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Global Automated Drilling Fluids Monitoring System Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Automated Drilling Fluids Monitoring System market size is expected to reach $ 88.67 million by 2032, rising at a market growth of 10.4% CAGR during the forecast period (2026-2032).

Automated Drilling Fluids Monitoring is an advanced technology used in oil and gas drilling operations to continuously track and analyze the properties of drilling fluids (also known as mud) during the drilling process. These systems monitor critical parameters such as density, viscosity, flow rate, pH, temperature, and gas content in real time, ensuring optimal fluid performance and wellbore stability. By providing immediate feedback, the system enables quick adjustments to prevent drilling issues like kicks, blowouts, or formation damage, enhancing safety, operational efficiency, and decision-making accuracy in both onshore and offshore drilling environments. The system is priced at approximately $300,000 to $600,000.

The Automated Drilling Fluids Monitoring System market is still transitioning from single-point automated measurement toward broader deployment as part of digital drilling infrastructure. Although the absolute market size remains relatively small, penetration is increasing rapidly. The global market reached approximately USD 38.57 million in 2025 and is projected to reach USD 87.35 million by 2032, representing a CAGR of approximately 10.68% during 2026–2032. Growth is increasingly driven not simply by higher drilling activity, but by rising system penetration per rig and per well, the gradual substitution of manual and intermittent fluid testing with automated monitoring, and deeper integration of real-time drilling fluid data with hydraulics modeling, remote operations centers, and drilling automation platforms. As a result, the value proposition of these systems is expanding from improving measurement frequency toward reducing non-productive time, enhancing hole cleaning, improving wellbore pressure

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management, supporting well control, and optimizing drilling fluid treatment.

From a regional perspective, North America remains the most mature market, accounting for approximately 36.64% of global revenue in 2025. Its leading position is supported by a well-established digital rig infrastructure, substantial unconventional drilling activity, and the rapid deployment of technologies such as Pason's Mud Analyzer. The Middle East & Africa and Europe accounted for approximately 22.37% and 20.38%, respectively. Growth in the Middle East & Africa is supported by deep and complex wells, unconventional resource development, and digital investment by national oil companies, while the European market is more concentrated in high-value offshore drilling environments such as the North Sea. China accounted for approximately 14.31% of the global market in 2025 and is expected to rise to 17.12% by 2032, supported by the transition of PetroChina, Sinopec, CNOOC and their service affiliates from pilot applications and technical validation toward centralized procurement, broader deployment, and recurring technical services. Southeast Asia and Latin America remain smaller markets, but their growth potential is comparatively strong as real-time drilling fluid monitoring expands in deepwater projects in Indonesia and Malaysia and in offshore developments in Brazil.

The global competitive landscape is characterized by the dominance of large integrated oilfield service companies alongside the rapid expansion of specialized equipment and digital technology providers. Halliburton and SLB together accounted for approximately 41.25% of the global market in 2025, while the top five players, including Baker Hughes, Pason and Intelligent Mud Solutions, represented close to 69% of the market. The competitive strength of Halliburton, SLB and Baker Hughes is not based solely on automated measurement hardware; their advantage lies in integrating real-time drilling fluid measurements with drilling fluid services, hydraulics modeling, remote operations and drilling automation workflows. In contrast, Pason leverages its established EDR and rig data infrastructure to accelerate Mud Analyzer deployment, while Intelligent Mud Solutions competes through high-frequency sensing and cloud-based analytics. Chinese suppliers such as Sinopec Shengli Petroleum Engineering, CPBW and Vertechs have meanwhile developed products tailored to domestic deep wells, shale oil and gas, and offshore drilling environments. Competition is therefore shifting from standalone measurement accuracy toward a broader combination of system reliability, data connectivity, engineering algorithms, remote support and field-service capability.

From a business-model perspective, the industry should not be viewed simply as an instrumentation sales market. Monitoring & Technical Services accounted for approximately 63.96% of global revenue in 2025, compared with 19.58% for Equipment

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& System Sales and 16.46% for Equipment & System Rental. Halliburton, SLB and Baker Hughes generally use monitoring equipment as part of broader drilling fluid and engineering service contracts, creating recurring service revenue rather than relying on outright equipment sales. Pason represents a more rental-oriented model in which monitoring hardware is deployed through its existing rig instrumentation and data-service ecosystem, while OFI Testing Equipment, Rheonics and several Chinese equipment manufacturers are more heavily exposed to system sales. By 2032, the rental segment is expected to increase to approximately 25.01% of the global market, while Monitoring & Technical Services should remain the largest category at approximately 57.96%. This suggests that future industry growth will increasingly depend on installed-base utilization, monitored well count and recurring customer usage rather than solely on shipments of new systems. China remains structurally different, with direct equipment procurement and equipment-enabled technical services dominating, while independent equipment rental has yet to develop into a meaningful commercial model.

