

Global Viscosity Reducing Agent Market Research Report 2025(Status and Outlook)

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Abstracts

Viscosity reducing agents, also known as friction reducers or drag-reducing agents, are chemical additives primarily used to lower the viscosity of fluids, particularly in the oil and gas industry during hydraulic fracturing operations, where they reduce friction pressure in pipelines and enhance fluid flow efficiency, thereby optimizing production rates and reducing energy consumption. These agents, often high-molecular-weight polymers such as polyacrylamides or polysaccharides, function by aligning themselves in the direction of flow to minimize turbulent eddies, and their application extends beyond oil and gas to industries like wastewater treatment, construction (where they improve the pumpability of concrete), and even food processing, where they aid in handling viscous mixtures without altering product quality.

The global Viscosity Reducing Agent market size was estimated at USD 350.25 million in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 4.50% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Viscosity Reducing Agent market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Viscosity Reducing Agent market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Viscosity Reducing Agent market.

Global Viscosity Reducing Agent Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Halliburton
NuGenTec
Ecolab
Pflaumer BrOthers
Thomas Swan & Co. Ltd
Qflo
Lubrizol Specialty Products
Concophilips
NuGeneration Technologies
Pon Pure Chemicals
Tianjin Hero-Land S&T Development
Shandong Shenyu Mechanical Manufacture

Changzhou Jiahua Chemical
Guangzhou Print Area Technology
Srivilas Hydrotech
Rajukesh Industries
LiquidPower Specialty Products
Flowchem
GE(Baker Hughes)
Innospec
Oil Flux Americas
Sino Oil King Shine Chemical
DESHI
Superchem Technology
The Zoranoc Oilfield Chemical
CNPC

Market Segmentation (by Type)

Polymers Type
Surfactants Type
Dispersants Type
Additives Type
Others

Market Segmentation (by Application)

Oil and Gas
Cement and Construction
Paints and Coatings
Rubber
Food
Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-

Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Viscosity Reducing Agent Market

Overview of the regional outlook of the Viscosity Reducing Agent Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Viscosity Reducing Agent Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Viscosity Reducing Agent, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set

to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Viscosity Reducing Agent

1.2 Key Market Segments

1.2.1 Viscosity Reducing Agent Segment by Type

1.2.2 Viscosity Reducing Agent Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 VISCOSITY REDUCING AGENT MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Viscosity Reducing Agent Market Size (M USD) Estimates and Forecasts (2020-2033)

2.1.2 Global Viscosity Reducing Agent Sales Estimates and Forecasts (2020-2033)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 VISCOSITY REDUCING AGENT MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Viscosity Reducing Agent Product Life Cycle

3.3 Global Viscosity Reducing Agent Sales by Manufacturers (2020-2025)

3.4 Global Viscosity Reducing Agent Revenue Market Share by Manufacturers (2020-2025)

3.5 Viscosity Reducing Agent Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Viscosity Reducing Agent Average Price by Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Viscosity Reducing Agent Market Competitive Situation and Trends

3.8.1 Viscosity Reducing Agent Market Concentration Rate

3.8.2 Global 5 and 10 Largest Viscosity Reducing Agent Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 VISCOSITY REDUCING AGENT INDUSTRY CHAIN ANALYSIS

4.1 Viscosity Reducing Agent Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF VISCOSITY REDUCING AGENT MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global Viscosity Reducing Agent Market Porter's Five Forces Analysis

5.6.1 Global Trade Frictions

5.6.2 U.S. Tariff Policy ? April 2025

5.6.3 Global Trade Frictions and Their Impacts to Viscosity Reducing Agent Market

5.7 ESG Ratings of Leading Companies

6 VISCOSITY REDUCING AGENT MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Viscosity Reducing Agent Sales Market Share by Type (2020-2025)

6.3 Global Viscosity Reducing Agent Market Size Market Share by Type (2020-2025)

6.4 Global Viscosity Reducing Agent Price by Type (2020-2025)

7 VISCOSITY REDUCING AGENT MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Viscosity Reducing Agent Market Sales by Application (2020-2025)
- 7.3 Global Viscosity Reducing Agent Market Size (M USD) by Application (2020-2025)
- 7.4 Global Viscosity Reducing Agent Sales Growth Rate by Application (2020-2025)

8 VISCOSITY REDUCING AGENT MARKET SALES BY REGION

- 8.1 Global Viscosity Reducing Agent Sales by Region
 - 8.1.1 Global Viscosity Reducing Agent Sales by Region
 - 8.1.2 Global Viscosity Reducing Agent Sales Market Share by Region
- 8.2 Global Viscosity Reducing Agent Market Size by Region
 - 8.2.1 Global Viscosity Reducing Agent Market Size by Region
 - 8.2.2 Global Viscosity Reducing Agent Market Size Market Share by Region
- 8.3 North America
 - 8.3.1 North America Viscosity Reducing Agent Sales by Country
 - 8.3.2 North America Viscosity Reducing Agent Market Size by Country
 - 8.3.3 U.S. Market Overview
 - 8.3.4 Canada Market Overview
 - 8.3.5 Mexico Market Overview
- 8.4 Europe
 - 8.4.1 Europe Viscosity Reducing Agent Sales by Country
 - 8.4.2 Europe Viscosity Reducing Agent Market Size by Country
 - 8.4.3 Germany Market Overview
 - 8.4.4 France Market Overview
 - 8.4.5 U.K. Market Overview
 - 8.4.6 Italy Market Overview
 - 8.4.7 Spain Market Overview
- 8.5 Asia Pacific
 - 8.5.1 Asia Pacific Viscosity Reducing Agent Sales by Region
 - 8.5.2 Asia Pacific Viscosity Reducing Agent Market Size by Region
 - 8.5.3 China Market Overview
 - 8.5.4 Japan Market Overview
 - 8.5.5 South Korea Market Overview
 - 8.5.6 India Market Overview
 - 8.5.7 Southeast Asia Market Overview
- 8.6 South America
 - 8.6.1 South America Viscosity Reducing Agent Sales by Country
 - 8.6.2 South America Viscosity Reducing Agent Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

