



Logistics Tech

Market Research 2025

Now, for tomorrow



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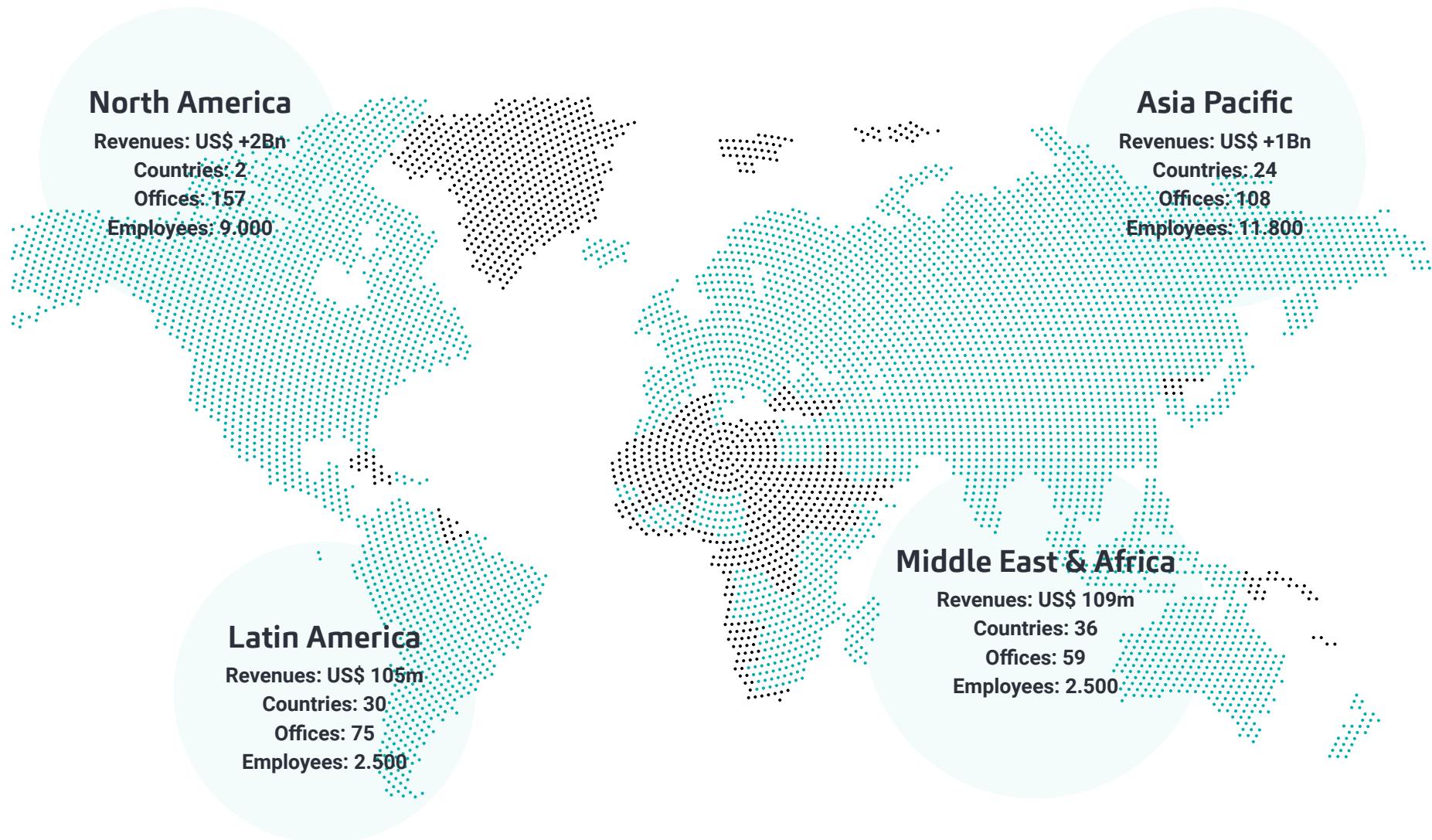
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We offer extensive **corporate** transaction expertise: a cross-cutting approach that encompasses all critical aspects of your business. With a multidisciplinary team, we prepare daily to tackle the most complex challenges and find the best solutions.

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Intro

- **Scope and definition**
- **Feed summary**
- **Size and growth**
- **Geography**
- **Key drivers**
- **Key trends**

Definition and scope

What is included

Logistics Technology (LogTech) refers to the suite of digital solutions and technological advancements designed to enhance the efficiency, visibility, and automation of logistics operations. This segment encompasses **software, platforms, and hardware solutions that optimize freight transportation, warehousing, supply chain management, and last-mile delivery**.

As a critical enabler of digital transformation in the logistics industry, LogTech integrates data-driven decision-making, automation and artificial intelligence (AI) to streamline workflows and reduce operational inefficiencies.

What is not included

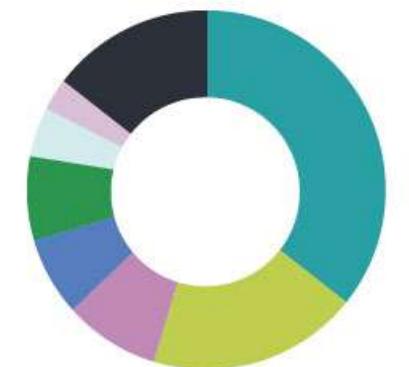
Traditional players like UPS, FedEx, DHL, etc. which were predominantly offline but now have incorporated technology in their business and other offline players.

Y-o-Y Funding

TOTAL FUNDING: \$139B



\$ Funding by Country



United States (35.8%)
China (18.9%)
Singapore (8.5%)
India (7.4%)
Indonesia (7.4%)
United Kingdom (4.5%)
South Korea (3.0%)
Others (14.4%)

Feed Summary

Logistics Technology



This studio covers **Logistics Technology** sector and has been made by Baker Tilly. The goal of this study is to provide a general overview of the Logistics Technology market.



All the data about companies, acquisitions and founding rounds was extracted **in February 2025**. Deals, rounds and companies founded after this date have not been included.

OVERVIEW



28,945
COMPANIES



4,946
FUNDED COMPANIES



\$8.9B
FUNDING IN LAST
2 YEARS



\$139B
FUNDING

TOP COMPANIES



Gojek

Founded in 2010
Indonesia, \$4.7B

Grab

Founded in 2012
Singapore, \$10.4B

DoorDash

Founded in 2013
United Kingdom, \$2.5B

123

IPOs

1032

ACQUISITIONS

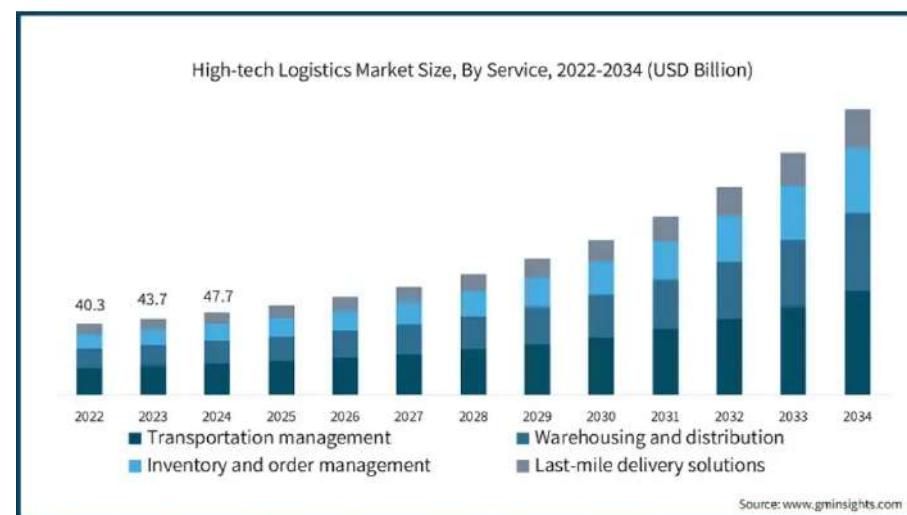
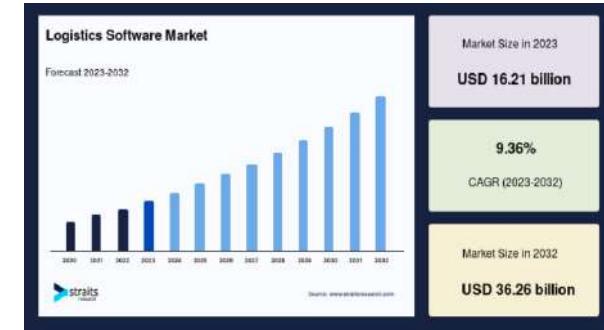
Size + Growth + Trends + Drivers

Market size and growth

The global logistics technology sector is experiencing robust growth, driven by advancements in digital solutions and automation. The digital logistics market was valued at **approximately USD 28.13 billion in 2023**. In 2024 has grown to **USD 32.44 billion in 2024** and **reach USD 120.33 billion by 2032**, exhibiting a compound annual growth rate of **17.8 percent** during the forecast period (**FortuneInsight**). This significant growth is attributed to the increasing adoption of **digital technologies such as artificial intelligence, the Internet of Things, and blockchain within the logistics sector**.

