

# Global Onshore Drilling Rig Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Onshore Drilling Rig market size is expected to reach \$ 7185 million by 2032, rising at a market growth of 5.5% CAGR during the forecast period (2026-2032).

An onshore drilling rig is a mobile or fixed structure used to drill wells for oil or natural gas on land. These rigs use a derrick, drill string, and power systems to bore through the Earth's surface, acting as a faster, cheaper, and simpler alternative to offshore rigs.

In 2025, global production of onshore drilling rigs is projected to reach 486 units, with an average price of \$9.84 million per unit and an average gross margin of 22.8%.

From the perspective of the supply landscape, global manufacturers of onshore drilling rigs can be categorized into three groups. The first group consists of international enterprises specializing in high-end onshore rigs and automation systems—such as NOV, Drillmec, Bentec, and Herrenknecht Vertical. Their core strengths lie in advanced AC electric drive systems, automation capabilities, pipe handling technologies, expertise in extreme operating environments, and custom engineering solutions. The second group comprises large-scale Chinese manufacturers of complete oil and gas equipment packages—including Honghua, BOMCO, Jereh, Kerui, RG Petro-Machinery, and SJ Petroleum Machinery. Their competitive advantages stem from integrated manufacturing capabilities, price competitiveness, extensive experience with desert, deep-well, and mobile drilling rigs, and their ability to execute deliveries within the 'Belt and Road' markets. The third group consists of regional manufacturers of mobile rigs and oilfield equipment—such as UPET, Loadcraft, and Dragon. These companies primarily focus on mobile rigs, small-to-medium power rigs, dual-purpose workover/drilling equipment, and catering to specific regional oil and gas markets.

Regarding the demand structure, the market for onshore drilling rigs is primarily driven by factors such as oil and gas capital expenditures, fluctuations in oil and natural gas prices, the pace of shale gas and tight oil/gas development, investments in deep and ultra-deep wells in the Middle East and China, rig fleet modernization in North America, the expansion of deep geothermal drilling projects, and the phasing out of aging mechanical drilling rigs. For 2025, the global onshore drilling rig market does not follow a simplistic 'more new wells equal more rig shipments' logic; this is because a significant portion of drilling demand is met by existing rig fleets and the assets of drilling contractors. Consequently, demand for new rigs from Original Equipment Manufacturers (OEMs) is driven primarily by the need for new drilling capacity, the replacement of aging rigs, regional market expansion, automation upgrades, and projects situated in specialized or challenging environments. Westwood, a firm that continuously tracks global onshore drilling activity, notes that this industry operates under two distinct statistical frameworks: one pertaining to equipment manufacturing and the other to actual drilling operations.

From a technological standpoint, the future trajectory for onshore drilling rigs involves a shift toward electric drive systems, automation, enhanced mobility (fast-moving capabilities), reduced reliance on manual labor, and increased capacity for deep-well drilling. While traditional mechanical rigs remain suitable for certain low-cost shallow-well applications and specific regional markets, newly constructed high-end rigs are increasingly incorporating advanced features such as AC Variable Frequency Drive (VFD) systems, automated drill feed mechanisms, top drives, automated pipe handling systems, power catwalks, iron roughnecks, rig walking systems, centralized driller's cabins, and digital monitoring and control systems. According to Drillmec's specifications, its land rigs cover a hook-load range of 60 to 907 tons and encompass various types, including conventional, swing-lift, slingshot, mobile, automatic hydraulic, and STRIKER models. Jereh's skid-mounted rigs are designed to handle drilling depths ranging from 4,000 to 9,000 meters. Meanwhile, BOMCO has unveiled a 6,000 HP automated rig specifically engineered for ultra-deep well applications—reaching depths of 10,000 meters or more—within the Chinese market.

In terms of the competitive landscape, the land rig manufacturing industry does not compete solely on low pricing; rather, success hinges on a combination of 'drilling depth capability + reliability + relocation efficiency + automation + after-sales support.' North American shale plays prioritize rapid relocation, walking/cluster drilling operations, automation, and high mechanical utilization rates. The Middle East and Central Asia emphasize reliability under high-temperature desert conditions, deep-well capabilities, and long-term contract stability. China focuses on deep-earth engineering, shale gas

development, the localization of equipment to replace imports, and ultra-deep well capabilities. Certain European markets, conversely, are more closely tied to geothermal energy projects as well as low-noise, low-emission urban drilling operations. Data from Herrenknecht Vertical indicates that its rigs are suitable for both oil/gas and geothermal wells, reaching depths of up to 8,000 meters; similarly, Westwood has reported the deployment of its B18 rig in a geothermal well project in France. These examples demonstrate that deep geothermal drilling is emerging as a new frontier for growth among select land rig manufacturers.

Regarding industry prospects, the land rig sector belongs to a category of capital-intensive equipment industries characterized by strong cyclicalities and infrequent procurement cycles; consequently, its growth trajectory is unlikely to be as smooth or linear as that of consumables or outsourced services. In the short term, rig orders are significantly influenced by fluctuations in oil and natural gas prices, E&P (exploration and production) capital expenditures, and geopolitical developments. Medium-to-long-term opportunities stem from increased production efforts in the Middle East, ultra-deep well and shale gas development in China, the replacement of aging rig fleets in North America, deep geothermal drilling projects, safety-focused automation retrofits, and the adoption of low-emission electric drive systems. Key risks include delays in drilling capital expenditures triggered by declining oil prices, rising idle rates among existing rig fleets, volatility in orders for new rigs, the growing in-house modification capabilities of drilling contractors, and the potential disruption to global pricing structures caused by the influx of low-cost equipment from China. Over the long term, manufacturers possessing deep/ultra-deep well engineering expertise, a global service network, advanced automation control systems, modular delivery capabilities, and robust after-sales support will be best positioned to sustain their competitive advantages.