8.7.1 Middle East and Africa Viscosity Reducing Agent Sales by Region

8.7.2 Middle East and Africa Viscosity Reducing Agent Market Size by Region

8.7.3 Saudi Arabia Market Overview

8.7.4 UAE Market Overview

8.7.5 Egypt Market Overview

8.7.6 Nigeria Market Overview

8.7.7 South Africa Market Overview

9 VISCOSITY REDUCING AGENT MARKET PRODUCTION BY REGION

9.1 Global Production of Viscosity Reducing Agent by Region(2020-2025)

9.2 Global Viscosity Reducing Agent Revenue Market Share by Region (2020-2025)

9.3 Global Viscosity Reducing Agent Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America Viscosity Reducing Agent Production

9.4.1 North America Viscosity Reducing Agent Production Growth Rate (2020-2025)

9.4.2 North America Viscosity Reducing Agent Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe Viscosity Reducing Agent Production

9.5.1 Europe Viscosity Reducing Agent Production Growth Rate (2020-2025)

9.5.2 Europe Viscosity Reducing Agent Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Viscosity Reducing Agent Production (2020-2025)

9.6.1 Japan Viscosity Reducing Agent Production Growth Rate (2020-2025)

9.6.2 Japan Viscosity Reducing Agent Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Viscosity Reducing Agent Production (2020-2025)

9.7.1 China Viscosity Reducing Agent Production Growth Rate (2020-2025)

9.7.2 China Viscosity Reducing Agent Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 Halliburton

10.1.1 Halliburton Basic Information

- 10.1.2 Halliburton Viscosity Reducing Agent Product Overview
- 10.1.3 Halliburton Viscosity Reducing Agent Product Market Performance
- 10.1.4 Halliburton Business Overview
- 10.1.5 Halliburton SWOT Analysis
- 10.1.6 Halliburton Recent Developments
- 10.2 NuGenTec
 - 10.2.1 NuGenTec Basic Information
 - 10.2.2 NuGenTec Viscosity Reducing Agent Product Overview
 - 10.2.3 NuGenTec Viscosity Reducing Agent Product Market Performance
 - 10.2.4 NuGenTec Business Overview
 - 10.2.5 NuGenTec SWOT Analysis
 - 10.2.6 NuGenTec Recent Developments
- 10.3 Ecolab
 - 10.3.1 Ecolab Basic Information
 - 10.3.2 Ecolab Viscosity Reducing Agent Product Overview
 - 10.3.3 Ecolab Viscosity Reducing Agent Product Market Performance
 - 10.3.4 Ecolab Business Overview
 - 10.3.5 Ecolab SWOT Analysis
 - 10.3.6 Ecolab Recent Developments
- 10.4 Pflaumer BrOthers
 - 10.4.1 Pflaumer BrOthers Basic Information
 - 10.4.2 Pflaumer BrOthers Viscosity Reducing Agent Product Overview
 - 10.4.3 Pflaumer BrOthers Viscosity Reducing Agent Product Market Performance
 - 10.4.4 Pflaumer BrOthers Business Overview
 - 10.4.5 Pflaumer BrOthers Recent Developments
- 10.5 Thomas Swan and Co. Ltd
 - 10.5.1 Thomas Swan and Co. Ltd Basic Information
 - 10.5.2 Thomas Swan and Co. Ltd Viscosity Reducing Agent Product Overview
 - 10.5.3 Thomas Swan and Co. Ltd Viscosity Reducing Agent Product Market Performance
 - 10.5.4 Thomas Swan and Co. Ltd Business Overview
 - 10.5.5 Thomas Swan and Co. Ltd Recent Developments
- 10.6 Qflo
 - 10.6.1 Qflo Basic Information
 - 10.6.2 Qflo Viscosity Reducing Agent Product Overview
 - 10.6.3 Qflo Viscosity Reducing Agent Product Market Performance
 - 10.6.4 Qflo Business Overview
 - 10.6.5 Qflo Recent Developments
- 10.7 Lubrizol Specialty Products