The worldwide logistics industry generated **revenue of USD 3,931.8 billion in 2024**. It is expected to **reach USD 5,951.0 billion by 2030**, growing at a compound annual growth **rate of 7.2 percent from 2025 to 2030** (**Grand View Research**).

The logistics software market was valued **at USD 16.21 billion in 2023**. It is projected to **grow to USD 17.72 billion in 2024** and **reach USD 36.26 billion by 2032**, with a compound annual growth rate of **9.36 percent during the forecast period** (**Straits research**). The rapid digitalization of the logistics sector, coupled with the integration of artificial intelligence, Internet of Things and blockchain technologies, is enhancing the capabilities of logistics software.



Size + Growth + Trends + Drivers

Regional Analysis

The logistics technology sector exhibits varied growth patterns across different regions, influenced by factors such as technological adoption, infrastructure development, and economic activities.

North America

The North America Digital Logistics Market would witness market growth of **16.6% CAGR** during the forecast period (2024-2031). The US market dominated the North America Digital Logistics Market by Country in 2023 and would continue to be a dominant market till 2031; thereby, **achieving a market value of \$31,212.2 million by 2031**. The Canada market is experiencing a CAGR of 19.1% during (2024-2031) ([KBV research](#)).



Asia Pacific

The Asia Pacific Digital Logistics Market would witness market growth of **17.8% CAGR during the forecast period (2024-2031)**. The China market dominated the Asia Pacific Digital Logistics Market by Country in 2023 and would continue to be a dominant market till 2031; thereby, **achieving a market value of \$6,931.4 million by 2031**.



Europe

The Europe Digital Logistics Market would witness market growth of **16.8% CAGR during the forecast period (2024-2031)**. The Germany market dominated the Europe Digital Logistics Market by Country in 2023 and would continue to be a dominant market till 2031; thereby, achieving a **market value of \$6,499.3 million by 2031**. The UK market is exhibiting a CAGR of **15.8% during (2024-2031)**. Additionally, the France market would experience a **CAGR of 18% during (2024-2031)** ([KBV research](#)).

Digital Logistics Market - Growth Rate by Region



Size + Growth + Trends + Drivers

Key Drivers

The logistics industry is influenced by a multitude of factors that drive its evolution and growth. These key drivers can be categorized as follows:

Economic Factors

- GDP Growth and Trade Volumes:** Economic expansion leads to increased production and consumption, thereby boosting demand for logistics services (jusdaglobal.com)
- Inflation and Fuel Prices:** Rising operational costs, influenced by inflation and fluctuating fuel prices ([fuel represents a major operational cost in the logistics industry, sometimes up to 50% of overall expenses](http://fuelrepresentsamajoroperationalcostinthe logisticsindustry,sometimesup to 50% of overall expenses)), compel logistics companies to optimize operations and explore alternative energy sources to maintain profitability.

Regulatory Environment

- Sustainability Mandates:** Governments worldwide are implementing stricter emissions regulations, prompting logistics companies to adopt greener practices, including the use of electric vehicles and alternative fuels. Sustainability is becoming a cornerstone of the logistics industry, driven by strict regulations and growing consumer demand for greener practices (bdo.co.uk).
- Changes in Labor Regulations:** Limits on driving hours to avoid accidents and increased rest breaks (Movertis).

Technological Advancements

- Automation and Robotics:** Technological advancements are transforming logistics, with companies adopting automation and robotics to improve efficiency and reduce costs (cbreim.com).
- Blockchain Technology:** Blockchain enhances transparency and security in logistics operations by providing immutable records, streamlining processes such as tracking shipments and verifying transactions.

Consumer Demand

- E-commerce Growth:** The surge in online shopping has heightened the demand for efficient logistics solutions, particularly in last-mile delivery, to meet consumer expectations for rapid and reliable service.
- Changing Customer Expectations:** Modern consumers demand greater transparency, faster shipping times, and flexible delivery options, prompting logistics providers to adapt their services accordingly.

Size + Growth + Trends + Drivers

Key Drivers

The logistics industry is influenced by a multitude of factors that drive its evolution and growth. These key drivers can be categorized as follows:

Investment Trends

 **Mergers and Acquisitions (M&A):** The logistics sector is experiencing increased M&A activity as companies seek to expand capabilities and market reach ([JA-Sell-Side-MA-Report](#)).

Geopolitical Factors

 **Trade Tensions and Conflicts:** Geopolitical events, including trade wars and regional conflicts, disrupt supply chains and necessitate strategic adjustments in logistics operations. Geopolitical shifts are compelling freight forwarders to navigate a complex web of challenges and opportunities in global supply chains ([pgs-log.com](#)).

Infrastructure Developments

 **Port and Warehouse Expansion:** Investments in port infrastructure and smart warehouses are enhancing capacity and efficiency, accommodating increasing global trade volumes. Quality and modernity in logistics facilities are crucial to meet the evolving demands of the industry ([cbre-im.com](#)).

 **Multimodal Transport Solutions:** The integration of various transportation modes, such as rail, road and sea, offers flexible and cost-effective logistics solutions, improving overall supply chain efficiency.

Sustainability Factors

 **Green Logistics Initiatives:** The industry is increasingly focusing on sustainability, with companies adopting alternative fuels, electric vehicles, and carbon offset programs to reduce environmental impact ([weforum.org](#)).

 **Corporate Sustainability Commitments:** Environmental, Social, and Governance (ESG) considerations are becoming integral to corporate strategies, influencing investment decisions and operational practices in the logistics sector.

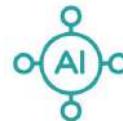
Size + Growth + Trends + Drivers

Industry Trends



Automation and Robotics

Integration of automation and robotics in logistics operations is enhancing efficiency and reducing operational costs. Companies are increasingly adopting automated sorting systems, robotic palletizers, and autonomous guided vehicles to streamline warehouse and distribution center activities.



Artificial Intelligence (AI) and Machine Learning (ML)

Blockchain offers a decentralized and secure method for recording transactions, improving transparency and trust in the supply chain. It enables immutable record-keeping, which is crucial for verifying the authenticity of goods and ensuring compliance with regulatory standards.



Enhanced Cybersecurity Measures

As logistics operations become increasingly digitalized, the need for robust cybersecurity measures has intensified. Protecting sensitive data and ensuring the integrity of supply chain systems are paramount. Companies are investing in advanced cybersecurity protocols to safeguard against threats and maintain trust with partners and customers.



Sustainable Logistics Practices

Environmental concerns are prompting the adoption of sustainable practices within the logistics sector. Companies are investing in electric vehicles, optimizing routes to reduce fuel consumption, and implementing green packaging solutions. Sustainability initiatives not only address regulatory requirements but also meet the growing consumer demand for eco-friendly operations.



Autonomous Vehicles and Drones

The development of self-driving trucks and delivery drones is revolutionizing last-mile delivery and long-haul transportation. These technologies promise to reduce labor costs and increase delivery speed.



Internet of Things

IoT devices facilitate real-time tracking and monitoring of goods, enhancing supply chain visibility. Sensors and connected devices provide data on the location, condition, and status of shipments, enabling proactive decision-making and improved customer service. The adoption of IoT logistics is expected to grow, providing more granular insights into supply chain operations.

Segmentation

- **Subsegment**
- **Market map**

Segmentation Subsegments

Key Subsegments of Logistics Technology



Transportation Management Systems (TMS) & Freight Tech optimize logistics planning, execution, and tracking. These platforms integrate AI and data analytics to provide end-to-end visibility, dynamic route planning, and real-time tracking of shipments. Companies such as Convoy, Uber Freight, and Flexport have pioneered digital freight marketplaces, leveraging automation to connect shippers and carriers efficiently. The adoption of TMS and Freight Tech reduces costs, enhances fleet utilization, and improves delivery times - making them an attractive segment for investment and consolidation.

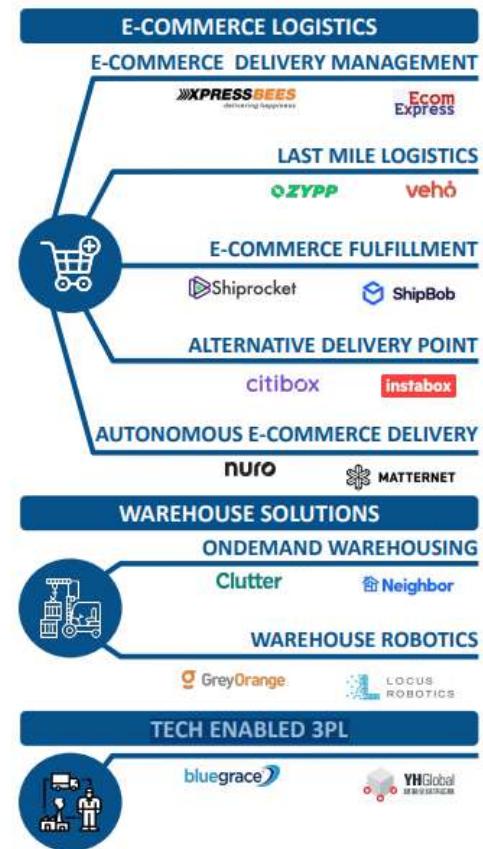


Warehouse & Supply Chain Automation: Warehouse automation, driven by robotics, AI-powered inventory management, and smart storage solutions, is transforming supply chain logistics. Companies like Ocado, Zebra Technologies, and Locus Robotics develop robotic automation systems that enhance order fulfillment speed and accuracy. As e-commerce and just-in-time (JIT) inventory models expand, demand for automated warehouse solutions continues to grow.

Segmentation

Market map

Marketmap - Logistics Tech



Top Business Models in last 1y

Business Model	Funding
Material Handling Robots	\$362M
Autonomous Trucks	\$305M
E-Commerce Fulfillment	\$273M
Last-Mile Delivery	\$180M
Fleet Telematics System	\$142M
Autonomous Delivery Robots	\$138M
Last Mile Logistics	\$91.1M
Transportation Management System	\$89.7M
Shipping Software	\$76.3M
Trucking Marketplace	\$58.1M

Segmentation

Main segments

Segment Name	Brief Description	Examples	Trends
Parcel Delivery Technology	Technologies focused on improving the speed, efficiency, and automation of parcel deliveries, including last-mile logistics, hyperlocal delivery apps, and autonomous delivery solutions.	Gojek, iFood, Fetch	Rise of autonomous delivery drones, AI-powered route optimization, same-day delivery expansion.
Freight Transportation Management	Digital solutions optimizing freight transportation, including digital freight brokerages, predictive analytics, and real-time tracking platforms.	Flexport, Forto, Loadsmart	Adoption of AI for dynamic pricing, real-time shipment visibility, increasing automation investments.
Relocation & Moving Technology	The Relocation Aggregators segment consists of companies that specialize in corporate relocation services, helping organizations move their employees domestically and internationally with comprehensive support services. On-demand moving and relocation logistics services, offering streamlined booking and transport solutions.	Lugg, Dolly, Uber Freight	Growth in AI-powered relocation assistance, expansion of on-demand moving services, integration with smart city logistics.
E-Commerce Logistics	Logistics technology designed for e-commerce fulfillment, last-mile logistics, and cross-border shipping.	ShipRocket, Veho, JXPressBees	Micro-fulfillment centers, same-day delivery expansion, AI-driven logistics automation.

Segmentation

Main segments

Segment Name	Brief Description	Examples	Trends
Warehouse Automation & Robotics	Technologies that improve warehouse operations using robotics, AI-driven inventory systems, and autonomous picking and packing.	GreyOrange , Locus Robotics , AutoStore	Increased adoption of robotic automation, AI-driven warehouse management, real-time inventory tracking.
Tech-Enabled 3PL (Third-Party Logistics)	Technology-driven third-party logistics (3PL) providers using automation, AI, and real-time tracking for enhanced supply chain management.	BlueGrace , YH Global	AI-driven route optimization, real-time tracking, cloud-based logistics platforms.
Smart Supply Chain Visibility	Real-time tracking, analytics, and monitoring solutions that enhance supply chain transparency and efficiency.	FourKites , Project44 , Shippeo	Use of IoT sensors for tracking, blockchain for transparency, predictive analytics for risk management.
Sustainable Logistics Technology	Technologies focused on eco-friendly logistics solutions, carbon reduction, and electrification of fleets.	Einride , Packfleet , Zedify	Electrification of fleet vehicles, carbon-neutral supply chains, government-backed green initiatives.
Fleet Management & Telematics	Fleet management solutions that leverage telematics, predictive analytics, and GPS tracking to optimize performance.	Samsara , Geotab , Nauto	AI-driven fleet analytics, predictive maintenance adoption, enhanced fuel efficiency strategies.

5Fs Porter

- Market
- Suppliers
- Competitors
- Complementary products
- Substitute products

5Fs Porter End users

END USERS					
Shippers & Manufacturers	Third-Party Logistics (3PL) Providers	E-commerce & Retailers	Freight Brokers & Carriers	Warehouse Operators & Fulfillment Centers	Fleet Operators & Transportation Companies
Large enterprises and SMEs relying on logistics technology to optimize supply chains, track shipments, and ensure timely deliveries.	Companies that manage outsourced logistics services, requiring real-time visibility, automation, and cost-effective transport management solutions.	Online and omnichannel businesses demanding last-mile delivery optimization, inventory management, and fulfillment automation.	Intermediaries and logistics firms utilizing digital freight platforms for load matching, dynamic pricing, and route optimization.	Organizations deploying automation, robotics, and AI-driven warehouse management systems (WMS) to streamline operations	Businesses managing vehicle fleets requiring predictive maintenance, GPS tracking, and fuel efficiency optimization.

5Fs Porter

Go-to-market strategies

Targeting and Segmentation

Logistics technology providers segment their audience based on:

- Industry:** Targeting e-commerce, manufacturing, retail, 3PL, or freight brokerage.
- Business Size:** Offering budget-friendly tools for SMBs vs. Enterprise-grade AI-driven platforms for large corporations.
- Technology Adoption Levels:** Basic solutions for digitally lagging businesses vs. API-driven, AI-powered platforms for tech-savvy organizations.

Marketing Approaches

- Content Marketing & Thought Leadership:** Whitepapers, webinars, and case studies demonstrating ROI.
- Trade Shows & Conferences:** Participation in logistics expos and technology summits.
- Digital Advertising & SEO:** Targeted campaigns, retargeting, and inbound marketing.
- Industry-Specific Case Studies:** Showcasing real-world benefits and customer success stories.

Value Proposition

Unique selling points tailored to different segments:

- Cost Reduction:** Automated routing and freight optimization to lower logistics costs.
- Revenue Growth:** Improved on-time delivery performance and customer satisfaction.
- Operational Efficiency:** AI-based demand forecasting and robotic process automation.
- Regulatory Compliance:** Automated tax, customs, and safety compliance tracking.

Pricing Strategies

- Subscription-Based (SaaS):** Fixed monthly-annual fees for cloud-based solutions.
- Usage-Based Pricing:** Pay-per-transaction or per-mile tracking.
- Tiered Pricing:** Scaled offerings based on business size and feature requirements.

Sales Channels

- Direct Sales:** High-touch engagement for enterprise clients needing tailored solutions.
- Reseller Partnerships:** Collaborations with system integrators, ERP providers, and tech consultants.
- SaaS & Online Sales:** Subscription-based models for self-service logistics solutions.

Customer Support & Retention

- 24/7 Technical Support:** Dedicated teams for enterprise clients.
- Training & Onboarding Programs:** Webinars, documentation, and self-help portals.
- Feedback & Interaction:** Using customer feedback to improve product features.
- Loyalty Programs:** Discounts and exclusive features for long-term clients.

5Fs Porter Supplier categories

Supplier Categories and Descriptions

Cloud & IT Infrastructure Providers

These suppliers provide cloud computing, storage, and IT infrastructure necessary for logistics technology platforms to operate efficiently and scale.

- **Amazon Web Services (AWS)**
- **Microsoft Azure**
- **Google Cloud**

IoT & Telematics Component Suppliers

Providers of GPS trackers, IoT sensors, and telematics hardware essential for real-time tracking and monitoring of fleet and warehouse operations.

- **Qualcomm Technologies**
- **Bosch IoT Solutions**
- **TomTom Telematics**

AI & Data Analytics Solution Providers

Companies that supply AI-powered analytics, machine learning algorithms, and big data processing solutions to optimize logistics operations.

- **Palantir Technologies**
- **IBM Watson**
- **Snowflake**

Enterprise Software & ERP Providers

Suppliers of enterprise resource planning (ERP) and supply chain management (SCM) software that integrate with logistics technology.

- **SAP Supply Chain**
- **Oracle NetSuite**

Hardware & Automation Equipment Suppliers

Providers of robotics, automated picking systems, and material handling solutions for warehouses and fulfillment centers.

- **ABB Robotics**
- **KUKA Robotics**
- **Zebra Technologies**

Blockchain & Security Technology Providers

Suppliers of blockchain-based logistics tracking, cybersecurity, and authentication solutions for secure transactions.

