

Shipment Tracking Platform Market Size, Share & Trends Analysis Report By Component (Software, Services), By Deployment Mode (Cloud-based, Hybrid, On-Premises), By Organization Size, By End User, By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

Shipment Tracking Platform Market Summary

The global shipment tracking platform market size was estimated at USD 3.69 billion in 2025 and is projected to reach USD 8.89 billion by 2033, growing at a CAGR of 11.8% from 2026 to 2033. The market growth is driven by the increasing demand for supply chain visibility, the rapid expansion of e-commerce, and the growing need for efficient logistics operations.

The increasing need for real-time supply chain visibility is a major factor driving the market growth. Businesses across industries are seeking greater transparency in logistics operations to monitor shipments, reduce delays, and improve decision-making. Advanced tracking platforms enable end-to-end visibility, allowing companies to access accurate, real-time updates on shipment status, location, and potential disruptions. This capability enhances operational efficiency and helps organizations meet rising customer expectations for timely and reliable delivery.

The increasing adoption of tracking technologies such as GPS, RFID, IoT sensors, and digital platforms is further driving the growth of the shipment tracking platform market. These technologies enable the development of more advanced shipment-tracking platforms that provide continuous, detailed visibility of goods across the supply chain. It improves the accuracy, reliability, and completeness of shipment information, helping businesses monitor deliveries more effectively. Moreover, these solutions help

companies manage logistics operations, reduce delivery uncertainties, and improve customer satisfaction.

The regulatory landscape is influencing the market through the implementation of stringent requirements related to shipment documentation, safety, and environmental compliance. Regulations governing the handling and transportation of goods require greater transparency and traceability across supply chains. As a result, advanced tracking platforms are being adopted to ensure compliance, maintain accurate records, and support audit readiness. Increased focus on data protection and cross-border trade regulations is also shaping platform development.

Several companies are raising funding to scale and strengthen their tracking and visibility capabilities in response to increasing demand for greater supply chain transparency. For instance, in January 2025, Shippeo, a provider of real-time multimodal transportation visibility, raised USD 30 million in funding from Woven Capital Management Company, LLC, a global venture capital firm, bringing its total funding to over USD 140 million. This investment will support Shippeo's expansion in North America and the Asia Pacific, as well as enhancements to its real-time transportation visibility platform. Shippeo provides real-time shipment tracking across all transport modes, helping companies improve supply chain resilience, manage risks, and reduce carbon emissions through better transport decision-making. Such initiatives are expected to contribute to the growth of the market.

Reliance on manual data entry and disconnected systems poses a significant challenge for the shipment tracking platform industry, particularly for businesses managing complex supply chains. In addition, the lack of system integration results in fragmented, inconsistent data, limiting real-time visibility into shipments and inventory. It reduces the accuracy and reliability of shipment tracking platforms, making it difficult to provide complete, up-to-date tracking information. Moreover, fragmented data slows decision-making, increases the risk of errors, and weakens visibility into shipment status, which can delay deliveries and reduce operational efficiency.

Global Shipment Tracking Platform Market Report Segmentation

This report forecasts revenue growth at the global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global shipment tracking platform market report based on component, deployment mode, organization size, end user, and region:

Component Outlook (Revenue, USD Million, 2021 - 2033)

Software

Standalone Tracking Platforms

Integrated Logistics/TMS Platforms

Multi-Carrier Shipping Platforms

Post-Purchase Experience Platforms

Real-Time Transportation Visibility Platforms (RTTVP)

Services

Professional Services

Managed Services

Deployment Mode Outlook (Revenue, USD Million, 2021 - 2033)

Cloud-based

Hybrid

On-Premises

Organization Size Outlook (Revenue, USD Million, 2021 - 2033)

SMEs

Large Enterprises

End User Outlook (Revenue, USD Million, 2021 - 2033)

Retail & E-commerce

Third-Party Logistics (3PL) & Contract Logistics

Manufacturing

Healthcare & Pharmaceuticals

Automotive

Freight Forwarding & Shipping

Others

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

India

Japan

South Korea

Australia

Latin America

Brazil

Middle East & Africa (MEA)

KSA

UAE

South Africa

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