- 10.7.1 Lubrizol Specialty Products Basic Information
- 10.7.2 Lubrizol Specialty Products Viscosity Reducing Agent Product Overview
- 10.7.3 Lubrizol Specialty Products Viscosity Reducing Agent Product Market Performance
- 10.7.4 Lubrizol Specialty Products Business Overview
- 10.7.5 Lubrizol Specialty Products Recent Developments
- 10.8 Concophilips
 - 10.8.1 Concophilips Basic Information
 - 10.8.2 Concophilips Viscosity Reducing Agent Product Overview
 - 10.8.3 Concophilips Viscosity Reducing Agent Product Market Performance
 - 10.8.4 Concophilips Business Overview
 - 10.8.5 Concophilips Recent Developments
- 10.9 NuGeneration Technologies
 - 10.9.1 NuGeneration Technologies Basic Information
 - 10.9.2 NuGeneration Technologies Viscosity Reducing Agent Product Overview
 - 10.9.3 NuGeneration Technologies Viscosity Reducing Agent Product Market Performance
 - 10.9.4 NuGeneration Technologies Business Overview
 - 10.9.5 NuGeneration Technologies Recent Developments
- 10.10 Pon Pure Chemicals
 - 10.10.1 Pon Pure Chemicals Basic Information
 - 10.10.2 Pon Pure Chemicals Viscosity Reducing Agent Product Overview
 - 10.10.3 Pon Pure Chemicals Viscosity Reducing Agent Product Market Performance
 - 10.10.4 Pon Pure Chemicals Business Overview
 - 10.10.5 Pon Pure Chemicals Recent Developments
- 10.11 Tianjin Hero-Land SandT Development
 - 10.11.1 Tianjin Hero-Land SandT Development Basic Information
 - 10.11.2 Tianjin Hero-Land SandT Development Viscosity Reducing Agent Product Overview
 - 10.11.3 Tianjin Hero-Land SandT Development Viscosity Reducing Agent Product Market Performance
 - 10.11.4 Tianjin Hero-Land SandT Development Business Overview
 - 10.11.5 Tianjin Hero-Land SandT Development Recent Developments
- 10.12 Shandong Shenyu Mechanical Manufacture
 - 10.12.1 Shandong Shenyu Mechanical Manufacture Basic Information
 - 10.12.2 Shandong Shenyu Mechanical Manufacture Viscosity Reducing Agent Product Overview
 - 10.12.3 Shandong Shenyu Mechanical Manufacture Viscosity Reducing Agent Product Market Performance

- 10.12.4 Shandong Shenyu Mechanical Manufacture Business Overview
- 10.12.5 Shandong Shenyu Mechanical Manufacture Recent Developments
- 10.13 Changzhou Jiahua Chemical
 - 10.13.1 Changzhou Jiahua Chemical Basic Information
 - 10.13.2 Changzhou Jiahua Chemical Viscosity Reducing Agent Product Overview
 - 10.13.3 Changzhou Jiahua Chemical Viscosity Reducing Agent Product Market Performance
 - 10.13.4 Changzhou Jiahua Chemical Business Overview
 - 10.13.5 Changzhou Jiahua Chemical Recent Developments
- 10.14 Guangzhou Print Area Technology
 - 10.14.1 Guangzhou Print Area Technology Basic Information
 - 10.14.2 Guangzhou Print Area Technology Viscosity Reducing Agent Product Overview
 - 10.14.3 Guangzhou Print Area Technology Viscosity Reducing Agent Product Market Performance
 - 10.14.4 Guangzhou Print Area Technology Business Overview
 - 10.14.5 Guangzhou Print Area Technology Recent Developments
- 10.15 Srivilas Hydrotech
 - 10.15.1 Srivilas Hydrotech Basic Information
 - 10.15.2 Srivilas Hydrotech Viscosity Reducing Agent Product Overview
 - 10.15.3 Srivilas Hydrotech Viscosity Reducing Agent Product Market Performance
 - 10.15.4 Srivilas Hydrotech Business Overview
 - 10.15.5 Srivilas Hydrotech Recent Developments
- 10.16 Rajukesh Industries
 - 10.16.1 Rajukesh Industries Basic Information
 - 10.16.2 Rajukesh Industries Viscosity Reducing Agent Product Overview
 - 10.16.3 Rajukesh Industries Viscosity Reducing Agent Product Market Performance
 - 10.16.4 Rajukesh Industries Business Overview
 - 10.16.5 Rajukesh Industries Recent Developments
- 10.17 LiquidPower Specialty Products
 - 10.17.1 LiquidPower Specialty Products Basic Information
 - 10.17.2 LiquidPower Specialty Products Viscosity Reducing Agent Product Overview
 - 10.17.3 LiquidPower Specialty Products Viscosity Reducing Agent Product Market Performance
 - 10.17.4 LiquidPower Specialty Products Business Overview
 - 10.17.5 LiquidPower Specialty Products Recent Developments
- 10.18 Flowchem
 - 10.18.1 Flowchem Basic Information
 - 10.18.2 Flowchem Viscosity Reducing Agent Product Overview

- 10.18.3 Flowchem Viscosity Reducing Agent Product Market Performance
- 10.18.4 Flowchem Business Overview
- 10.18.5 Flowchem Recent Developments
- 10.19 GE(Baker Hughes)
 - 10.19.1 GE(Baker Hughes) Basic Information
 - 10.19.2 GE(Baker Hughes) Viscosity Reducing Agent Product Overview
 - 10.19.3 GE(Baker Hughes) Viscosity Reducing Agent Product Market Performance
 - 10.19.4 GE(Baker Hughes) Business Overview
 - 10.19.5 GE(Baker Hughes) Recent Developments
- 10.20 Innospec
 - 10.20.1 Innospec Basic Information
 - 10.20.2 Innospec Viscosity Reducing Agent Product Overview
 - 10.20.3 Innospec Viscosity Reducing Agent Product Market Performance
 - 10.20.4 Innospec Business Overview
 - 10.20.5 Innospec Recent Developments
- 10.21 Oil Flux Americas
 - 10.21.1 Oil Flux Americas Basic Information
 - 10.21.2 Oil Flux Americas Viscosity Reducing Agent Product Overview
 - 10.21.3 Oil Flux Americas Viscosity Reducing Agent Product Market Performance
 - 10.21.4 Oil Flux Americas Business Overview
 - 10.21.5 Oil Flux Americas Recent Developments
- 10.22 Sino Oil King Shine Chemical
 - 10.22.1 Sino Oil King Shine Chemical Basic Information
 - 10.22.2 Sino Oil King Shine Chemical Viscosity Reducing Agent Product Overview
 - 10.22.3 Sino Oil King Shine Chemical Viscosity Reducing Agent Product Market Performance
 - 10.22.4 Sino Oil King Shine Chemical Business Overview
 - 10.22.5 Sino Oil King Shine Chemical Recent Developments
- 10.23 DESHI
 - 10.23.1 DESHI Basic Information
 - 10.23.2 DESHI Viscosity Reducing Agent Product Overview
 - 10.23.3 DESHI Viscosity Reducing Agent Product Market Performance
 - 10.23.4 DESHI Business Overview
 - 10.23.5 DESHI Recent Developments
- 10.24 Superchem Technology
 - 10.24.1 Superchem Technology Basic Information
 - 10.24.2 Superchem Technology Viscosity Reducing Agent Product Overview
 - 10.24.3 Superchem Technology Viscosity Reducing Agent Product Market Performance

- 10.24.4 Superchem Technology Business Overview
- 10.24.5 Superchem Technology Recent Developments
- 10.25 The Zoranoc Oilfield Chemical
 - 10.25.1 The Zoranoc Oilfield Chemical Basic Information
 - 10.25.2 The Zoranoc Oilfield Chemical Viscosity Reducing Agent Product Overview
 - 10.25.3 The Zoranoc Oilfield Chemical Viscosity Reducing Agent Product Market Performance
 - 10.25.4 The Zoranoc Oilfield Chemical Business Overview
 - 10.25.5 The Zoranoc Oilfield Chemical Recent Developments
- 10.26 CNPC
 - 10.26.1 CNPC Basic Information
 - 10.26.2 CNPC Viscosity Reducing Agent Product Overview
 - 10.26.3 CNPC Viscosity Reducing Agent Product Market Performance
 - 10.26.4 CNPC Business Overview
 - 10.26.5 CNPC Recent Developments

11 VISCOSITY REDUCING AGENT MARKET FORECAST BY REGION

- 11.1 Global Viscosity Reducing Agent Market Size Forecast
- 11.2 Global Viscosity Reducing Agent Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Viscosity Reducing Agent Market Size Forecast by Country
 - 11.2.3 Asia Pacific Viscosity Reducing Agent Market Size Forecast by Region
 - 11.2.4 South America Viscosity Reducing Agent Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Viscosity Reducing Agent by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)

- 12.1 Global Viscosity Reducing Agent Market Forecast by Type (2026-2033)
 - 12.1.1 Global Forecasted Sales of Viscosity Reducing Agent by Type (2026-2033)
 - 12.1.2 Global Viscosity Reducing Agent Market Size Forecast by Type (2026-2033)
 - 12.1.3 Global Forecasted Price of Viscosity Reducing Agent by Type (2026-2033)
- 12.2 Global Viscosity Reducing Agent Market Forecast by Application (2026-2033)
 - 12.2.1 Global Viscosity Reducing Agent Sales (K MT) Forecast by Application
 - 12.2.2 Global Viscosity Reducing Agent Market Size (M USD) Forecast by Application (2026-2033)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type
Table 2. Introduction of the Application
Table 3. Market Size (M USD) Segment Executive Summary
Table 4. Viscosity Reducing Agent Market Size Comparison by Region (M USD)
Table 5. Global Viscosity Reducing Agent Sales (K MT) by Manufacturers (2020-2025)
Table 6. Global Viscosity Reducing Agent Sales Market Share by Manufacturers (2020-2025)
Table 7. Global Viscosity Reducing Agent Revenue (M USD) by Manufacturers (2020-2025)
Table 8. Global Viscosity Reducing Agent Revenue Share by Manufacturers (2020-2025)
Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Viscosity Reducing Agent as of 2024)
Table 10. Global Market Viscosity Reducing Agent Average Price (USD/KG) of Key Manufacturers (2020-2025)
Table 11. Manufacturers? Manufacturing Sites, Areas Served
Table 12. Manufacturers? Product Type
Table 13. Global Viscosity Reducing Agent Manufacturers Market Concentration Ratio (CR5 and HHI)
Table 14. Mergers & Acquisitions, Expansion Plans
Table 15. Market Overview of Key Raw Materials
Table 16. Midstream Market Analysis
Table 17. Downstream Customer Analysis
Table 18. Key Development Trends
Table 19. Driving Factors
Table 20. Viscosity Reducing Agent Market Challenges
Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026
Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027
Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026
Table 24. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
Table 25. Global Viscosity Reducing Agent Sales by Type (K MT)
Table 26. Global Viscosity Reducing Agent Market Size by Type (M USD)
Table 27. Global Viscosity Reducing Agent Sales (K MT) by Type (2020-2025)
Table 28. Global Viscosity Reducing Agent Sales Market Share by Type (2020-2025)