- **IBM Blockchain**
- **VeChain**
- **Cisco Security**

5Fs Porter

Competitive landscape

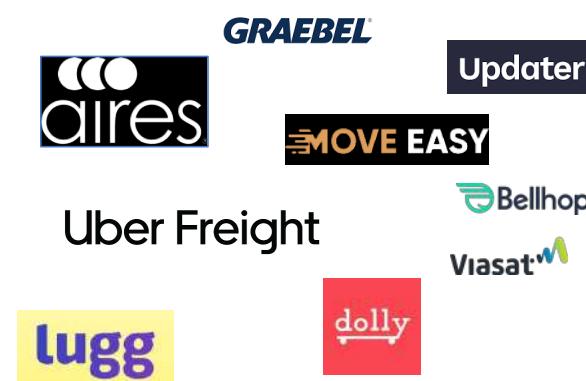
Freight Transportation Management



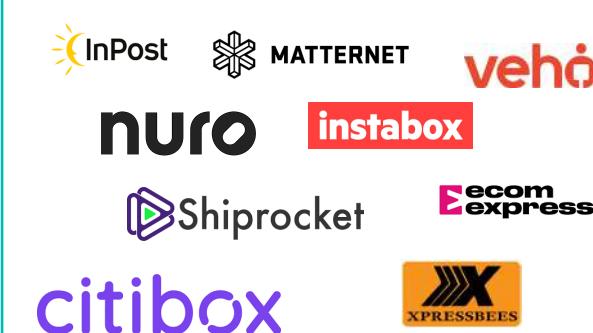
Parcel



Relocation aggregators



E-Commerce Logistics

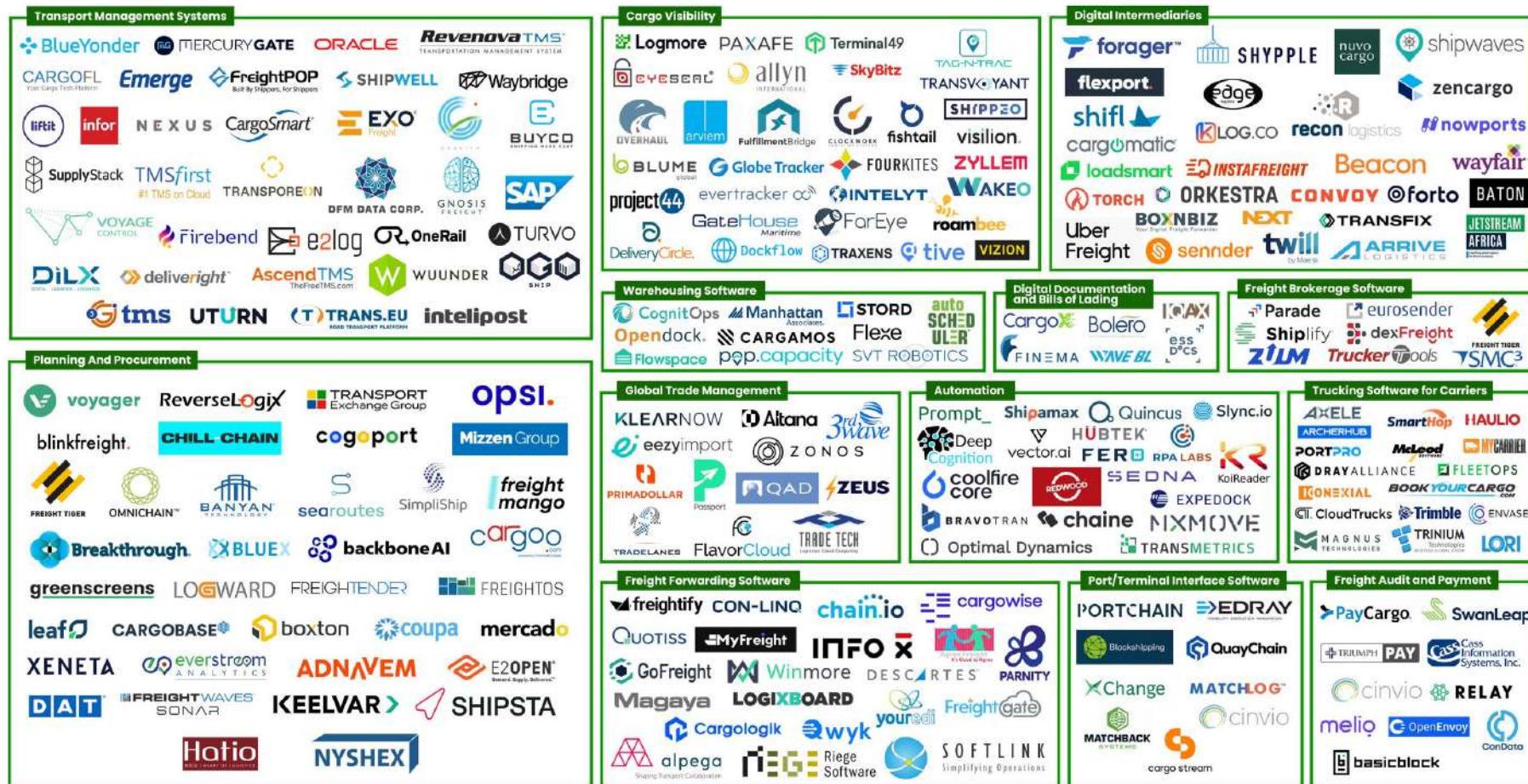


Tech-Enabled 3PL



5Fs Porter

Competitive landscape



5Fs Porter

Competitive landscape



5Fs Porter

Competitive landscape

The Supply Chain & Logistics Tech Market Map

Digital Freight Shipping



Supply Chain & Logistics Analytics



E-Commerce Logistics



Sensors & Asset Tagging



Inventory Management



Blockchain



Food Supply Chain



Trucking Marketplace & Fleet Management



Warehousing



Enterprise Resource Planning



Autonomous Trucking



Last Mile AV & Drones



Last-Mile Delivery Services



Created by You. Powered by CB INSIGHTS

5Fs Porter Key Players

The logistics technology sector is rapidly evolving, with several key players driving innovation and efficiency. Building upon previous insights, here are additional notable companies shaping the industry:



KION Group

A German multinational, KION Group specializes in intralogistics and warehouse automation equipment. Operating globally, they offer a range of products including industrial trucks and integrated automation technologies. In 2024, KION reported revenues of €11.5 billion, underscoring their significant market presence.



Motive

Formerly known as KeepTruckin, Motive offers an IoT platform that automates vehicle and equipment tracking. Their technology enhances fleet management, ensuring compliance and improving safety across transportation networks.



Flexport

A San Francisco-based digital freight forwarder, Flexport provides a cloud-based platform for global logistics. Their services offer real-time tracking, analytics, and inventory management, streamlining complex supply chains for businesses worldwide.



Zipline

Specializing in drone delivery services, Zipline focuses on distributing medical supplies and consumer products, particularly in remote areas. Their autonomous drones have revolutionized last-mile delivery, ensuring timely access to essential goods.

5Fs Porter Key Players

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Kodiak Robotics

A leader in autonomous trucking, Kodiak Robotics develops self-driving technology for long-haul freight. Their innovations aim to enhance safety and efficiency in the trucking industry, addressing driver shortages and reducing operational costs.



GoShare

GoShare connects businesses and individuals with local delivery professionals through a user-friendly app. Their platform facilitates on-demand delivery services, optimizing last-mile logistics and providing flexible solutions for various transportation needs.



Kenco Logistics

As one of North America's leading third-party logistics providers, Kenco offers comprehensive supply chain solutions. Their services include warehousing, transportation, and material handling, supported by innovative technology to drive operational excellence.



Cencora

Formerly known as AmerisourceBergen, Cencora is a global healthcare solutions company specializing in pharmaceutical logistics. They provide distribution and consulting services, ensuring the efficient and safe delivery of medical products worldwide.

5Fs Porter Emerging Players



Addverb Technologies

Founded in 2016, Addverb Technologies is an Indian robotics and automation company specializing in warehouse automation solutions. Their product portfolio includes autonomous mobile robots (AMRs), automated storage and retrieval systems (AS/RS), and sortation systems. With manufacturing and R&D facilities in India and the U.S., Addverb is expanding its global footprint, aiming to revolutionize intralogistics through advanced robotics. [Wikipedia](#)



Inceptio Technology

Established in 2018, Inceptio Technology is a Chinese company developing autonomous driving technologies for heavy-duty trucks. Collaborating with OEMs like Dongfeng Commercial Vehicle, they focus on mass-producing Level 3 autonomous trucks. Inceptio has achieved significant milestones, including over 50 million kilometers of commercial operations, positioning itself as a leader in autonomous freight transport. [Wikipedia](#)

5Fs Porter Emerging Players



Gatik

Gatik, founded in 2017, specializes in autonomous middle-mile logistics. Operating Level 4 autonomous trucks without safety drivers on fixed routes, Gatik partners with major retailers to streamline distribution between warehouses and retail locations. Their collaborations with companies like Isuzu and Cummins aim to develop autonomous medium-duty trucks, enhancing efficiency in supply chains. [Wikipedia](#)



InPost

InPost, a Poland-based parcel locker provider, is expanding its services in the UK with the launch of "Send", a customer-to-customer delivery service. Offering competitive rates and a network of 9,200 locker locations, InPost aims to modernize parcel delivery and challenge traditional postal services.

The Times

5Fs Porter Emerging Players



Rune

Founded in 2024 by former Anduril employees, Rune is a defense technology startup developing TyrOS, software designed to enhance military logistics. By autonomously tracking supplies and predicting future needs, Rune aims to modernize field logistics, replacing manual processes with advanced automation. **Business Insider**

These emerging players exemplify the dynamic and innovative nature of the logistics technology sector, each contributing unique solutions to address contemporary challenges in the industry.

5Fs Porter Emerging Players

M&A Rationales and Directions

Examples of M&A Deals

- **Amazon's Acquisition of Kiva Systems:** Enhanced warehouse automation capabilities.
- **Ocado's Partnership with Marks & Spencer:** Expanded its retail footprint and customer base.
- **DSV and DB Schenker:** A significant merger reshaping the logistics landscape ([DSV to Buy Deutsche Bahn's DB Schenker Arm for over \\$12 billion - WSJ](#)).

Opportunities and Threats

Opportunities

- **Expansion into Emerging Markets:** Companies can tap into regions with growing e-commerce penetration.
- **Adoption of Green Logistics:** Implementing sustainable practices can attract environmentally conscious consumers.
- **E-commerce Growth:** Rising online shopping increases demand for efficient logistics solutions.
- **Technological Advancements:** Adoption of AI and machine learning to optimize operations.

Threats

- **Regulatory Changes:** New laws regarding data privacy and labor can impact operational practices.
- **Supply Chain Disruptions:** Events like pandemics or geopolitical tensions can affect logistics networks.
- **Regulatory Changes:** New policies, such as increased port fees for Chinese ships, could impact operations.



5Fs Porter Emerging Players

Trends Influencing Competition

Key Trends

- **Automation and AI Integration:** Companies are increasingly adopting AI to enhance efficiency and reduce costs. [Financial Times](#)
- **Sustainability Initiatives:** There's a growing emphasis on eco-friendly logistics solutions.

Innovative Strategies

- **Amazon:** Investing heavily in robotics and AI to streamline operations and cut costs. [Financial Times](#)
- **Relay:** Utilizing machine learning to optimize delivery routes and reduce expenses.

Strategic Recommendations

- **Forge Strategic Partnerships:** Collaborate with technology firms to enhance AI and automation capabilities.
- **Invest in Sustainable Practices:** Develop eco-friendly logistics solutions to meet regulatory requirements and consumer expectations.
- **Enhance Geographic Diversification:** Expand into emerging markets to mitigate risks associated with regional disruptions.

By focusing on technological innovation, sustainability, and strategic expansion, companies can strengthen their positions in the competitive logistics technology market.



5Fs Porter

Categories of Complementary Products

Complementary products in logistics technology include a range of solutions that enhance operational efficiency, improve data visibility, and streamline supply chain processes. These key categories include:



Cybersecurity Solutions

Logistics technology handles sensitive shipment, customer, and financial data. Cybersecurity tools protect against hacking, fraud, ransomware, and data breaches that could disrupt supply chains.

Examples: VeChain, Cisco Security, Palo Alto Networks Supply Chain Security, Darktrace AI Security for Logistics



IoT & Telematics Solutions

While IoT plays a role in logistics, it's a broader technology category that enhances logistics by tracking vehicle performance, monitoring cargo conditions.

Examples: Samsara, Geotab, Verizon Connect



AI & Data Analytics Tools

Enables predictive analysis and optimization. AI-driven predictive analytics help logistics companies forecast demand, optimize routing, and improve decision-making.

Examples: Palantir Foundry, Tableau Logistics Analytics



Cloud-Based Logistics Platforms

Many logistics systems operate in silos (WMS, TMS, fleet management). ERP systems unify these by integrating data across platforms, improving visibility, reporting, and automation.

Examples: Oracle Logistics Cloud, Microsoft Dynamics 365 Supply Chain



Sustainability & Green Logistics Solutions

Carbon footprint tracking tools, alternative fuel technologies, and waste reduction solutions help logistics companies meet ESG goals and improve operational efficiency.

Examples: Einride (Electric Freight Transport), Packfleer (Sustainable Delivery Solutions), Zedify (Carbon-Neutral Logistics)



E-Commerce & Last-Mile Delivery Solutions

These tools bridge logistics technology with online sales by automating order processing, managing inventory for omnichannel retail, and optimizing returns management.

Examples: ShipBob, Deliverr, Veho

5Fs Porter

Categories of Substitute Products

WHY ARE THEY SUBSTITUTE PRODUCTS?

Traditional Logistics & Manual Operations

Human-managed logistics workflows, replacing automation with manual tracking and coordination..

Small businesses and local delivery networks still rely on manual processes, avoiding high upfront technology costs.

On-Demand Crowdsourced Delivery Networks

Peer-to-peer or gig-economy-based delivery solutions replacing structured logistics.
Bypasses traditional logistics providers by using freelancers and independent contractors.

Autonomous Transportation & Drone Networks

Self-driving vehicles and drones replacing conventional freight and last-mile delivery.
Fully autonomous alternatives reducing reliance on traditional freight forwarding and trucking.

Blockchain & Smart Contracts in Trade

Decentralized logistics and tracking replacing centralized management systems.
Decentralized and transparent alternatives to ERP-based logistics platforms.

Hybrid Supply Chain Solutions

Direct manufacturer-to-retail models bypassing traditional logistics.
Eliminates the need for warehousing, third-party logistics (3PL), and traditional freight models.

Value Chain

- Primary and support activities
- Supply chain

Value Chain

Primary and support activities

This value chain can be divided into primary activities (directly contributing to logistics technology operations) and support activities (enabling and optimizing primary activities). Each segment presents opportunities for innovation, efficiency, and competitive differentiation.

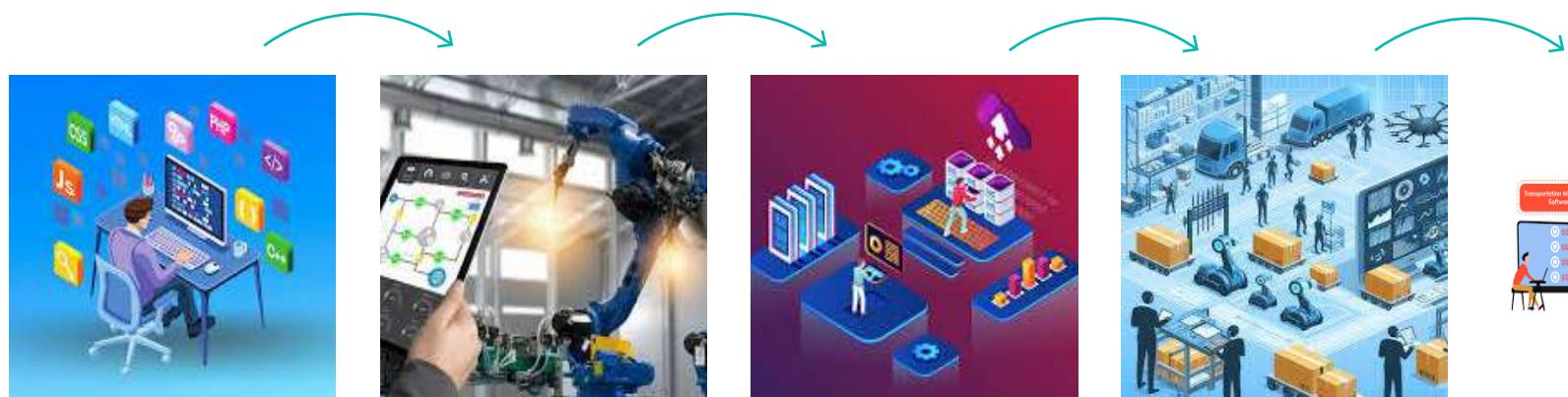
Primary Activities

- **Inbound Logistics (Supply & Sourcing of Technology Components):** The procurement of critical technology components and infrastructure used in logistics systems, such as IoT devices, sensors, fleet management hardware, and robotics. **Examples:** Qualcomm, Zebra Technologies, NVIDIA
- **Technology Development & Innovation:** The R&D phase where logistics technology providers develop AI-driven platforms, automation software, and digital freight solutions. **Examples:** Palantir, Locus Robotics, Convoy
- **Operations & Infrastructure (Implementation of Logistic Tech):** The deployment of logistics technology solutions across warehouses, transportation networks, and fulfillment centers. **Examples:** Flexport, SAP, DHL Logistics
- **Outbound Logistics (Distribution & Last-Mile Delivery):** The movement of goods from warehouses or fulfillment centers to final customers using last-mile delivery technologies. **Examples:** Starship
- **Customer Support & Analytics:** AI-powered predictive analytics and customer support solutions to optimize logistics operations and enhance service levels. **Examples:** Project 44, Fountkites, Shipbob

Support Activities

- **Cloud Computing & IT Infrastructure:** Cloud-based platforms hosting logistics tech solutions, ensuring data security and real-time communication. **Examples:** Amazon Web Services (AWS), Microsoft Azure, Google Cloud
- **Regulatory Compliance & Security:** Adherence to regulations such as GDPR, ISO 28000, and customs compliance to ensure safe and legal logistics operations. **Examples:** IBM Blockchain, SAP Global Trade Services
- **Workforce Training & Human Capital Development:** Upskilling workforce to manage and implement new logistics technologies. **Examples:** LinkedIn, ASCM
- **Strategic Partnerships & M&A:** Collaborations between logistics technology firms, 3PL providers, and startups to drive innovation and scalability. **Examples:** Maersk & IBM Blockchain Partnership, FedEx

Value Chain Supply Chain



Technology
Development

Hardware and IoT
Manufacturing

Software &
Platform
Integration

Logistics
Operations &
Deployment

End-User
Implementation

Value Chain Supply Chain

01. Technology Development

Research & Development (R&D) phase where companies innovate logistics technologies, such as AI-powered analytics, IoT tracking, and automation software.