This report studies the global Onshore Drilling Rig production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Onshore Drilling Rig 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 Onshore Drilling Rig that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Onshore Drilling Rig total production and demand, 2021-2032, (Units)

Global Onshore Drilling Rig total production value, 2021-2032, (USD Million)

Global Onshore Drilling Rig production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Units), (based on production site)

Global Onshore Drilling Rig consumption by region & country, CAGR, 2021-2032 & (Units)

U.S. VS China: Onshore Drilling Rig domestic production, consumption, key domestic manufacturers and share

Global Onshore Drilling Rig production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Units)

Global Onshore Drilling Rig production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Units)

Global Onshore Drilling Rig production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Units)

This report profiles key players in the global Onshore Drilling Rig market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include NOV Inc., Drillmec S.p.A., Bentec GmbH Drilling & Oilfield Systems, Herrenknecht Vertical GmbH, UPET S.A., Loadcraft Industries, Ltd., Dragon Products, LLC, Honghua Group Limited, Baoji Oilfield Machinery Co., Ltd., Jereh Group, 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 Onshore Drilling Rig market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Units) and average price (US\$/Unit) by manufacturer, by Type, 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 Onshore Drilling Rig Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Onshore Drilling Rig Market, Segmentation by Type:

Skid-mounted Land Rig

Truck-mounted Drilling Rig

Trailer-mounted Drilling Rig

Walking Land Rig

Pad Drilling Rig

#### Global Onshore Drilling Rig Market, Segmentation by Rated Power:

Below 750HP

750–1,000HP

1,001–1,500HP

1,501–2,000HP

2,001–3,000HP

Above 3,000HP

### Global Onshore Drilling Rig Market, Segmentation by Drilling Depth Capacity:

Below 3,000m

3,000–4,500m

4,501–6,000m

6,001–8,000m

8,001–10,000m

Above 10,000m

### Global Onshore Drilling Rig Market, Segmentation by Application:

Conventional Oil Drilling

Conventional Gas Drilling

Shale Gas Drilling

Tight Oil and Gas Drilling

Coalbed Methane Drilling

Other

### Companies Profiled:

NOV Inc.

Drillmec S.p.A.

Bentec GmbH Drilling & Oilfield Systems

Herrenknecht Vertical GmbH

UPET S.A.

Loadcraft Industries, Ltd.

Dragon Products, LLC

Honghua Group Limited

Baoji Oilfield Machinery Co., Ltd.

Jereh Group

Shandong Kerui Petroleum & Gas Equipment Co., Ltd.

RG Petro-Machinery (Group) Co., Ltd.

SJ Petroleum Machinery Co.

China Petroleum Technology & Development Corporation

Jereh Petroleum Equipment & Technologies Co., Ltd.

KERUI Petroleum & Gas

#### Key Questions Answered:

1. How big is the global Onshore Drilling Rig market?
2. What is the demand of the global Onshore Drilling Rig market?
3. What is the year over year growth of the global Onshore Drilling Rig market?
4. What is the production and production value of the global Onshore Drilling Rig market?
5. Who are the key producers in the global Onshore Drilling Rig market?
6. What are the growth factors driving the market demand?

## Contents

### 1 SUPPLY SUMMARY

- 1.1 Onshore Drilling Rig Introduction
- 1.2 World Onshore Drilling Rig Supply & Forecast
  - 1.2.1 World Onshore Drilling Rig Production Value (2021 & 2025 & 2032)
  - 1.2.2 World Onshore Drilling Rig Production (2021-2032)
  - 1.2.3 World Onshore Drilling Rig Pricing Trends (2021-2032)
- 1.3 World Onshore Drilling Rig Production by Region (Based on Production Site)
  - 1.3.1 World Onshore Drilling Rig Production Value by Region (2021-2032)
  - 1.3.2 World Onshore Drilling Rig Production by Region (2021-2032)
  - 1.3.3 World Onshore Drilling Rig Average Price by Region (2021-2032)
  - 1.3.4 North America Onshore Drilling Rig Production (2021-2032)
  - 1.3.5 Europe Onshore Drilling Rig Production (2021-2032)
  - 1.3.6 China Onshore Drilling Rig Production (2021-2032)
  - 1.3.7 Japan Onshore Drilling Rig Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
  - 1.4.1 Onshore Drilling Rig Market Drivers
  - 1.4.2 Factors Affecting Demand
  - 1.4.3 Onshore Drilling Rig Major Market Trends

### 2 DEMAND SUMMARY

- 2.1 World Onshore Drilling Rig Demand (2021-2032)
- 2.2 World Onshore Drilling Rig Consumption by Region
  - 2.2.1 World Onshore Drilling Rig Consumption by Region (2021-2026)
  - 2.2.2 World Onshore Drilling Rig Consumption Forecast by Region (2027-2032)
- 2.3 United States Onshore Drilling Rig Consumption (2021-2032)
- 2.4 China Onshore Drilling Rig Consumption (2021-2032)
- 2.5 Europe Onshore Drilling Rig Consumption (2021-2032)
- 2.6 Japan Onshore Drilling Rig Consumption (2021-2032)
- 2.7 South Korea Onshore Drilling Rig Consumption (2021-2032)
- 2.8 ASEAN Onshore Drilling Rig Consumption (2021-2032)
- 2.9 India Onshore Drilling Rig Consumption (2021-2032)

### 3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Onshore Drilling Rig Production Value by Manufacturer (2021-2026)

- 3.2 World Onshore Drilling Rig Production by Manufacturer (2021-2026)
- 3.3 World Onshore Drilling Rig Average Price by Manufacturer (2021-2026)
- 3.4 Onshore Drilling Rig Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
  - 3.5.1 Global Onshore Drilling Rig Industry Rank of Major Manufacturers
  - 3.5.2 Global Concentration Ratios (CR4) for Onshore Drilling Rig in 2025
  - 3.5.3 Global Concentration Ratios (CR8) for Onshore Drilling Rig in 2025
- 3.6 Onshore Drilling Rig Market: Overall Company Footprint Analysis
  - 3.6.1 Onshore Drilling Rig Market: Region Footprint
  - 3.6.2 Onshore Drilling Rig Market: Company Product Type Footprint
  - 3.6.3 Onshore Drilling Rig Market: Company Product Application Footprint
- 3.7 Competitive Environment
  - 3.7.1 Historical Structure of the Industry
  - 3.7.2 Barriers of Market Entry
  - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

