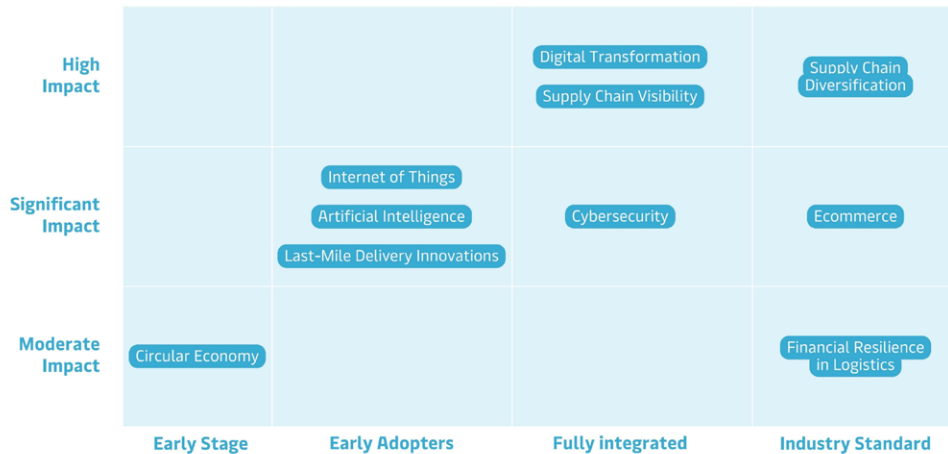


Navigating The Logistics Trend Map

The logistics industry is evolving rapidly, influenced by a multitude of trends. Staying ahead in this dynamic environment requires clarity, focus, and informed decision-making. That's why The Logistics Trend Map was created – a comprehensive guide to the most impactful trends in logistics today.

The Logistics Trend Map identifies the key trends shaping the logistics sector and helps companies better prepare for the coming years, enabling them to prioritise their responses.



How The Logistics Trend Map works

The Logistics Trend Map positions trends along two critical dimensions:

- 1 Impact:** Measures how significantly a trend forces companies to adapt their operations, strategies, or structures.
- 2 Adoption:** Reflects the level of industry integration and the time remaining to take advantage of each trend.

By visualising these dimensions, The Logistics Trend Map empowers businesses to distinguish between emerging opportunities and imminent priorities.

Measuring impact

The trends featured on the map have diverse implications for businesses:

- Moderate Impact:** Trends optimising efficiency and cost-effectiveness.
- Significant Impact:** Opportunities to gain a competitive edge.
- High Impact:** Critical shifts that ensure long-term survival in a changing environment.

Understanding industry adoption

The map also categorises trends based on their stage of adoption:

- Early Stage:** Limited market presence, with a focus on involvement from the research and development department.
- Early Adopters:** Integration into product development, sales, and marketing functions.
- Fully Integrated:** Deployment of operational teams and processes. Immediate action is required to avoid falling behind.
- Industry Standard:** Continuous optimisation to maintain alignment with evolving market norms.

By leveraging The Logistics Trend Map, companies can better prioritise their strategies, ensuring they adapt and thrive.

Explore each trend in the next pages to stay updated on what is in sight.

A research based on data-driven insights

The Logistics Trend Map delivers insights that empower businesses to stay ready in an ever-changing market. Our findings are based on robust data, academic knowledge, and deep industry expertise. Our first-hand insights come from surveying 500+ logistics decision-makers across industries and interviewing industry leaders, futurists, and academics. To identify the trends, we have used advanced AI-driven analytics to explore scientific studies, patents, earnings calls, and startup activities.