Key activities

- AI and predictive analytics development
- Blockchain security solutions
- Route optimization algorithms
- Telematics software

Examples



Palantir

Supply chain AI analytics.

<https://www.palantir.com>



IBM Watson AI

AI-powered logistics.

<https://www.ibm.com/watson>



SAP Logistics

Predictive supply chain solutions.

<https://www.sap.com/products/scm/logistics.html>

Value Chain Supply Chain

02. Hardware & IoT Manufacturing

Production of physical components, including GPS trackers, telematics devices, and warehouse automation robotics.

Key activities

- Manufacturing of GPS and RFID tracking devices
- Robotics for warehouse automation
- Fleet telematics system production
- IoT sensors for vehicle tracking

Examples

Qualcomm

Qualcomm

Fleet telematics and tracking hardware.

<https://www.qualcomm.com>



Zebra Technologies

Barcode and RFID tracking solutions.

<https://www.zebra.com>



Locus Robotics

Warehouse automation

<https://www.locusrobotics.com>

Value Chain Supply Chain

03. Software & Platform Integration

Logistics technology software is integrated into cloud-based platforms, supply chain management tools, and real-time analytics dashboards.

Key activities

- Fleet management software development
- Cloud-based logistics platform development
- Real-time shipment tracking
- Warehouse management system (WMS) integration

Examples

ORACLE
Cloud Logistics

Oracle Logistics Cloud

<https://www.oracle.com/logistics>

 Microsoft
Dynamics 365

Microsoft Dynamics 365

<https://dynamics.microsoft.com>

 **project44**

Project 44

Real-time supply chain visibility.

<https://www.project44.com>

Value Chain Supply Chain

04. Logistics Operations & Deployment

Logistics technology is deployed within freight forwarding, third-party logistics (3PLs), warehouse operations, and last-mile delivery.

Key activities

- Freight forwarding automation
- Real-time shipment tracking and route planning
- 3PL integration with logistics software
- Automated warehouse fulfillment

Examples



DHL Smart Logistics

AI-powered logistics solutions.

<https://www.dhl.com>



Flexport

Cloud-based freight forwarding.

<https://www.flexport.com>



ShipBob

E-commerce logistics fulfillment.

<https://www.shipbob.com>

Value Chain Supply Chain

05. End-User Implementation

Final deployment of logistics technology across retail, e-commerce, freight carriers, and global supply chains.

Key activities

- Retail supply chain optimization
- E-commerce fulfillment automation
- AI-powered warehouse management
- Carrier fleet optimization

Examples



Amazon Logistics

AI-driven delivery network.

<https://www.amazonlogistics.com>



UPS Supply Chain Solutions

End-to-end logistics management.

<https://www.ups.com/supplychain>



Veho

Last-mile delivery optimization.

<https://www.vehodelivery.com>

Investment activity

- **Key metrics**
- **Key metrics Financing Rounds**
- **Key metrics Acquisitions**
- **Key transactions**

Market report “Logistics Technology”: scope

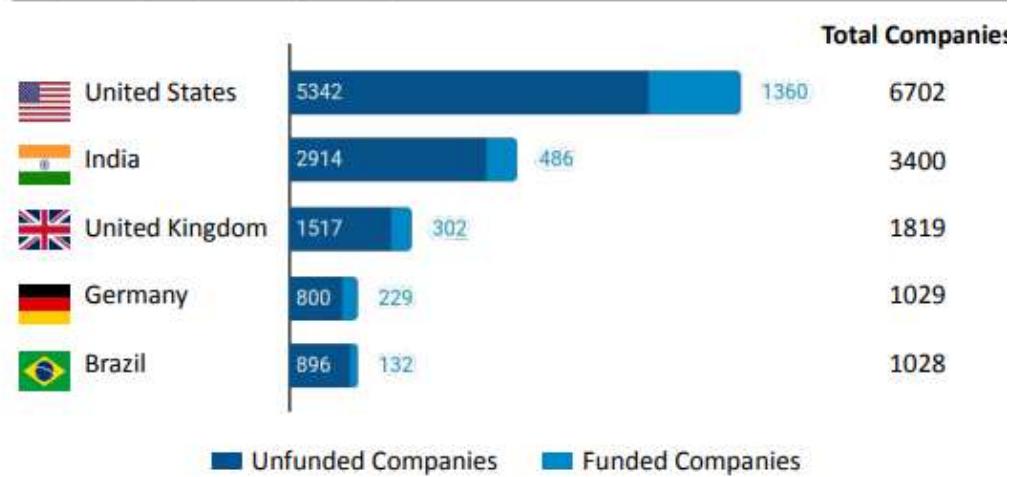
What is included

Tech-first companies in logistics providing or enabling, matching of load and movement or storage of goods (local delivery services, marketplaces). It also includes companies offering technology solutions to businesses for optimizing and managing overall logistics activities. (Delivery Management software, TMS, WMS, An...)

What is not included

Traditional players like UPS, FedEx, DHL, etc. which were predominantly offline but now have incorporated technology in their business and other offline players.

Top Geographies by Companies



28,945
COMPANIES



4,946
FUNDDED
COMPANIES



\$139B
TOTAL
FUNDING



\$8.9B
FUNDING IN LAST
2 YEARS



1032
ACQUISITIONS



123
IPOs

Market report “Logistics Technology”: scope

TOP COMPANIES



Gojek

(2010, Indonesia, \$4.7B)



Grab

(2012, Singapore, \$10.4B)



Glovo

(2015, Spain, \$1.2B)



DoorDash

(2013, United States, \$2.5B)



iFood

(2011, Brazil, \$591M)



Samsara

(2015, United States, \$915M)



Updater

(2011, United States, \$13.0M)

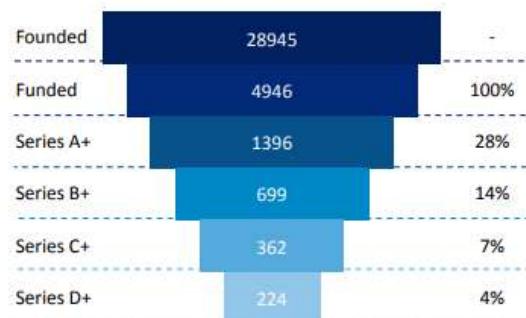


Deliveroo

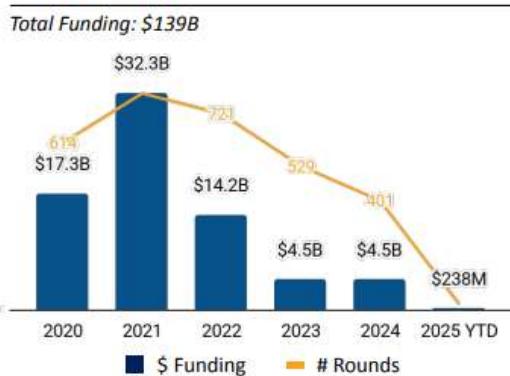
(2013, United Kingdom, \$2.9B)

Market report “Logistics Technology”: Key Investment metrics

Companies by Stage



Y-o-Y Funding



\$ Funding by Country



Top Funding Rounds in last 2y

Company	Round Details
Zipline (2011, United States, \$900M)	\$330M-Series F
EquipmentShare.. (2014, United States, \$806M)	\$290M-Series E
Flexport (2013, United States, \$2.50B)	\$260M-Series E
FLYR (2020, United States, \$380M)	\$225M-Series D
Zippy Shell (2010, United States, \$225M)	\$180M-Series B

Top Investors

Stage	Investor	# Portfolio
Seed Stage	Techstars	60
	Y Combinator	55
	European Union	28
Early Stage	Plug and Play Tech C..	24
	European Union	21
	Y Combinator	19
Late Stage	SoftBank Vision Fund	16
	Tiger Global Managem..	13
	Qualcomm Ventures	12

Top Exits

Type	Company	Acq. Price/IPO Mcap
Acq.	Logicor (2012, United Kingdom)	\$13.8B
	Wolt (2014, Finland, \$860M)	\$8.0B
IPO	OOCL (1947, China)	\$6.3B
	Coupang (2010, South Korea, \$3.9B)	\$102B
	ZTO Express (2002, China)	\$14.3B