Table 29. Global Viscosity Reducing Agent Market Size (M USD) by Type (2020-2025)
Table 30. Global Viscosity Reducing Agent Market Size Share by Type (2020-2025)
Table 31. Global Viscosity Reducing Agent Price (USD/KG) by Type (2020-2025)
Table 32. Global Viscosity Reducing Agent Sales (K MT) by Application
Table 33. Global Viscosity Reducing Agent Market Size by Application
Table 34. Global Viscosity Reducing Agent Sales by Application (2020-2025) & (K MT)
Table 35. Global Viscosity Reducing Agent Sales Market Share by Application (2020-2025)
Table 36. Global Viscosity Reducing Agent Market Size by Application (2020-2025) & (M USD)
Table 37. Global Viscosity Reducing Agent Market Share by Application (2020-2025)
Table 38. Global Viscosity Reducing Agent Sales Growth Rate by Application (2020-2025)
Table 39. Global Viscosity Reducing Agent Sales by Region (2020-2025) & (K MT)
Table 40. Global Viscosity Reducing Agent Sales Market Share by Region (2020-2025)
Table 41. Global Viscosity Reducing Agent Market Size by Region (2020-2025) & (M USD)
Table 42. Global Viscosity Reducing Agent Market Size Market Share by Region (2020-2025)
Table 43. North America Viscosity Reducing Agent Sales by Country (2020-2025) & (K MT)
Table 44. North America Viscosity Reducing Agent Market Size by Country (2020-2025) & (M USD)
Table 45. Europe Viscosity Reducing Agent Sales by Country (2020-2025) & (K MT)
Table 46. Europe Viscosity Reducing Agent Market Size by Country (2020-2025) & (M USD)
Table 47. Asia Pacific Viscosity Reducing Agent Sales by Region (2020-2025) & (K MT)
Table 48. Asia Pacific Viscosity Reducing Agent Market Size by Region (2020-2025) & (M USD)
Table 49. South America Viscosity Reducing Agent Sales by Country (2020-2025) & (K MT)
Table 50. South America Viscosity Reducing Agent Market Size by Country (2020-2025) & (M USD)
Table 51. Middle East and Africa Viscosity Reducing Agent Sales by Region (2020-2025) & (K MT)
Table 52. Middle East and Africa Viscosity Reducing Agent Market Size by Region (2020-2025) & (M USD)
Table 53. Global Viscosity Reducing Agent Production (K MT) by Region(2020-2025)
Table 54. Global Viscosity Reducing Agent Revenue (US\$ Million) by Region

(2020-2025)

Table 55. Global Viscosity Reducing Agent Revenue Market Share by Region
(2020-2025)

Table 56. Global Viscosity Reducing Agent Production (K MT), Revenue (US\$ Million),
Price (USD/KG) and Gross Margin (2020-2025)

Table 57. North America Viscosity Reducing Agent Production (K MT), Revenue (US\$
Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 58. Europe Viscosity Reducing Agent Production (K MT), Revenue (US\$ Million),
Price (USD/KG) and Gross Margin (2020-2025)

Table 59. Japan Viscosity Reducing Agent Production (K MT), Revenue (US\$ Million),
Price (USD/KG) and Gross Margin (2020-2025)

Table 60. China Viscosity Reducing Agent Production (K MT), Revenue (US\$ Million),
Price (USD/KG) and Gross Margin (2020-2025)

Table 61. Halliburton Basic Information

Table 62. Halliburton Viscosity Reducing Agent Product Overview

Table 63. Halliburton Viscosity Reducing Agent Sales (K MT), Revenue (M USD), Price
(USD/KG) and Gross Margin (2020-2025)

Table 64. Halliburton Business Overview

Table 65. Halliburton SWOT Analysis

Table 66. Halliburton Recent Developments

Table 67. NuGenTec Basic Information

Table 68. NuGenTec Viscosity Reducing Agent Product Overview

Table 69. NuGenTec Viscosity Reducing Agent Sales (K MT), Revenue (M USD), Price
(USD/KG) and Gross Margin (2020-2025)

Table 70. NuGenTec Business Overview

Table 71. NuGenTec SWOT Analysis

Table 72. NuGenTec Recent Developments

Table 73. Ecolab Basic Information

Table 74. Ecolab Viscosity Reducing Agent Product Overview

Table 75. Ecolab Viscosity Reducing Agent Sales (K MT), Revenue (M USD), Price
(USD/KG) and Gross Margin (2020-2025)

Table 76. Ecolab Business Overview

Table 77. Ecolab SWOT Analysis

Table 78. Ecolab Recent Developments

Table 79. Pflaumer BrOthers Basic Information

Table 80. Pflaumer BrOthers Viscosity Reducing Agent Product Overview

Table 81. Pflaumer BrOthers Viscosity Reducing Agent Sales (K MT), Revenue (M
USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 82. Pflaumer BrOthers Business Overview