By application, onshore drilling remains the largest end-use segment, representing approximately 62.17% of global market revenue in 2025 and projected to increase to 64.79% by 2032. Growth is supported by unconventional drilling in North America, shale oil and gas development and ultra-deep drilling in China, and complex onshore drilling programs in the Middle East. Offshore drilling, despite representing a much smaller share of global well count, still accounted for approximately 37.83% of market revenue in 2025. This reflects the substantially higher economic value of real-time monitoring in deepwater, ultra-deepwater, HPHT and narrow-pressure-window environments, where the cost of non-productive time is high and small changes in drilling fluid density or rheology can materially affect wellbore stability and hydraulic performance. Offshore systems therefore tend to achieve higher penetration and higher revenue per well than systems used in conventional onshore drilling. China follows a similar pattern: onshore drilling remains dominant, but offshore penetration is expected to increase as CNOOC expands deepwater development and more offshore-specific monitoring systems enter commercial deployment.

Technology development is increasingly moving from “real-time measurement” toward “real-time interpretation and intervention.” Earlier systems primarily addressed automated measurement of density, temperature and rheological properties, whereas newer generations are incorporating pH, ion concentrations, electrical stability, filtration characteristics, solids-related parameters and other fluid properties. More importantly, these measurements are increasingly being used for real-time ECD calculations, hole-cleaning evaluation, surge and swab analysis, abnormal-condition detection and well-

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control risk warning. Halliburton, SLB and Baker Hughes are continuously strengthening automation, digital-twin and artificial-intelligence capabilities, while Chinese suppliers such as CPBW and Vertechs are extending real-time drilling fluid data into full-wellbore hydraulics analysis, engineering recommendations and predictive warning functions. The most competitive systems of the future are therefore unlikely to be merely faster automated rheometers; they will need to operate reliably and continuously, clean themselves automatically, handle complex drilling fluid systems, and convert high-quality measurements directly into actionable drilling decisions.

Looking forward, the most important structural change will be the gradual transition of real-time drilling fluid monitoring from a specialized technology used on selected demonstration wells into a standard digital configuration for high-value drilling operations. Deep and ultra-deep wells, long horizontal sections, deepwater and ultra-deepwater wells, HPHT wells, MPD operations and technically complex unconventional wells are expected to lead adoption because the economic return from earlier anomaly detection and tighter hydraulic management is particularly compelling in these environments. At the same time, the establishment of drilling fluid online monitoring standards in China, continued investment by international oilfield service companies in digital and automation technologies, and broader deployment by specialized technology suppliers should accelerate the evolution of the industry from automated hardware testing toward a closed-loop workflow of monitoring, analysis, warning, optimization and eventually control. Over the longer term, the size of the market will be determined less by how many monitoring units are sold and more by how many wells are willing to pay continuously for high-frequency drilling fluid data and the engineering value derived from that data. This is also why Monitoring & Technical Services is expected to remain the core revenue model of the industry over the forecast period.

Report Scope

This report studies the global Automated Drilling Fluids Monitoring System demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Automated Drilling Fluids Monitoring System, and provides market size (US$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Automated Drilling Fluids Monitoring System that contribute to its increasing demand across many markets.

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Highlights and key features of the study

Global Automated Drilling Fluids Monitoring System total market, 2021-2032, (USD Million)

Global Automated Drilling Fluids Monitoring System total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Automated Drilling Fluids Monitoring System total market, key domestic companies, and share, (USD Million)

Global Automated Drilling Fluids Monitoring System revenue by player, revenue and market share 2021-2026, (USD Million)

Global Automated Drilling Fluids Monitoring System total market by Revenue Model, CAGR, 2021-2032, (USD Million)

Global Automated Drilling Fluids Monitoring System total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Automated Drilling Fluids Monitoring System market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Halliburton, SLB, Baker Hughes, Pason, Intelligent Mud Solutions, SINOPEC OILFIELD Service Shengli, Chuangsheng Yishi Intelligent Self Control, Vertechs Oil and Gas Technology, OFI Testing Equipment, Rheonics, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Automated Drilling Fluids Monitoring System market

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Detailed Segmentation:

Each section contains quantitative market data including market by value (US$ Millions), by player, by regions, by Revenue Model, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Automated Drilling Fluids Monitoring System Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Market Segmentation

Global Automated Drilling Fluids Monitoring System Market, Segmentation by Revenue Model:

Equipment Sales

Equipment Leasing

Technical Service

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Global Automated Drilling Fluids Monitoring System Market, Segmentation by Product Form:

Multi-parameter Integrated System

Modular Small System

Global Automated Drilling Fluids Monitoring System Market, Segmentation by Parameter:

5 Below

5-10

10 Above

Global Automated Drilling Fluids Monitoring System Market, Segmentation by Application:

Land Drilling

Offshore Drilling

Companies Profiled:

Halliburton

SLB

Baker Hughes

Pason

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Intelligent Mud Solutions

SINOPEC OILFIELD Service Shengli

Chuangsheng Yishi Intelligent Self Control

Vertechs Oil and Gas Technology

OFI Testing Equipment

Rheonics

CNPC Chuanqing Drilling Engineering

Qingdao Haitongda

HYPROTEC

Hubei Chuanglian Petroleum Technology

Drilling Technologies Dubai

Key Questions Answered

1. How big is the global Automated Drilling Fluids Monitoring System market?
2. What is the demand of the global Automated Drilling Fluids Monitoring System market?
3. What is the year over year growth of the global Automated Drilling Fluids Monitoring System market?
4. What is the total value of the global Automated Drilling Fluids Monitoring System market?
5. Who are the Major Players in the global Automated Drilling Fluids Monitoring System market?
6. What are the growth factors driving the market demand?

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