Market report “Logistics Technology”: Key Acquisition metrics

Key Stats

 **123**

Total IPOs

 **16.0 Yrs**

Avg. yrs from first funding to IPO

 **\$1000M**

Avg. Funding raised before IPO

 **\$3.9B**

Avg. IPO MCap

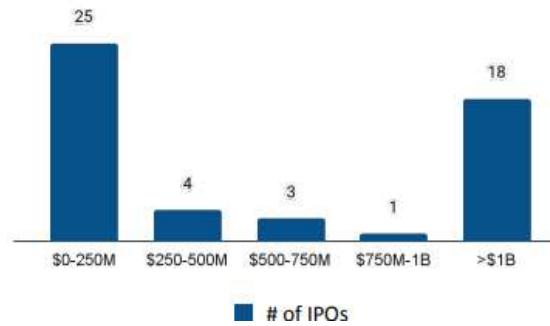
Top Investors by # IPO Exits

Investor	# IPOs	Notable IPOs
Fidelity Investments	7	DoorDash, Deliveroo, Delhiv..
Tiger Global Management	7	Grab, Samsara, Delhivery, I..
SoftBank Vision Fund	7	Grab, DoorDash, Delhivery, ..
Sequoia Capital	6	Grab, DoorDash, Instacart, ..
Hillhouse	6	Grab, Swiggy, J&T Express, ..

Y-o-Y IPO Trends



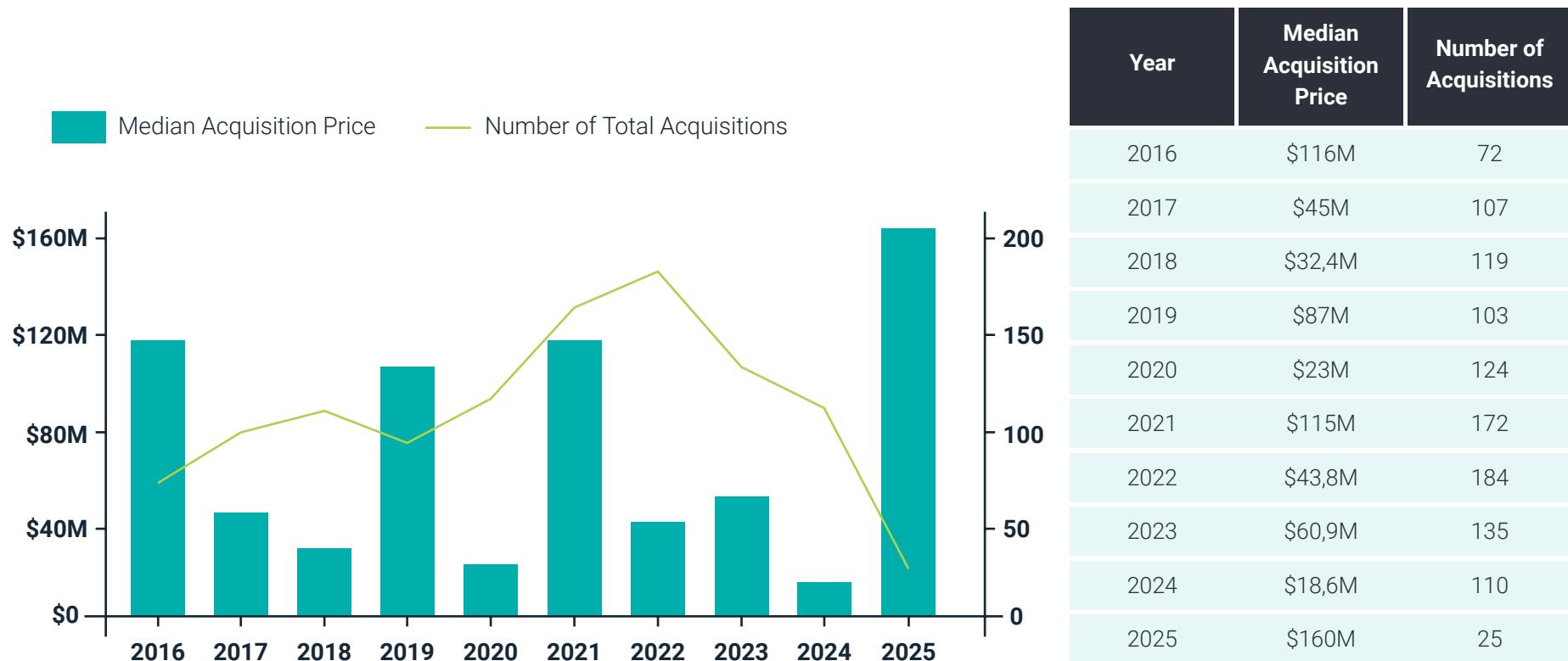
IPOs Distribution by IPO MCap



All-time Top IPOs

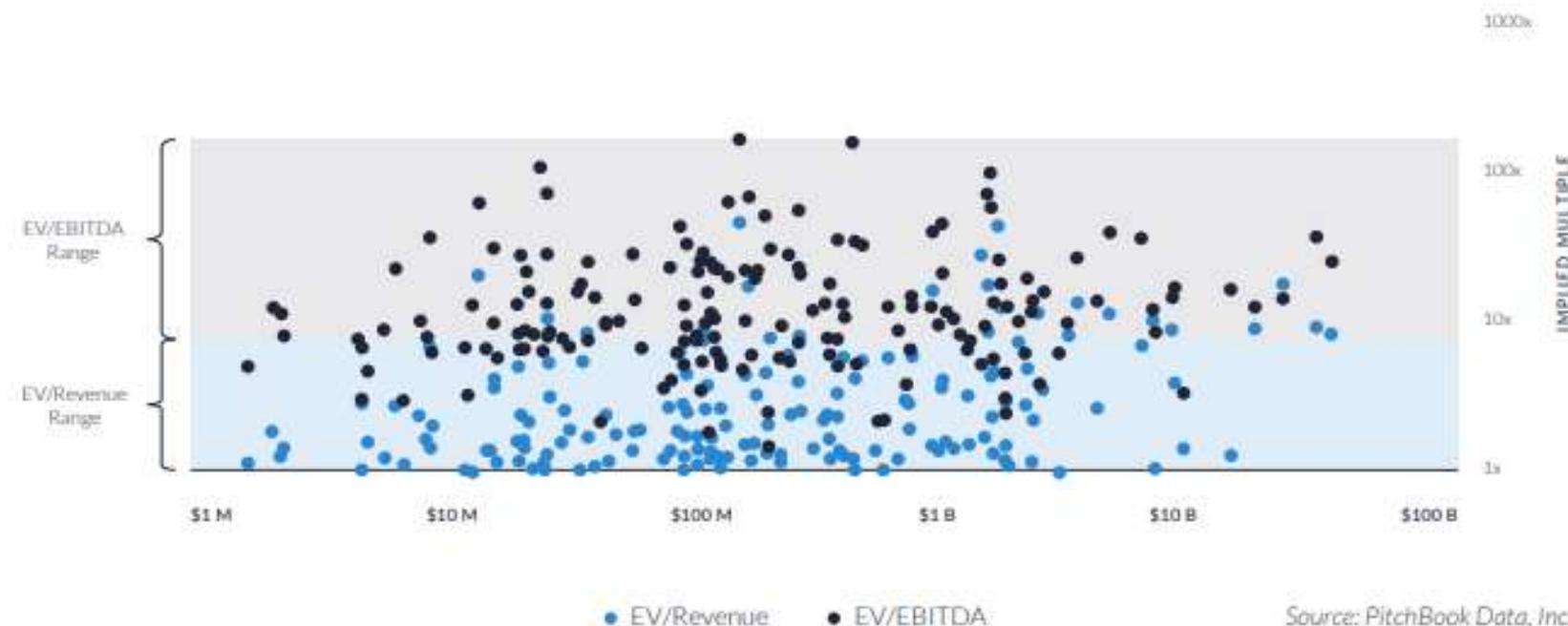
Company	IPO MCap
Coupa  (2010, Seoul, \$3.9B)	\$102B
ZTO Express  (2002, Shanghai)	\$14.3B
AutoStore  (1971, Nedre Frei)	\$12.8B
Samsara  (2015, San Francisco, \$915M)	\$11.5B
Swiggy  (2014, Bengaluru, \$3.6B)	\$10.3B
Instacart  (2012, San Francisco, \$2.9B)	\$8.3B
Delivery Hero  (2010, Berlin, \$1.8B)	\$5.0B
Delhivery  (2011, Gurugram, \$1.2B)	\$4.6B
T.S. Lines  (2001, Hong Kong)	\$4.3B
BEST  (2007, Hangzhou, \$989M)	\$3.7B

Market report “Logistics Technology”: Key Acquisition metrics



Market report “Logistics Technology”: Key Acquisition metrics

Transaction Valuation Multiples in the Logistics and Transportation Technology Sector Analysis (Q1 2020 - Q3 2024)



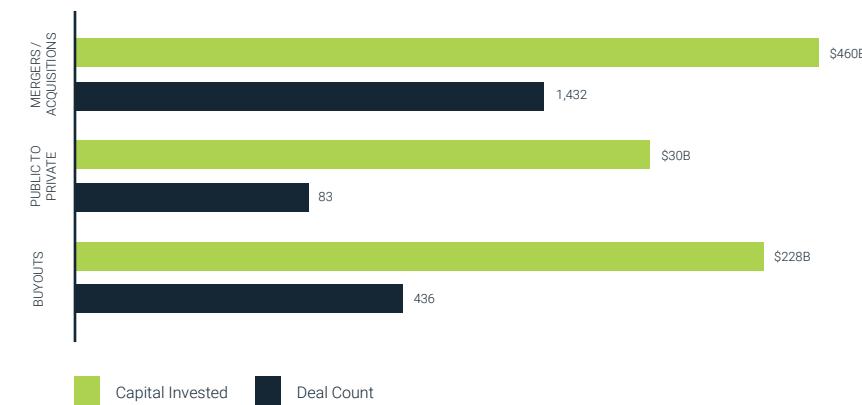
*The X- and Y-axes have been converted to a logarithmic scale to better visually represent the data.