Table 83. Pflaumer BrOthers Recent Developments
Table 84. Thomas Swan and Co. Ltd Basic Information
Table 85. Thomas Swan and Co. Ltd Viscosity Reducing Agent Product Overview
Table 86. Thomas Swan and Co. Ltd Viscosity Reducing Agent Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 87. Thomas Swan and Co. Ltd Business Overview
Table 88. Thomas Swan and Co. Ltd Recent Developments
Table 89. Qflo Basic Information
Table 90. Qflo Viscosity Reducing Agent Product Overview
Table 91. Qflo Viscosity Reducing Agent Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 92. Qflo Business Overview
Table 93. Qflo Recent Developments
Table 94. Lubrizol Specialty Products Basic Information
Table 95. Lubrizol Specialty Products Viscosity Reducing Agent Product Overview
Table 96. Lubrizol Specialty Products Viscosity Reducing Agent Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 97. Lubrizol Specialty Products Business Overview
Table 98. Lubrizol Specialty Products Recent Developments
Table 99. Concophilips Basic Information
Table 100. Concophilips Viscosity Reducing Agent Product Overview
Table 101. Concophilips Viscosity Reducing Agent Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 102. Concophilips Business Overview
Table 103. Concophilips Recent Developments
Table 104. NuGeneration Technologies Basic Information
Table 105. NuGeneration Technologies Viscosity Reducing Agent Product Overview
Table 106. NuGeneration Technologies Viscosity Reducing Agent Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 107. NuGeneration Technologies Business Overview
Table 108. NuGeneration Technologies Recent Developments
Table 109. Pon Pure Chemicals Basic Information
Table 110. Pon Pure Chemicals Viscosity Reducing Agent Product Overview
Table 111. Pon Pure Chemicals Viscosity Reducing Agent Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 112. Pon Pure Chemicals Business Overview
Table 113. Pon Pure Chemicals Recent Developments
Table 114. Tianjin Hero-Land SandT Development Basic Information
Table 115. Tianjin Hero-Land SandT Development Viscosity Reducing Agent Product

Overview

Table 116. Tianjin Hero-Land SandT Development Viscosity Reducing Agent Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 117. Tianjin Hero-Land SandT Development Business Overview

Table 118. Tianjin Hero-Land SandT Development Recent Developments

Table 119. Shandong Shenyu Mechanical Manufacture Basic Information

Table 120. Shandong Shenyu Mechanical Manufacture Viscosity Reducing Agent Product Overview

Table 121. Shandong Shenyu Mechanical Manufacture Viscosity Reducing Agent Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 122. Shandong Shenyu Mechanical Manufacture Business Overview

Table 123. Shandong Shenyu Mechanical Manufacture Recent Developments

Table 124. Changzhou Jiahua Chemical Basic Information

Table 125. Changzhou Jiahua Chemical Viscosity Reducing Agent Product Overview

Table 126. Changzhou Jiahua Chemical Viscosity Reducing Agent Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 127. Changzhou Jiahua Chemical Business Overview

Table 128. Changzhou Jiahua Chemical Recent Developments

Table 129. Guangzhou Print Area Technology Basic Information

Table 130. Guangzhou Print Area Technology Viscosity Reducing Agent Product Overview

Table 131. Guangzhou Print Area Technology Viscosity Reducing Agent Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 132. Guangzhou Print Area Technology Business Overview

Table 133. Guangzhou Print Area Technology Recent Developments

Table 134. Srivilas Hydrotech Basic Information

Table 135. Srivilas Hydrotech Viscosity Reducing Agent Product Overview

Table 136. Srivilas Hydrotech Viscosity Reducing Agent Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 137. Srivilas Hydrotech Business Overview

Table 138. Srivilas Hydrotech Recent Developments

Table 139. Rajukesh Industries Basic Information

Table 140. Rajukesh Industries Viscosity Reducing Agent Product Overview

Table 141. Rajukesh Industries Viscosity Reducing Agent Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 142. Rajukesh Industries Business Overview

Table 143. Rajukesh Industries Recent Developments

Table 144. LiquidPower Specialty Products Basic Information

Table 145. LiquidPower Specialty Products Viscosity Reducing Agent Product Overview

Table 146. LiquidPower Specialty Products Viscosity Reducing Agent Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 147. LiquidPower Specialty Products Business Overview

Table 148. LiquidPower Specialty Products Recent Developments

Table 149. Flowchem Basic Information

Table 150. Flowchem Viscosity Reducing Agent Product Overview

Table 151. Flowchem Viscosity Reducing Agent Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 152. Flowchem Business Overview

Table 153. Flowchem Recent Developments

Table 154. GE(Baker Hughes) Basic Information

Table 155. GE(Baker Hughes) Viscosity Reducing Agent Product Overview

Table 156. GE(Baker Hughes) Viscosity Reducing Agent Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 157. GE(Baker Hughes) Business Overview

Table 158. GE(Baker Hughes) Recent Developments

Table 159. Innospec Basic Information

Table 160. Innospec Viscosity Reducing Agent Product Overview

Table 161. Innospec Viscosity Reducing Agent Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 162. Innospec Business Overview

Table 163. Innospec Recent Developments

Table 164. Oil Flux Americas Basic Information

Table 165. Oil Flux Americas Viscosity Reducing Agent Product Overview

Table 166. Oil Flux Americas Viscosity Reducing Agent Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 167. Oil Flux Americas Business Overview

Table 168. Oil Flux Americas Recent Developments

Table 169. Sino Oil King Shine Chemical Basic Information

Table 170. Sino Oil King Shine Chemical Viscosity Reducing Agent Product Overview

Table 171. Sino Oil King Shine Chemical Viscosity Reducing Agent Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 172. Sino Oil King Shine Chemical Business Overview

Table 173. Sino Oil King Shine Chemical Recent Developments

Table 174. DESHI Basic Information

Table 175. DESHI Viscosity Reducing Agent Product Overview

Table 176. DESHI Viscosity Reducing Agent Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 177. DESHI Business Overview

