# Industry Name and NAICS Code

This document does the Industry analysis on the following Industry:

Industry Name: Oil and Gas Industry

NAICS Code: 211111

# Industry Overview

The Oil and Gas Industry has gone through multiple changes in past. The Arab countries have mainly been responsible for providing Crude Oil and Natural gases to the world, who have their own oil refineries to produce different petroleum products and gases. In the history, we have seen that the political factors play a major role in the stability of prices of crude oil and gas.

The Industry is mainly driven by Middle East countries, who produce the crude oil and gas from the oil well and sands. The rate at which the supply happens for the Oil decides the price of Oil products in International Markets. The demands of the Oil products, however, does not change drastically, but follows linear pattern, as per the study done by IBIS. It the rate at which supply is done, makes the price of Oil products fluctuate to a great extent. The government regulates the price of oil products in market. The oil product regulatory body has been formed for this purpose.

The top three competitors in the industry are:

1. BP PLC
2. Chevron
3. ConocoPhillips

The total Industry size is approximately $298 billion.

The trends in sales of oil products have increased steadily over the last few years. This is mainly due to increase in demand owing to the fact that more products are relying on energy sources. The products developed by companies need a source of energy, which in most cases are the oil. The marketing strategy prevalent in the industry in focussed on the manufacturers rather than the end users. This is because, the manufacturers mandate use of a certain kind of energy source rather than keeping the end user free to choose an energy source of his choice.

The demand in the industry is not impacted by seasons but are linearly increasing. However, the production rates keep changing, which makes the price fluctuate to a great extent. The recent increase in production of oil has made the price of oil and gas go down drastically.

# INDUSTRY DEVELOPMENTS AND RECENT NEWS

The Oil and Gas Industry has been under development since long. A number of companies have made fortune in the industry. The marked is shared by a number of companies which totals to a whopping $298 billion.

There are three major competitors in the industry, who share the market mostly.

1. BP PLC
2. Chevron
3. ConocoPhillips

In addition to the above companies, the market keeps getting new players, who shares small portion of the revenue in the market.

There has already been a lot of research which is changing the shape of the industry. The recent research on making hydrocarbons burn more efficiently with air is going to change the industry. This innovative finding may reduce the usage of the oil and gas.

The industry is governed by government regulations and impact to a great extent.

# CONSUMER/CLIENT MARKET DATA

The Industry has got lots of consumers. The energy sector is the biggest consumer. The power plants use the oil to great extent. In terms of usage, the following industries are the major consumers of Oil and Gas:

1. Energy
2. Car
3. Aviation

The companies involved in above sectors include the cars manufactured by General Motors, Ford etc. In terms of Energy sector, the sector is run by the government and is the major consumer. All the major airlines in the industry are the big consumers in Aviation Industry, such as American Airlines.

# COMPETITOR INFORMATION

The total revenue of the industry is about $298 billion. This is shared by a number of companies. The top companies in the market share the revenue as follows:

