 34 Schlumberger Ltd.: Key Financials, 2009 - 2013 (USD MN)
Table 35 Schlumberger Ltd.: Net Sales By Geographical Regions (USD Million)
Table 36 Schlumberger : Net Sales By Business Segment 2009 - 2013 (USD MN)
Table 37 Halliburton : Key Financials, 2009 - 2013 (USD MN)
Table 38 Halliburton Net Sales By Geographical Regions (USD Million)
Table 39 Weatherford International:Key Financials (USD Million)
Table 40 Weatherford Key Data Geographic Segments 2009 - 2013 (USD MN)
Table 41 Weatherford Market Revenue, By Business Segments 2009 - 2013 ($USD)
Table 42 Product and Service Offerings
Table 43 Oil States International Inc.: Business Segment, 2009 - 2013 (USD MN)
Table 44 Oil States International Inc. Geographic Segment, 2009-2013
Table 45 Parker Drilling Business Segment, 2009-2013 (USD MN)
Table 46 Parker Drilling Geographic Segment, 2009-2013 (USD MN)
Table 47 Superior Energy Services.: Market Revenue, By Business Segments 2009 - 2013 (USD MN)
Table 48 Superior Energy Services.: Market Revenue, By Geographic Segments 2009 - 2013 (USD MN)
Table 49 Superior Energy Services.: Key Operations, 2009 - 2013 (USD MN)
Table 50 Superior Energy Services.: Market Revenue, By Business Segment 2009 - 2013 (USD MN)

List of Figures (41 Figures)

Figure 1 North America Oilfield Equipment Rental Market: Segmentation & Coverage
Figure 2 Oilfield Rental Equipment Market: Integrated Ecosystem
Figure 3 Research Methodology
Figure 4 Top-Down Approach
Figure 5 Bottom-Up Approach
Figure 6 Demand Side Approach
Figure 7 Macro Indicator-Based Approach
Figure 8 North America Oilfield Equipment Rental Market Snapshot
Figure 9 North America Oilfield Equipment Rental Types, By Geography, 2014 (USD MN)
Figure 10 North America Oilfield Equipment Rental Market, By Application, 2014 - 2019 (USD MN)
Figure 11 North America Oilfield Equipment Market in Onshore, By Geography, 2013 - 2019 (USD MN)
Figure 12 North America Oilfield Equipment Rental Market in Offshore, By Geography, 2013 - 2019 (USD MN)
Figure 13 North America Oilfield Equipment Rental Market, By Type, 2014 - 2019 (USD MN)
Figure 14 North America Oilfield Equipment Rental Market: Type Comparison With Oilfield Services Market, 2014–2019 (USD MN)
Figure 15 North America Drilling Equipment Rental Market, By Type, 2014 - 2019 (USD MN)
Figure 16 North America Drilling Equipment Rental Market, By Geography, 2013–2019 (USD MN)
Figure 17 North America Pressure & Flow Control Equipment Rental Market, By Type, 2014 - 2019 (USD MN)
Figure 18 North America Pressure and Flow Control Equipment Market, By Geography, 2013 - 2019 (USD MN)
Figure 19 North America Fishing Equipment Market, By Geography, 2013 - 2019 (USD MN)
Figure 20 North America Oilfield Equipment Rental Market: Growth Analysis, By Geography, 2014-2019 (USD MN)
Figure 21 U.S. Oilfield Equipment Market Overview, 2014 & 2019 (%)
Figure 22 U.S. Oilfield Equipment Rental Market, By Application, 2014-2019 (USD MN)
Figure 23 U.S. Oilfield Equipment Rental Market: Application Snapshot
Figure 24 U.S. Oilfield Equipment Rental Market, By Type, 2014 - 2019 (USD MN)
Figure 25 U.S. Oilfield Equipment Rental Market Share, By Type, 2014-2019 (%)
Figure 26 Canada Oilfield Equipment Market Overview, 2014 & 2019 (%)
Figure 27 Canada Oilfield Equipment Rental Market, By Application, 2014-2019 (USD MN)
Figure 28 Canada Oilfield Equipment Rental Market: Application Snapshot (USD MN)
Figure 29 Canada Oilfield Equipment Rental Market, By Type, 2014 - 2019 (USD MN)
Figure 30 Canada Oilfield Market Share, By Type, 2013-2018 (%)
Figure 31 Oilfield Equipment Rental Market: Company Share Analysis, 2014 (%)
Figure 32 Oilfield Equipment Rental: Company Product Coverage, By Type, 2013
Figure 33 Basic Energy Services: Revenue Mix, 2013 (%)
Figure 35 Seventy Seven Energy Revenue Mix, 2013 (%)
Figure 36 Schlumberger Ltd. Revenue Mix, 2013 (%)
Figure 37 Halliburton Revenue Mix, 2013 (%)
Figure 38 Weatherford International, Revenue Mix, 2013 (%)
Figure 39 Oil States International Inc.: Revenue Mix 2013 (%)
Figure 40 Parker Drilling Revenue Mix (%)
Figure 41 Superior Energy Services : Revenue Mix, 2013(%)

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