## **4 UNITED STATES VS CHINA VS REST OF THE WORLD**

- 4.1 United States VS China: Onshore Drilling Rig Production Value Comparison
  - 4.1.1 United States VS China: Onshore Drilling Rig Production Value Comparison (2021 & 2025 & 2032)
  - 4.1.2 United States VS China: Onshore Drilling Rig Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Onshore Drilling Rig Production Comparison
  - 4.2.1 United States VS China: Onshore Drilling Rig Production Comparison (2021 & 2025 & 2032)
  - 4.2.2 United States VS China: Onshore Drilling Rig Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Onshore Drilling Rig Consumption Comparison
  - 4.3.1 United States VS China: Onshore Drilling Rig Consumption Comparison (2021 & 2025 & 2032)
  - 4.3.2 United States VS China: Onshore Drilling Rig Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Onshore Drilling Rig Manufacturers and Market Share, 2021-2026
  - 4.4.1 United States Based Onshore Drilling Rig Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Onshore Drilling Rig Production Value (2021-2026)

4.4.3 United States Based Manufacturers Onshore Drilling Rig Production (2021-2026)

4.5 China Based Onshore Drilling Rig Manufacturers and Market Share

4.5.1 China Based Onshore Drilling Rig Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Onshore Drilling Rig Production Value (2021-2026)

4.5.3 China Based Manufacturers Onshore Drilling Rig Production (2021-2026)

4.6 Rest of World Based Onshore Drilling Rig Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Onshore Drilling Rig Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Onshore Drilling Rig Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Onshore Drilling Rig Production (2021-2026)

## **5 MARKET ANALYSIS BY TYPE**

5.1 World Onshore Drilling Rig Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Skid-mounted Land Rig

5.2.2 Truck-mounted Drilling Rig

5.2.3 Trailer-mounted Drilling Rig

5.2.4 Walking Land Rig

5.2.5 Pad Drilling Rig

5.3 Market Segment by Type

5.3.1 World Onshore Drilling Rig Production by Type (2021-2032)

5.3.2 World Onshore Drilling Rig Production Value by Type (2021-2032)

5.3.3 World Onshore Drilling Rig Average Price by Type (2021-2032)

## **6 MARKET ANALYSIS BY RATED POWER**

6.1 World Onshore Drilling Rig Market Size Overview by Rated Power: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Rated Power

6.2.1 Below 750HP

6.2.2 750–1,000HP

6.2.3 1,001–1,500HP

6.2.4 1,501–2,000HP

6.2.5 2,001–3,000HP

6.2.6 Above 3,000HP

### 6.3 Market Segment by Rated Power

6.3.1 World Onshore Drilling Rig Production by Rated Power (2021-2032)

6.3.2 World Onshore Drilling Rig Production Value by Rated Power (2021-2032)

6.3.3 World Onshore Drilling Rig Average Price by Rated Power (2021-2032)

## 7 MARKET ANALYSIS BY DRILLING DEPTH CAPACITY

7.1 World Onshore Drilling Rig Market Size Overview by Drilling Depth Capacity: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Drilling Depth Capacity

7.2.1 Below 3,000m

7.2.2 3,000–4,500m

7.2.3 4,501–6,000m

7.2.4 6,001–8,000m

7.2.5 8,001–10,000m

7.2.6 Above 10,000m

7.3 Market Segment by Drilling Depth Capacity

7.3.1 World Onshore Drilling Rig Production by Drilling Depth Capacity (2021-2032)

7.3.2 World Onshore Drilling Rig Production Value by Drilling Depth Capacity (2021-2032)

7.3.3 World Onshore Drilling Rig Average Price by Drilling Depth Capacity (2021-2032)

## 8 MARKET ANALYSIS BY APPLICATION

8.1 World Onshore Drilling Rig Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Conventional Oil Drilling

8.2.2 Conventional Gas Drilling

8.2.3 Shale Gas Drilling

8.2.4 Tight Oil and Gas Drilling

8.2.5 Coalbed Methane Drilling

8.2.6 Other

8.3 Market Segment by Application

8.3.1 World Onshore Drilling Rig Production by Application (2021-2032)

8.3.2 World Onshore Drilling Rig Production Value by Application (2021-2032)

8.3.3 World Onshore Drilling Rig Average Price by Application (2021-2032)

## 9 COMPANY PROFILES

### 9.1 NOV Inc.

9.1.1 NOV Inc. Details

9.1.2 NOV Inc. Major Business

9.1.3 NOV Inc. Onshore Drilling Rig Product and Services

9.1.4 NOV Inc. Onshore Drilling Rig Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.1.5 NOV Inc. Recent Developments/Updates

9.1.6 NOV Inc. Competitive Strengths & Weaknesses

### 9.2 Drillmec S.p.A.

9.2.1 Drillmec S.p.A. Details

9.2.2 Drillmec S.p.A. Major Business

9.2.3 Drillmec S.p.A. Onshore Drilling Rig Product and Services

9.2.4 Drillmec S.p.A. Onshore Drilling Rig Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.2.5 Drillmec S.p.A. Recent Developments/Updates

9.2.6 Drillmec S.p.A. Competitive Strengths & Weaknesses

### 9.3 Bentec GmbH Drilling & Oilfield Systems

9.3.1 Bentec GmbH Drilling & Oilfield Systems Details

9.3.2 Bentec GmbH Drilling & Oilfield Systems Major Business

9.3.3 Bentec GmbH Drilling & Oilfield Systems Onshore Drilling Rig Product and Services

9.3.4 Bentec GmbH Drilling & Oilfield Systems Onshore Drilling Rig Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.3.5 Bentec GmbH Drilling & Oilfield Systems Recent Developments/Updates

