

Global Digital Freight Matching Market Size Study, by Service (Freight Matching Services, Value Added Services), by Platform (Web-based, Mobile-based), by Transportation Mode (Full Truckload, Less-than-Truckload, Intermodal), by Industry (Food & Beverages, Retail & E-commerce, Manufacturing, Others), and Regional Forecasts 2022–2032

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Abstracts

The global digital freight matching market is poised for exponential growth, projected to expand at a CAGR of 32.1% from 2024 to 2032. Valued at USD 35.74 billion in 2023 the market is driven by advancements in automation and digitization across the supply chain. Digital freight matching platforms bridge the gap between shippers and carriers by facilitating real-time load matching through web or mobile-based applications. This transformative technology enhances operational efficiency and minimizes manual intervention, optimizing traditional logistics processes.

Digital freight matching platforms leverage cutting-edge technologies such as Artificial Intelligence (AI), Machine Learning (ML), and predictive analytics, enabling automated load matching and dynamic pricing. For instance, platforms like Fr8App and Uber Freight utilize AI-driven algorithms to streamline freight brokerage, improving capacity utilization and cost efficiency. These advancements make freight management more accessible and transparent for small to medium-sized carriers.

The rapid proliferation of e-commerce further underscores the importance of digital freight matching. With increasing demand for fast, flexible, and scalable logistics solutions, these platforms provide the agility necessary to address surging freight volumes. Additionally, their ability to optimize truckloads and reduce empty miles aligns

with sustainability goals, addressing both economic and environmental priorities. User-friendly mobile applications amplify adoption rates, offering enhanced accessibility for carriers and drivers.

Geographically, North America dominates the digital freight matching market due to its robust technological infrastructure, widespread internet penetration, and the presence of prominent players such as Uber Freight and Convoy. The region's logistics industry benefits from a strong focus on R&D, fostering innovation in freight management. Meanwhile, the Asia Pacific region is expected to witness the fastest growth, driven by rising smartphone adoption, expanding e-commerce markets, and improving technological infrastructure.

Major market players included in this report are:

Uber Freight (Uber Technologies, Inc.)

Convoy (Flexport Freight Tech LLC)

XPO, Inc.

Freight Tiger

Freight Technologies, Inc.

Cargomatic Inc.

Full Truck Alliance (JiangSu ManYun Software Technology Co., Ltd.)

Redwood Logistics

Roper Technologies, Inc.

C.H. Robinson Worldwide, Inc.

Schneider National, Inc.

Echo Global Logistics

Loadsmart Inc.

Trimble Transportation

Transfix

The detailed segments and sub-segment of the market are explained below:

By Service:

Freight Matching Services

Value Added Services

By Platform:

Web-based

Mobile-based

Android

iOS

By Transportation Mode:

Full Truckload (FTL)

Less-than-Truckload (LTL)

Intermodal

Others

By Industry:

Food & Beverages

Retail & E-commerce

Manufacturing

Oil & Gas

Automotive

Healthcare

Others

By Region:

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

India

China

Japan

South Korea

Australia

Latin America

Brazil

Middle East & Africa

Kingdom of Saudi Arabia (KSA)

UAE

South Africa

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market estimates & forecasts for 10 years from 2022 to 2032.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of the competitive structure of the market.

Demand-side and supply-side analysis of the market.

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