

South & Central America Drilling Services Market by Service Type (Drilling Waste Management, Contract Drilling, Logging While Drilling, and Directional Drilling), by Application (Onshore & Offshore) & by Country – Regional Trends & Forecasts to 2019

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Abstracts

In this report, the drilling services market is segmented on the basis of its applications, services, types, and countries. The drilling services market has been segmented into South & Central America countries, such as Brazil, Venezuela, and Argentina. The market has been further segmented on the basis of types for drilling services such as conventional and rotary steerable systems.

The drilling services market is estimated to grow at a CAGR of 5.8% from 2014 to 2019. The market has been segmented into services, which include contract drilling, directional drilling, LWD, and drilling waste management. In 2014, contract drilling services held the largest market share of 92.7% within the South & Central American drilling services market, followed by directional drilling service.

The report has profiled the leading players of the market along with their developments (new product launches, mergers & acquisitions, expansions and partnerships, agreements, collaborations, and joint ventures) over the past few years and strategies adopted by them to sustain and strengthen their position in the South & Central America drilling services market. Weatherford International Plc (Ireland), Schlumberger Ltd. (U.S.), and Baker Hughes Inc. (U.S.) are some of the key players engaged in this market.

Reasons to Buy the Report:

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

The report will enrich both the established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help the firms garner a greater market share. Firms that purchase the report could use any one or a combination of five strategies that include market penetration, product development/innovation, market development, market diversification, and competitive assessment to strengthen their market share.

The report provides insights on the following pointers:

Product Analysis and development: Detailed insights on upcoming technologies, research & development activities, and new product launches in the South & Central America drilling services market. Usage pattern/ penetration rate (in-depth trend analysis) of products (segment-wise) and purchasing data

Market Development: Comprehensive information of the lucrative emerging markets. The report analyzes the markets for drilling services across geographies, exploits new distribution channels, a new clientele base, and different pricing policies.

Market Diversification: Exhaustive information of new products, untapped geographies, recent developments, and investment decisions in the drilling services market. Detailed description regarding related and unrelated diversification pertaining to this market.

Competitive Assessment: In-depth assessment of the market shares and company share analysis of the key players forecasted till 2019. Development of business strategies and manufacturing capabilities of leading players that will enhance the bottom line of the companies in the drilling services market.

Product/ Brand Perception Analysis: Comprehensive study of customers' perception and behavior through our inbuilt social connect tool (digital marketing

language) that checks the virality and tonality of blogs.

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