9.3.6 Bentec GmbH Drilling & Oilfield Systems Competitive Strengths & Weaknesses

### 9.4 Herrenknecht Vertical GmbH

9.4.1 Herrenknecht Vertical GmbH Details

9.4.2 Herrenknecht Vertical GmbH Major Business

9.4.3 Herrenknecht Vertical GmbH Onshore Drilling Rig Product and Services

9.4.4 Herrenknecht Vertical GmbH Onshore Drilling Rig Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.4.5 Herrenknecht Vertical GmbH Recent Developments/Updates

9.4.6 Herrenknecht Vertical GmbH Competitive Strengths & Weaknesses

### 9.5 UPET S.A.

9.5.1 UPET S.A. Details

9.5.2 UPET S.A. Major Business

- 9.5.3 UPET S.A. Onshore Drilling Rig Product and Services
- 9.5.4 UPET S.A. Onshore Drilling Rig Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.5.5 UPET S.A. Recent Developments/Updates
- 9.5.6 UPET S.A. Competitive Strengths & Weaknesses
- 9.6 Loadcraft Industries, Ltd.
  - 9.6.1 Loadcraft Industries, Ltd. Details
  - 9.6.2 Loadcraft Industries, Ltd. Major Business
  - 9.6.3 Loadcraft Industries, Ltd. Onshore Drilling Rig Product and Services
  - 9.6.4 Loadcraft Industries, Ltd. Onshore Drilling Rig Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.6.5 Loadcraft Industries, Ltd. Recent Developments/Updates
  - 9.6.6 Loadcraft Industries, Ltd. Competitive Strengths & Weaknesses
- 9.7 Dragon Products, LLC
  - 9.7.1 Dragon Products, LLC Details
  - 9.7.2 Dragon Products, LLC Major Business
  - 9.7.3 Dragon Products, LLC Onshore Drilling Rig Product and Services
  - 9.7.4 Dragon Products, LLC Onshore Drilling Rig Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.7.5 Dragon Products, LLC Recent Developments/Updates
  - 9.7.6 Dragon Products, LLC Competitive Strengths & Weaknesses
- 9.8 Honghua Group Limited
  - 9.8.1 Honghua Group Limited Details
  - 9.8.2 Honghua Group Limited Major Business
  - 9.8.3 Honghua Group Limited Onshore Drilling Rig Product and Services
  - 9.8.4 Honghua Group Limited Onshore Drilling Rig Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.8.5 Honghua Group Limited Recent Developments/Updates
  - 9.8.6 Honghua Group Limited Competitive Strengths & Weaknesses
- 9.9 Baoji Oilfield Machinery Co., Ltd.
  - 9.9.1 Baoji Oilfield Machinery Co., Ltd. Details
  - 9.9.2 Baoji Oilfield Machinery Co., Ltd. Major Business
  - 9.9.3 Baoji Oilfield Machinery Co., Ltd. Onshore Drilling Rig Product and Services
  - 9.9.4 Baoji Oilfield Machinery Co., Ltd. Onshore Drilling Rig Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.9.5 Baoji Oilfield Machinery Co., Ltd. Recent Developments/Updates
  - 9.9.6 Baoji Oilfield Machinery Co., Ltd. Competitive Strengths & Weaknesses
- 9.10 Jereh Group
  - 9.10.1 Jereh Group Details

- 9.10.2 Jereh Group Major Business
- 9.10.3 Jereh Group Onshore Drilling Rig Product and Services
- 9.10.4 Jereh Group Onshore Drilling Rig Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.10.5 Jereh Group Recent Developments/Updates
- 9.10.6 Jereh Group Competitive Strengths & Weaknesses
- 9.11 Shandong Kerui Petroleum & Gas Equipment Co., Ltd.
  - 9.11.1 Shandong Kerui Petroleum & Gas Equipment Co., Ltd. Details
  - 9.11.2 Shandong Kerui Petroleum & Gas Equipment Co., Ltd. Major Business
  - 9.11.3 Shandong Kerui Petroleum & Gas Equipment Co., Ltd. Onshore Drilling Rig Product and Services
  - 9.11.4 Shandong Kerui Petroleum & Gas Equipment Co., Ltd. Onshore Drilling Rig Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.11.5 Shandong Kerui Petroleum & Gas Equipment Co., Ltd. Recent Developments/Updates
  - 9.11.6 Shandong Kerui Petroleum & Gas Equipment Co., Ltd. Competitive Strengths & Weaknesses
- 9.12 RG Petro-Machinery (Group) Co., Ltd.
  - 9.12.1 RG Petro-Machinery (Group) Co., Ltd. Details
  - 9.12.2 RG Petro-Machinery (Group) Co., Ltd. Major Business
  - 9.12.3 RG Petro-Machinery (Group) Co., Ltd. Onshore Drilling Rig Product and Services
  - 9.12.4 RG Petro-Machinery (Group) Co., Ltd. Onshore Drilling Rig Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.12.5 RG Petro-Machinery (Group) Co., Ltd. Recent Developments/Updates
  - 9.12.6 RG Petro-Machinery (Group) Co., Ltd. Competitive Strengths & Weaknesses
- 9.13 SJ Petroleum Machinery Co.
  - 9.13.1 SJ Petroleum Machinery Co. Details
  - 9.13.2 SJ Petroleum Machinery Co. Major Business
  - 9.13.3 SJ Petroleum Machinery Co. Onshore Drilling Rig Product and Services
  - 9.13.4 SJ Petroleum Machinery Co. Onshore Drilling Rig Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.13.5 SJ Petroleum Machinery Co. Recent Developments/Updates
  - 9.13.6 SJ Petroleum Machinery Co. Competitive Strengths & Weaknesses
- 9.14 China Petroleum Technology & Development Corporation
  - 9.14.1 China Petroleum Technology & Development Corporation Details
  - 9.14.2 China Petroleum Technology & Development Corporation Major Business
  - 9.14.3 China Petroleum Technology & Development Corporation Onshore Drilling Rig Product and Services