Table 178. DESHI Recent Developments
Table 179. Superchem Technology Basic Information
Table 180. Superchem Technology Viscosity Reducing Agent Product Overview
Table 181. Superchem Technology Viscosity Reducing Agent Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 182. Superchem Technology Business Overview
Table 183. Superchem Technology Recent Developments
Table 184. The Zoranoc Oilfield Chemical Basic Information
Table 185. The Zoranoc Oilfield Chemical Viscosity Reducing Agent Product Overview
Table 186. The Zoranoc Oilfield Chemical Viscosity Reducing Agent Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 187. The Zoranoc Oilfield Chemical Business Overview
Table 188. The Zoranoc Oilfield Chemical Recent Developments
Table 189. CNPC Basic Information
Table 190. CNPC Viscosity Reducing Agent Product Overview
Table 191. CNPC Viscosity Reducing Agent Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 192. CNPC Business Overview
Table 193. CNPC Recent Developments
Table 194. Global Viscosity Reducing Agent Sales Forecast by Region (2026-2033) & (K MT)
Table 195. Global Viscosity Reducing Agent Market Size Forecast by Region (2026-2033) & (M USD)
Table 196. North America Viscosity Reducing Agent Sales Forecast by Country (2026-2033) & (K MT)
Table 197. North America Viscosity Reducing Agent Market Size Forecast by Country (2026-2033) & (M USD)
Table 198. Europe Viscosity Reducing Agent Sales Forecast by Country (2026-2033) & (K MT)
Table 199. Europe Viscosity Reducing Agent Market Size Forecast by Country (2026-2033) & (M USD)
Table 200. Asia Pacific Viscosity Reducing Agent Sales Forecast by Region (2026-2033) & (K MT)
Table 201. Asia Pacific Viscosity Reducing Agent Market Size Forecast by Region (2026-2033) & (M USD)
Table 202. South America Viscosity Reducing Agent Sales Forecast by Country (2026-2033) & (K MT)
Table 203. South America Viscosity Reducing Agent Market Size Forecast by Country (2026-2033) & (M USD)

Table 204. Middle East and Africa Viscosity Reducing Agent Sales Forecast by Country (2026-2033) & (Units)

Table 205. Middle East and Africa Viscosity Reducing Agent Market Size Forecast by Country (2026-2033) & (M USD)

Table 206. Global Viscosity Reducing Agent Sales Forecast by Type (2026-2033) & (K MT)

Table 207. Global Viscosity Reducing Agent Market Size Forecast by Type (2026-2033) & (M USD)

Table 208. Global Viscosity Reducing Agent Price Forecast by Type (2026-2033) & (USD/KG)

Table 209. Global Viscosity Reducing Agent Sales (K MT) Forecast by Application (2026-2033)

Table 210. Global Viscosity Reducing Agent Market Size Forecast by Application (2026-2033) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Viscosity Reducing Agent
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Viscosity Reducing Agent Market Size (M USD), 2024-2033
- Figure 5. Global Viscosity Reducing Agent Market Size (M USD) (2020-2033)
- Figure 6. Global Viscosity Reducing Agent Sales (K MT) & (2020-2033)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Viscosity Reducing Agent Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Viscosity Reducing Agent Product Life Cycle
- Figure 13. Viscosity Reducing Agent Sales Share by Manufacturers in 2024
- Figure 14. Global Viscosity Reducing Agent Revenue Share by Manufacturers in 2024
- Figure 15. Viscosity Reducing Agent Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Viscosity Reducing Agent Average Price (USD/KG) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Viscosity Reducing Agent Revenue in 2024
- Figure 18. Industry Chain Map of Viscosity Reducing Agent
- Figure 19. Global Viscosity Reducing Agent Market PEST Analysis
- Figure 20. Global Viscosity Reducing Agent Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Viscosity Reducing Agent Market Share by Type
- Figure 27. Sales Market Share of Viscosity Reducing Agent by Type (2020-2025)
- Figure 28. Sales Market Share of Viscosity Reducing Agent by Type in 2024
- Figure 29. Market Size Share of Viscosity Reducing Agent by Type (2020-2025)
- Figure 30. Market Size Share of Viscosity Reducing Agent by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Viscosity Reducing Agent Market Share by Application

Figure 33. Global Viscosity Reducing Agent Sales Market Share by Application (2020-2025)

Figure 34. Global Viscosity Reducing Agent Sales Market Share by Application in 2024

Figure 35. Global Viscosity Reducing Agent Market Share by Application (2020-2025)

Figure 36. Global Viscosity Reducing Agent Market Share by Application in 2024

Figure 37. Global Viscosity Reducing Agent Sales Growth Rate by Application (2020-2025)

Figure 38. Global Viscosity Reducing Agent Sales Market Share by Region (2020-2025)

Figure 39. Global Viscosity Reducing Agent Market Size Market Share by Region (2020-2025)

Figure 40. North America Viscosity Reducing Agent Sales and Growth Rate (2020-2025) & (K MT)

Figure 41. North America Viscosity Reducing Agent Sales and Growth Rate (2020-2025) & (K MT)

Figure 42. North America Viscosity Reducing Agent Sales Market Share by Country in 2024

Figure 43. North America Viscosity Reducing Agent Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Viscosity Reducing Agent Market Size Market Share by Country in 2024