Market report “Logistics Technology”: Key Acquisition metrics

Announced M&A Transactions in the Logistics and Transportation Technology Sector (Q1 2020 - Q3 2024)



Breakdown of Announced M&A Transactions in the Logistics and Transportation Technology by Deal Type (Q1 2020 - Q3 2024)



Buyside: Target profile definition

Main market transactions

Target Company	Target Description	Acquirer	Acquirer Description	Acquirer Group	Acquirer Date
Blujay UK	BluJay Solutions, based in the United Kingdom, is a global leader in cloud-based supply chain and logistics management software. The company offers comprehensive solutions, including freight forwarding, transportation management, and global trade compliance, enabling businesses to optimize their logistics operations and enhance supply chain efficiency.	E2OPEN US	E2open Parent Holdings, Inc. is a cloud-based, business-to-business provider of on-demand software for supply chains of IT, telecommunications and electronics systems, components and services.	Technology	2021
Transplace US	Transplace, a US-based logistics technology and transportation management company, delivers comprehensive supply chain solutions. Its offerings include managed transportation, freight brokerage, and advanced logistics technology, all designed to optimize freight operations and enhance efficiency for shippers	Uber Freight US	Uber Freight is a digital platform that connects companies that need to transport cargo with carriers that have trucks available.	Logistics Tech	2021
Echo Global Logistics US	Echo, a technology-driven transportation and logistics company based in the US, specializes in freight management and brokerage services. The company connects shippers with carriers, delivering optimized shipping solutions that enhance efficiency and streamline supply chain operations.	THE JORDAN COMPANY UK	TJC is a private equity firm founded in 1982 that specializes in acquiring and building businesses in partnership with management. With over 40 years of experience, they focus on creating long-term value through close collaboration with the management teams of the companies they invest in. Their strategy emphasizes stability and experienced leadership within the private equity sector.	Private Equity	2021
One Network Enterprises US	One Network Enterprises is a global leader in multi-party digital supply chain solutions. The company specializes in creating interconnected, AI-driven platforms that enable real-time collaboration across complex supply chain ecosystems.	Blue Yonder US	Blue Yonder is an American supply chain management software and consultancy company that specializes in providing comprehensive digital solutions to optimize and transform supply chains across various industries.	Logistics Tech	2024
MercuryGate EEUU	MercuryGate International Inc., a leading provider of transportation management systems (TMS). It is known for its strong capabilities in multimodal optimization and execution, as well as its expertise and capabilities in driving rapid implementation and time to value.	Körber Supply Chain Software Germany	Körber Supply Chain Software, a joint venture of Körber AG and KKR, is a leader in end-to-end supply chain software solutions, providing innovative technology solutions to help you manage rapid change, optimize your operational capacity and adapt quickly to demand.	Logistics Tech	2024

Buyside: Target profile definition

Main market transactions

Target Company	Target Description	Acquirer	Acquirer Description	Acquirer Group	Acquirer Date
C.H. Robinson's European Logistics Operations US	C.H. Robinson's European Surface Transportation division specialized in road freight forwarding services across the European continent. As one of the leading FTL providers in Europe, the division managed an extensive network connecting thousands of shippers and carriers throughout the region.	Sennder Germany	Sennder Technologies GmbH is a digital freight forwarding company that has established itself as one of the top five operators in the European full truck load (FTL) transportation market. The company leverages advanced technology and data analytics to facilitate sustainable and efficient movement of full truck loads across Europe, connecting shippers with carriers through a digital platform that streamlines logistics operations..	Logistics Tech	2025
Bitergo Germany	Bitergo offers cloud-based software solutions for warehouse and supply chain management. Their Warehouse Star system helps businesses digitize warehouse operations quickly, improving efficiency and productivity. They also provide connect2track, a real-time visibility service that tracks shipments across all transport modes..	DB Schenker EEUU	DB Schenker is a global leader in logistics services, offering solutions for land, air, and sea transportation, along with contract logistics and supply chain management. They provide services such as warehouse management, fulfillment, and supply chain optimization across various sectors, including e-commerce, automotive, healthcare, and aerospace. They focus on innovation and digitalization to improve operational efficiency and sustainability.	Logistics	2022
ConData US	ConData specializes in freight post-audit services and transportation spend intelligence. They help businesses optimize their freight costs by auditing invoices for overcharges, errors, and inefficiencies. They offer services like freight audits, small parcel audits, and transportation spend analytics to recover funds and improve payment controls..	Astira Capital Partner EEUU	Astira Capital Partners is a private equity firm based in Boston, Massachusetts, specializing in investments in technology-enabled services and software businesses. They focus on control acquisitions or significant minority investments in companies with EBITDA between \$10 million and \$30 million..	Private Equity	2024
TruckPad Brazil	TruckPad is a logistics platform that connects transport companies, freight owners, and truck drivers to streamline operations. It offers a marketplace for freight, digital payments, and a control tower for managing shipments. The platform also provides a super app for drivers, allowing them to access various services like flexible payments, trip documentation, and real-time tracking. TruckPad aims to enhance efficiency, safety, and sustainability in the logistics sector..	JSL Brazil	JSL is a Brazilian logistics company that specializes in road transportation, warehousing, and supply chain management services. It provides solutions across various sectors such as automotive, retail, chemicals, and food. JSL focuses on offering integrated logistics services, including fleet management, storage, and delivery, while enhancing its operations with digital tools for optimization.	Logistics	2022

Feed Summary

Logistics Technology SWOT Analysis

Strengths

- Technology-Driven Efficiency:** Logistics technology enhances supply chain efficiency through automation, AI, and real-time tracking. Companies leveraging IoT, blockchain, and predictive analytics have a competitive edge.
- High Demand for Digital Solutions:** E-commerce growth, just-in-time supply chains, and increased global trade drive demand for TMS (Transportations Management Systems), WMS (Warehouse Management Systems), and last-mile delivery solutions.
- Scalability and Asset-Light Business Models:** Many logistics tech companies operate asset-light making them attractive M&A targets due to lower CapEx requirements.

Weaknesses

- Fragmented Market with Low Margins:** While technology-driven logistics solutions are growing, the industry is highly fragmented, with multiple regional players. Profit margins in logistics tech are often thin due to competitive pricing pressures.
- Regulatory and Compliance Challenges:** Logistics involves cross-border trade regulations, custom laws, and data security concerns (especially for AI-powered or automated solutions handling sensitive data). Compliance complexity increases acquisition risk.
- Reliance on Freight Volatility:** Many logistics tech companies' revenues are linked to global trade volumes, fuel prices, and supply chain disruptions (e.g., geopolitical tensions, port congestion).

Opportunities

- M&A Consolidation in the Logistics Tech Space:** Companies seek horizontal expansion (acquiring competitors) or vertical integration (acquiring last-mile, warehouse tech, or predictive analytics firms) to create end-to-end solutions.
- Rise of AI, Automation & Predictive Analytics:** AI-powered logistics tools for route optimization, warehouse automation, and predictive demand planning are in demand. Acquisitions in this space could drive efficiency gains.
- Emerging Markets & Untapped Geographies:** Markets in LATAM, Southeast Asia, and Africa are underdeveloped in logistics technology, presenting acquisition and expansion opportunities.

Threats

- Macroeconomic Uncertainty:** Recession risks, inflation, and interest rate hikes can slow down capital investments in logistics technology and M&A deals.
- Supply Chain Disruptions & Geopolitical Risks:** Events like trade wars, sanctions, cyberattacks, and global conflicts can cause instability in freight pricing and cross-border logistics, impacting growth.
- Technology Adoption Barriers:** Traditional logistics firms may resist automation, AI, and blockchain due to legacy infrastructure and labor concerns (e.g., unions resisting automation in warehouses or ports).

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