9.14.4 China Petroleum Technology & Development Corporation Onshore Drilling Rig Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.14.5 China Petroleum Technology & Development Corporation Recent Developments/Updates

9.14.6 China Petroleum Technology & Development Corporation Competitive Strengths & Weaknesses

9.15 Jereh Petroleum Equipment & Technologies Co., Ltd.

9.15.1 Jereh Petroleum Equipment & Technologies Co., Ltd. Details

9.15.2 Jereh Petroleum Equipment & Technologies Co., Ltd. Major Business

9.15.3 Jereh Petroleum Equipment & Technologies Co., Ltd. Onshore Drilling Rig Product and Services

9.15.4 Jereh Petroleum Equipment & Technologies Co., Ltd. Onshore Drilling Rig Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.15.5 Jereh Petroleum Equipment & Technologies Co., Ltd. Recent Developments/Updates

9.15.6 Jereh Petroleum Equipment & Technologies Co., Ltd. Competitive Strengths & Weaknesses

9.16 KERUI Petroleum & Gas

9.16.1 KERUI Petroleum & Gas Details

9.16.2 KERUI Petroleum & Gas Major Business

9.16.3 KERUI Petroleum & Gas Onshore Drilling Rig Product and Services

9.16.4 KERUI Petroleum & Gas Onshore Drilling Rig Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.16.5 KERUI Petroleum & Gas Recent Developments/Updates

9.16.6 KERUI Petroleum & Gas Competitive Strengths & Weaknesses

## **10 INDUSTRY CHAIN ANALYSIS**

10.1 Onshore Drilling Rig Industry Chain

10.2 Onshore Drilling Rig Upstream Analysis

10.2.1 Onshore Drilling Rig Core Raw Materials

10.2.2 Main Manufacturers of Onshore Drilling Rig Core Raw Materials

10.3 Midstream Analysis

10.4 Downstream Analysis

10.5 Onshore Drilling Rig Production Mode

10.6 Onshore Drilling Rig Procurement Model

10.7 Onshore Drilling Rig Industry Sales Model and Sales Channels

10.7.1 Onshore Drilling Rig Sales Model

10.7.2 Onshore Drilling Rig Typical Distributors

## **11 RESEARCH FINDINGS AND CONCLUSION**

## **12 APPENDIX**

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. World Onshore Drilling Rig Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Onshore Drilling Rig Production Value by Region (2021-2026) & (USD Million)

Table 3. World Onshore Drilling Rig Production Value by Region (2027-2032) & (USD Million)

Table 4. World Onshore Drilling Rig Production Value Market Share by Region (2021-2026)

Table 5. World Onshore Drilling Rig Production Value Market Share by Region (2027-2032)

Table 6. World Onshore Drilling Rig Production by Region (2021-2026) & (Units)

Table 7. World Onshore Drilling Rig Production by Region (2027-2032) & (Units)

Table 8. World Onshore Drilling Rig Production Market Share by Region (2021-2026)

Table 9. World Onshore Drilling Rig Production Market Share by Region (2027-2032)

Table 10. World Onshore Drilling Rig Average Price by Region (2021-2026) & (US\$/Unit)

Table 11. World Onshore Drilling Rig Average Price by Region (2027-2032) & (US\$/Unit)

Table 12. Onshore Drilling Rig Major Market Trends

Table 13. World Onshore Drilling Rig Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (Units)

Table 14. World Onshore Drilling Rig Consumption by Region (2021-2026) & (Units)

Table 15. World Onshore Drilling Rig Consumption Forecast by Region (2027-2032) & (Units)

Table 16. World Onshore Drilling Rig Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Onshore Drilling Rig Producers in 2025

Table 18. World Onshore Drilling Rig Production by Manufacturer (2021-2026) & (Units)

Table 19. Production Market Share of Key Onshore Drilling Rig Producers in 2025

Table 20. World Onshore Drilling Rig Average Price by Manufacturer (2021-2026) & (US\$/Unit)

Table 21. Global Onshore Drilling Rig Company Evaluation Quadrant

Table 22. World Onshore Drilling Rig Industry Rank of Major Manufacturers, Based on Production Value in 2025

- Table 23. Head Office and Onshore Drilling Rig Production Site of Key Manufacturer
- Table 24. Onshore Drilling Rig Market: Company Product Type Footprint
- Table 25. Onshore Drilling Rig Market: Company Product Application Footprint
- Table 26. Onshore Drilling Rig Competitive Factors
- Table 27. Onshore Drilling Rig New Entrant and Capacity Expansion Plans
- Table 28. Onshore Drilling Rig Mergers & Acquisitions Activity
- Table 29. United States VS China Onshore Drilling Rig Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 30. United States VS China Onshore Drilling Rig Production Comparison, (2021 & 2025 & 2032) & (Units)
- Table 31. United States VS China Onshore Drilling Rig Consumption Comparison, (2021 & 2025 & 2032) & (Units)
- Table 32. United States Based Onshore Drilling Rig Manufacturers, Headquarters and Production Site (States, Country)
- Table 33. United States Based Manufacturers Onshore Drilling Rig Production Value, (2021-2026) & (USD Million)
- Table 34. United States Based Manufacturers Onshore Drilling Rig Production Value Market Share (2021-2026)
- Table 35. United States Based Manufacturers Onshore Drilling Rig Production (2021-2026) & (Units)
- Table 36. United States Based Manufacturers Onshore Drilling Rig Production Market Share (2021-2026)
- Table 37. China Based Onshore Drilling Rig Manufacturers, Headquarters and Production Site (Province, Country)
- Table 38. China Based Manufacturers Onshore Drilling Rig Production Value, (2021-2026) & (USD Million)
- Table 39. China Based Manufacturers Onshore Drilling Rig Production Value Market Share (2021-2026)
- Table 40. China Based Manufacturers Onshore Drilling Rig Production, (2021-2026) & (Units)
- Table 41. China Based Manufacturers Onshore Drilling Rig Production Market Share (2021-2026)
- Table 42. Rest of World Based Onshore Drilling Rig Manufacturers, Headquarters and Production Site (State, Country)
- Table 43. Rest of World Based Manufacturers Onshore Drilling Rig Production Value, (2021-2026) & (USD Million)
- Table 44. Rest of World Based Manufacturers Onshore Drilling Rig Production Value Market Share (2021-2026)
- Table 45. Rest of World Based Manufacturers Onshore Drilling Rig Production,