Figure 45. U.S. Viscosity Reducing Agent Sales and Growth Rate (2020-2025) & (K MT)

Figure 46. U.S. Viscosity Reducing Agent Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Viscosity Reducing Agent Sales (K MT) and Growth Rate (2020-2025)

Figure 48. Canada Viscosity Reducing Agent Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Viscosity Reducing Agent Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Viscosity Reducing Agent Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Viscosity Reducing Agent Sales and Growth Rate (2020-2025) & (K MT)

Figure 52. Europe Viscosity Reducing Agent Sales Market Share by Country in 2024

Figure 53. Europe Viscosity Reducing Agent Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Viscosity Reducing Agent Market Size Market Share by Country in 2024

Figure 55. Germany Viscosity Reducing Agent Sales and Growth Rate (2020-2025) &

(K MT)

Figure 56. Germany Viscosity Reducing Agent Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Viscosity Reducing Agent Sales and Growth Rate (2020-2025) & (K MT)

Figure 58. France Viscosity Reducing Agent Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Viscosity Reducing Agent Sales and Growth Rate (2020-2025) & (K MT)

Figure 60. U.K. Viscosity Reducing Agent Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Viscosity Reducing Agent Sales and Growth Rate (2020-2025) & (K MT)

Figure 62. Italy Viscosity Reducing Agent Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Viscosity Reducing Agent Sales and Growth Rate (2020-2025) & (K MT)

Figure 64. Spain Viscosity Reducing Agent Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Viscosity Reducing Agent Sales and Growth Rate (K MT)

Figure 66. Asia Pacific Viscosity Reducing Agent Sales Market Share by Region in 2024

Figure 67. Asia Pacific Viscosity Reducing Agent Market Size Market Share by Region in 2024

Figure 68. China Viscosity Reducing Agent Sales and Growth Rate (2020-2025) & (K MT)

Figure 69. China Viscosity Reducing Agent Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Viscosity Reducing Agent Sales and Growth Rate (2020-2025) & (K MT)

Figure 71. Japan Viscosity Reducing Agent Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Viscosity Reducing Agent Sales and Growth Rate (2020-2025) & (K MT)

Figure 73. South Korea Viscosity Reducing Agent Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Viscosity Reducing Agent Sales and Growth Rate (2020-2025) & (K MT)

Figure 75. India Viscosity Reducing Agent Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Viscosity Reducing Agent Sales and Growth Rate (2020-2025) & (K MT)

Figure 77. Southeast Asia Viscosity Reducing Agent Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Viscosity Reducing Agent Sales and Growth Rate (K MT)

Figure 79. South America Viscosity Reducing Agent Sales Market Share by Country in 2024

Figure 80. South America Viscosity Reducing Agent Market Size and Growth Rate (M USD)

Figure 81. South America Viscosity Reducing Agent Market Size Market Share by Country in 2024

Figure 82. Brazil Viscosity Reducing Agent Sales and Growth Rate (2020-2025) & (K MT)

Figure 83. Brazil Viscosity Reducing Agent Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Viscosity Reducing Agent Sales and Growth Rate (2020-2025) & (K MT)

Figure 85. Argentina Viscosity Reducing Agent Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Viscosity Reducing Agent Sales and Growth Rate (2020-2025) & (K MT)

Figure 87. Columbia Viscosity Reducing Agent Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Viscosity Reducing Agent Sales and Growth Rate (K MT)

Figure 89. Middle East and Africa Viscosity Reducing Agent Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Viscosity Reducing Agent Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Viscosity Reducing Agent Market Size Market Share by Region in 2024

Figure 92. Saudi Arabia Viscosity Reducing Agent Sales and Growth Rate (2020-2025) & (K MT)

Figure 93. Saudi Arabia Viscosity Reducing Agent Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Viscosity Reducing Agent Sales and Growth Rate (2020-2025) & (K MT)

Figure 95. UAE Viscosity Reducing Agent Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Viscosity Reducing Agent Sales and Growth Rate (2020-2025) & (K MT)

Figure 97. Egypt Viscosity Reducing Agent Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Viscosity Reducing Agent Sales and Growth Rate (2020-2025) & (K MT)

Figure 99. Nigeria Viscosity Reducing Agent Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Viscosity Reducing Agent Sales and Growth Rate (2020-2025) & (K MT)

Figure 101. South Africa Viscosity Reducing Agent Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Viscosity Reducing Agent Production Market Share by Region (2020-2025)

Figure 103. North America Viscosity Reducing Agent Production (K MT) Growth Rate (2020-2025)

Figure 104. Europe Viscosity Reducing Agent Production (K MT) Growth Rate (2020-2025)

Figure 105. Japan Viscosity Reducing Agent Production (K MT) Growth Rate (2020-2025)

Figure 106. China Viscosity Reducing Agent Production (K MT) Growth Rate (2020-2025)

Figure 107. Global Viscosity Reducing Agent Sales Forecast by Volume (2020-2033) & (K MT)

Figure 108. Global Viscosity Reducing Agent Market Size Forecast by Value (2020-2033) & (M USD)

Figure 109. Global Viscosity Reducing Agent Sales Market Share Forecast by Type (2026-2033)

Figure 110. Global Viscosity Reducing Agent Market Share Forecast by Type (2026-2033)

Figure 111. Global Viscosity Reducing Agent Sales Forecast by Application (2026-2033)

Figure 112. Global Viscosity Reducing Agent Market Share Forecast by Application (2026-2033)

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