(2021-2026) & (Units)

Table 46. Rest of World Based Manufacturers Onshore Drilling Rig Production Market Share (2021-2026)

Table 47. World Onshore Drilling Rig Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Onshore Drilling Rig Production by Type (2021-2026) & (Units)

Table 49. World Onshore Drilling Rig Production by Type (2027-2032) & (Units)

Table 50. World Onshore Drilling Rig Production Value by Type (2021-2026) & (USD Million)

Table 51. World Onshore Drilling Rig Production Value by Type (2027-2032) & (USD Million)

Table 52. World Onshore Drilling Rig Average Price by Type (2021-2026) & (US\$/Unit)

Table 53. World Onshore Drilling Rig Average Price by Type (2027-2032) & (US\$/Unit)

Table 54. World Onshore Drilling Rig Production Value by Rated Power, (USD Million), 2021 & 2025 & 2032

Table 55. World Onshore Drilling Rig Production by Rated Power (2021-2026) & (Units)

Table 56. World Onshore Drilling Rig Production by Rated Power (2027-2032) & (Units)

Table 57. World Onshore Drilling Rig Production Value by Rated Power (2021-2026) & (USD Million)

Table 58. World Onshore Drilling Rig Production Value by Rated Power (2027-2032) & (USD Million)

Table 59. World Onshore Drilling Rig Average Price by Rated Power (2021-2026) & (US\$/Unit)

Table 60. World Onshore Drilling Rig Average Price by Rated Power (2027-2032) & (US\$/Unit)

Table 61. World Onshore Drilling Rig Production Value by Drilling Depth Capacity, (USD Million), 2021 & 2025 & 2032

Table 62. World Onshore Drilling Rig Production by Drilling Depth Capacity (2021-2026) & (Units)

Table 63. World Onshore Drilling Rig Production by Drilling Depth Capacity (2027-2032) & (Units)

Table 64. World Onshore Drilling Rig Production Value by Drilling Depth Capacity (2021-2026) & (USD Million)

Table 65. World Onshore Drilling Rig Production Value by Drilling Depth Capacity (2027-2032) & (USD Million)

Table 66. World Onshore Drilling Rig Average Price by Drilling Depth Capacity (2021-2026) & (US\$/Unit)

Table 67. World Onshore Drilling Rig Average Price by Drilling Depth Capacity (2027-2032) & (US\$/Unit)

Table 68. World Onshore Drilling Rig Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World Onshore Drilling Rig Production by Application (2021-2026) & (Units)

Table 70. World Onshore Drilling Rig Production by Application (2027-2032) & (Units)

Table 71. World Onshore Drilling Rig Production Value by Application (2021-2026) & (USD Million)

Table 72. World Onshore Drilling Rig Production Value by Application (2027-2032) & (USD Million)

Table 73. World Onshore Drilling Rig Average Price by Application (2021-2026) & (US\$/Unit)

Table 74. World Onshore Drilling Rig Average Price by Application (2027-2032) & (US\$/Unit)

Table 75. NOV Inc. Basic Information, Manufacturing Base and Competitors

Table 76. NOV Inc. Major Business

Table 77. NOV Inc. Onshore Drilling Rig Product and Services

Table 78. NOV Inc. Onshore Drilling Rig Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. NOV Inc. Recent Developments/Updates

Table 80. NOV Inc. Competitive Strengths & Weaknesses

Table 81. Drillemec S.p.A. Basic Information, Manufacturing Base and Competitors

Table 82. Drillemec S.p.A. Major Business

Table 83. Drillemec S.p.A. Onshore Drilling Rig Product and Services

Table 84. Drillemec S.p.A. Onshore Drilling Rig Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. Drillemec S.p.A. Recent Developments/Updates

Table 86. Drillemec S.p.A. Competitive Strengths & Weaknesses

Table 87. Bentec GmbH Drilling & Oilfield Systems Basic Information, Manufacturing Base and Competitors

Table 88. Bentec GmbH Drilling & Oilfield Systems Major Business

Table 89. Bentec GmbH Drilling & Oilfield Systems Onshore Drilling Rig Product and Services

Table 90. Bentec GmbH Drilling & Oilfield Systems Onshore Drilling Rig Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 91. Bentec GmbH Drilling & Oilfield Systems Recent Developments/Updates

Table 92. Bentec GmbH Drilling & Oilfield Systems Competitive Strengths & Weaknesses

Table 93. Herrenknecht Vertical GmbH Basic Information, Manufacturing Base and Competitors

- Table 94. Herrenknecht Vertical GmbH Major Business
- Table 95. Herrenknecht Vertical GmbH Onshore Drilling Rig Product and Services
- Table 96. Herrenknecht Vertical GmbH Onshore Drilling Rig Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 97. Herrenknecht Vertical GmbH Recent Developments/Updates
- Table 98. Herrenknecht Vertical GmbH Competitive Strengths & Weaknesses
- Table 99. UPET S.A. Basic Information, Manufacturing Base and Competitors
- Table 100. UPET S.A. Major Business
- Table 101. UPET S.A. Onshore Drilling Rig Product and Services
- Table 102. UPET S.A. Onshore Drilling Rig Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 103. UPET S.A. Recent Developments/Updates
- Table 104. UPET S.A. Competitive Strengths & Weaknesses
- Table 105. Loadcraft Industries, Ltd. Basic Information, Manufacturing Base and Competitors
- Table 106. Loadcraft Industries, Ltd. Major Business
- Table 107. Loadcraft Industries, Ltd. Onshore Drilling Rig Product and Services
- Table 108. Loadcraft Industries, Ltd. Onshore Drilling Rig Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 109. Loadcraft Industries, Ltd. Recent Developments/Updates
- Table 110. Loadcraft Industries, Ltd. Competitive Strengths & Weaknesses
- Table 111. Dragon Products, LLC Basic Information, Manufacturing Base and Competitors
- Table 112. Dragon Products, LLC Major Business
- Table 113. Dragon Products, LLC Onshore Drilling Rig Product and Services
- Table 114. Dragon Products, LLC Onshore Drilling Rig Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 115. Dragon Products, LLC Recent Developments/Updates
- Table 116. Dragon Products, LLC Competitive Strengths & Weaknesses
- Table 117. Honghua Group Limited Basic Information, Manufacturing Base and Competitors
- Table 118. Honghua Group Limited Major Business
- Table 119. Honghua Group Limited Onshore Drilling Rig Product and Services
- Table 120. Honghua Group Limited Onshore Drilling Rig Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

- Table 121. Honghua Group Limited Recent Developments/Updates
- Table 122. Honghua Group Limited Competitive Strengths & Weaknesses
- Table 123. Baoji Oilfield Machinery Co., Ltd. Basic Information, Manufacturing Base and Competitors
- Table 124. Baoji Oilfield Machinery Co., Ltd. Major Business
- Table 125. Baoji Oilfield Machinery Co., Ltd. Onshore Drilling Rig Product and Services
- Table 126. Baoji Oilfield Machinery Co., Ltd. Onshore Drilling Rig Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 127. Baoji Oilfield Machinery Co., Ltd. Recent Developments/Updates
- Table 128. Baoji Oilfield Machinery Co., Ltd. Competitive Strengths & Weaknesses
- Table 129. Jereh Group Basic Information, Manufacturing Base and Competitors
- Table 130. Jereh Group Major Business
- Table 131. Jereh Group Onshore Drilling Rig Product and Services
- Table 132. Jereh Group Onshore Drilling Rig Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 133. Jereh Group Recent Developments/Updates
- Table 134. Jereh Group Competitive Strengths & Weaknesses
- Table 135. Shandong Kerui Petroleum & Gas Equipment Co., Ltd. Basic Information, Manufacturing Base and Competitors
- Table 136. Shandong Kerui Petroleum & Gas Equipment Co., Ltd. Major Business
- Table 137. Shandong Kerui Petroleum & Gas Equipment Co., Ltd. Onshore Drilling Rig Product and Services
- Table 138. Shandong Kerui Petroleum & Gas Equipment Co., Ltd. Onshore Drilling Rig Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 139. Shandong Kerui Petroleum & Gas Equipment Co., Ltd. Recent Developments/Updates
- Table 140. Shandong Kerui Petroleum & Gas Equipment Co., Ltd. Competitive Strengths & Weaknesses
- Table 141. RG Petro-Machinery (Group) Co., Ltd. Basic Information, Manufacturing Base and Competitors
- Table 142. RG Petro-Machinery (Group) Co., Ltd. Major Business
- Table 143. RG Petro-Machinery (Group) Co., Ltd. Onshore Drilling Rig Product and Services
- Table 144. RG Petro-Machinery (Group) Co., Ltd. Onshore Drilling Rig Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 145. RG Petro-Machinery (Group) Co., Ltd. Recent Developments/Updates

Table 146. RG Petro-Machinery (Group) Co., Ltd. Competitive Strengths & Weaknesses

Table 147. SJ Petroleum Machinery Co. Basic Information, Manufacturing Base and Competitors

Table 148. SJ Petroleum Machinery Co. Major Business

Table 149. SJ Petroleum Machinery Co. Onshore Drilling Rig Product and Services

Table 150. SJ Petroleum Machinery Co. Onshore Drilling Rig Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 151. SJ Petroleum Machinery Co. Recent Developments/Updates

Table 152. SJ Petroleum Machinery Co. Competitive Strengths & Weaknesses

Table 153. China Petroleum Technology & Development Corporation Basic Information, Manufacturing Base and Competitors

Table 154. China Petroleum Technology & Development Corporation Major Business

Table 155. China Petroleum Technology & Development Corporation Onshore Drilling Rig Product and Services

Table 156. China Petroleum Technology & Development Corporation Onshore Drilling Rig Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 157. China Petroleum Technology & Development Corporation Recent Developments/Updates

Table 158. China Petroleum Technology & Development Corporation Competitive Strengths & Weaknesses

Table 159. Jereh Petroleum Equipment & Technologies Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 160. Jereh Petroleum Equipment & Technologies Co., Ltd. Major Business

Table 161. Jereh Petroleum Equipment & Technologies Co., Ltd. Onshore Drilling Rig Product and Services

Table 162. Jereh Petroleum Equipment & Technologies Co., Ltd. Onshore Drilling Rig Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 163. Jereh Petroleum Equipment & Technologies Co., Ltd. Recent Developments/Updates

Table 164. Jereh Petroleum Equipment & Technologies Co., Ltd. Competitive Strengths & Weaknesses

Table 165. KERUI Petroleum & Gas Basic Information, Manufacturing Base and Competitors

Table 166. KERUI Petroleum & Gas Major Business

Table 167. KERUI Petroleum & Gas Onshore Drilling Rig Product and Services

Table 168. KERUI Petroleum & Gas Onshore Drilling Rig Production (Units), Price

(US\$/Unit), Production Value (USD Million), Gross Margin and Market Share  
(2021-2026)

Table 169. KERUI Petroleum & Gas Recent Developments/Updates

Table 170. KERUI Petroleum & Gas Competitive Strengths & Weaknesses

Table 171. Global Key Players of Onshore Drilling Rig Upstream (Raw Materials)

Table 172. Global Onshore Drilling Rig Typical Customers

Table 173. Onshore Drilling Rig Typical Distributors

## List Of Figures

### LIST OF FIGURES

Figure 1. Onshore Drilling Rig Picture

Figure 2. World Onshore Drilling Rig Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Onshore Drilling Rig Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Onshore Drilling Rig Production (2021-2032) & (Units)

Figure 5. World Onshore Drilling Rig Average Price (2021-2032) & (US\$/Unit)

Figure 6. World Onshore Drilling Rig Production Value Market Share by Region (2021-2032)

Figure 7. World Onshore Drilling Rig Production Market Share by Region (2021-2032)

Figure 8. North America Onshore Drilling Rig Production (2021-2032) & (Units)

Figure 9. Europe Onshore Drilling Rig Production (2021-2032) & (Units)

Figure 10. China Onshore Drilling Rig Production (2021-2032) & (Units)

Figure 11. Japan Onshore Drilling Rig Production (2021-2032) & (Units)

Figure 12. Onshore Drilling Rig Market Drivers

Figure 13. Factors Affecting Demand

Figure 14. World Onshore Drilling Rig Consumption (2021-2032) & (Units)

Figure 15. World Onshore Drilling Rig Consumption Market Share by Region (2021-2032)

Figure 16. United States Onshore Drilling Rig Consumption (2021-2032) & (Units)

Figure 17. China Onshore Drilling Rig Consumption (2021-2032) & (Units)

Figure 18. Europe Onshore Drilling Rig Consumption (2021-2032) & (Units)

Figure 19. Japan Onshore Drilling Rig Consumption (2021-2032) & (Units)

Figure 20. South Korea Onshore Drilling Rig Consumption (2021-2032) & (Units)

Figure 21. ASEAN Onshore Drilling Rig Consumption (2021-2032) & (Units)

Figure 22. India Onshore Drilling Rig Consumption (2021-2032) & (Units)

Figure 23. Producer Shipments of Onshore Drilling Rig by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 24. Global Four-firm Concentration Ratios (CR4) for Onshore Drilling Rig Markets in 2025

Figure 25. Global Four-firm Concentration Ratios (CR8) for Onshore Drilling Rig Markets in 2025

Figure 26. United States VS China: Onshore Drilling Rig Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: Onshore Drilling Rig Production Market Share

Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Onshore Drilling Rig Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States Based Manufacturers Onshore Drilling Rig Production Market Share 2025

Figure 30. China Based Manufacturers Onshore Drilling Rig Production Market Share 2025

Figure 31. Rest of World Based Manufacturers Onshore Drilling Rig Production Market Share 2025

Figure 32. World Onshore Drilling Rig Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 33. World Onshore Drilling Rig Production Value Market Share by Type in 2025

Figure 34. Skid-mounted Land Rig

Figure 35. Truck-mounted Drilling Rig

Figure 36. Trailer-mounted Drilling Rig

Figure 37. Walking Land Rig

Figure 38. Pad Drilling Rig

Figure 39. World Onshore Drilling Rig Production Market Share by Type (2021-2032)

Figure 40. World Onshore Drilling Rig Production Value Market Share by Type (2021-2032)

Figure 41. World Onshore Drilling Rig Average Price by Type (2021-2032) & (US\$/Unit)

Figure 42. World Onshore Drilling Rig Production Value by Rated Power, (USD Million), 2021 & 2025 & 2032

Figure 43. World Onshore Drilling Rig Production Value Market Share by Rated Power in 2025

Figure 44. Below 750HP

Figure 45. 750–1,000HP

Figure 46. 1,001–1,500HP

Figure 47. 1,501–2,000HP

Figure 48. 2,001–3,000HP

Figure 49. Above 3,000HP

Figure 50. World Onshore Drilling Rig Production Market Share by Rated Power (2021-2032)

Figure 51. World Onshore Drilling Rig Production Value Market Share by Rated Power (2021-2032)

Figure 52. World Onshore Drilling Rig Average Price by Rated Power (2021-2032) & (US\$/Unit)

Figure 53. World Onshore Drilling Rig Production Value by Drilling Depth Capacity, (USD Million), 2021 & 2025 & 2032

Figure 54. World Onshore Drilling Rig Production Value Market Share by Drilling Depth Capacity in 2025

Figure 55. Below 3,000m

Figure 56. 3,000–4,500m

Figure 57. 4,501–6,000m

Figure 58. 6,001–8,000m

Figure 59. 8,001–10,000m

Figure 60. Above 10,000m

Figure 61. World Onshore Drilling Rig Production Market Share by Drilling Depth Capacity (2021-2032)

Figure 62. World Onshore Drilling Rig Production Value Market Share by Drilling Depth Capacity (2021-2032)

Figure 63. World Onshore Drilling Rig Average Price by Drilling Depth Capacity (2021-2032) & (US\$/Unit)

Figure 64. World Onshore Drilling Rig Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 65. World Onshore Drilling Rig Production Value Market Share by Application in 2025

Figure 66. Conventional Oil Drilling

Figure 67. Conventional Gas Drilling

Figure 68. Shale Gas Drilling

Figure 69. Tight Oil and Gas Drilling

Figure 70. Coalbed Methane Drilling

Figure 71. Other

Figure 72. World Onshore Drilling Rig Production Market Share by Application (2021-2032)

Figure 73. World Onshore Drilling Rig Production Value Market Share by Application (2021-2032)

Figure 74. World Onshore Drilling Rig Average Price by Application (2021-2032) & (US\$/Unit)

Figure 75. Onshore Drilling Rig Industry Chain

Figure 76. Onshore Drilling Rig Procurement Model

Figure 77. Onshore Drilling Rig Sales Model

Figure 78. Onshore Drilling Rig Sales Channels, Direct Sales, and Distribution

Figure 79. Methodology

Figure 80. Research Process and Data Source

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