

# Freight Visibility Software Market

<https://marketpublishers.com/r/FCFBBA175DF0EN.html>

Date: June 2026

Pages: 0

Price: US\$ 4,950.00 (Single User License)

ID: FCFBBA175DF0EN

## Abstracts

**Upcoming research reports. Delivery timeline: 4 weeks**

The Freight Visibility Software Market is projected to grow from USD XX billion in 2024 to USD XX billion by 2029 at a compound annual growth rate (CAGR) of XX % during the forecast period. The growing requirements for real-time shipment tracking, data-driven decisions, and improved supply chain visibility are the factors that fuel the adoption of freight visibility software solutions. Freight visibility software platforms also allow organizations to track shipments, manage inventory, and enhance their operations; hence, they are a must-have for any organization willing to avoid delays in logistics. With more logistics companies shifting to digitalization, freight visibility solutions can easily be incorporated into current systems to enhance efficiency for carriers, suppliers, and customers.

Development in the e-commerce industry and the advancement in global supply chains have also added to the advancement of freight visibility software. This trend is particularly evident in end-user retail, manufacturing, and logistics segments, where real-time shipment tracking is essential for timely delivery and customer satisfaction. Furthermore, the use of technologies such as Artificial Intelligence (AI), Machine Learning (ML), and the Internet of Things (IoT) is improving these solutions by providing them with features such as predictive analysis, optimization of routes, and better forecasting. Ongoing advances in software technologies, like the introduction of cloud solutions and mobility solutions, are anticipated to foster market growth in the future, enabling organizations to enhance supply chain transparency and organizational performance.

To know about the assumptions considered for the study, Request for Free Sample Report

## Freight Visibility Software **Market Dynamics**

### Driver: Demand for real-time shipment tracking

The freight visibility software market is increasing, driven by the need for real-time shipment tracking. In today's fast-moving global economy, businesses are constantly looking for ways to stay ahead of the competition, and real-time visibility has become essential. Monitoring shipments live—knowing their exact location and condition—helps companies manage their supply chains more effectively, improve delivery accuracy, and, most importantly, keep their customers happy. Real-time tracking has moved from being a nice-to-have feature to an absolute necessity. It empowers businesses to minimize disruptions, make better decisions based on real-time data, and act quickly when issues arise. JAS Worldwide, a major freight forwarding company, suffered a ransomware attack that temporarily shut down its customer portal, JAS SmartHub, leaving clients without access to crucial shipment tracking information. Situations like these emphasize the importance of investing in reliable freight visibility software to avoid disruptions and ensure seamless operations.

### Restraint: Data security concerns

Data security concerns pose a significant challenge in the freight visibility software market, especially as more companies integrate advanced technologies like IoT, AI, and real-time tracking. These platforms handle large volumes of sensitive data, such as shipment details, customer information, and location tracking, which, if not properly secured, can be exposed to cyber-attacks, data breaches, and unauthorized access. The growing reliance on cloud-based systems adds another layer of complexity, requiring robust encryption, multi-factor authentication, and regular security audits to protect data in transit and at rest. Moreover, ensuring compliance with global data protection regulations, such as GDPR, can be difficult for freight software providers in diverse regions. High-profile incidents, like the November 2023 cyberattack on DP World Australia and the August 2024 ransomware attack on the Port of Seattle, demonstrate the far-reaching consequences of data breaches in the freight sector. These incidents underscore the need for stronger cybersecurity practices to mitigate risks and build trust in freight visibility solutions.

### Opportunity: Adoption of artificial intelligence and machine learning

Adopting Artificial Intelligence (AI) and Machine Learning (ML) creates significant opportunities in the freight visibility software market by enhancing supply chain

efficiency and decision-making. AI and ML can analyze large volumes of real-time data from various sources such as GPS, IoT sensors, and weather forecasts, allowing businesses to gain predictive insights and optimize routes. For example, AI can forecast delays due to weather or traffic and suggest alternative paths, ensuring timely deliveries. Companies like Aldi have implemented AI-driven "intelligent control towers" to centralize their supply chain management, improving efficiency and visibility. Similarly, DHL uses generative AI to dynamically adjust delivery routes, while Project44's Movement GPT provides conversational access to shipment information. These advancements streamline operations and improve risk management, offering businesses a competitive edge. By leveraging AI and ML, companies can automate processes, reduce costs, and respond to disruptions quickly, ultimately driving more intelligent decisions and improving customer satisfaction in the freight visibility sector.

#### Challenge: Inadequate infrastructure for real-time data sharing

A significant challenge in the freight visibility software market is the inadequate infrastructure for real-time data sharing, which can severely limit the effectiveness of these solutions. This is particularly true in developing regions where unreliable internet connectivity and limited sensor coverage persist. In such environments, tracking shipments in real-time becomes a struggle when data is delayed or incomplete, leaving businesses without crucial insights. For example, China's "Logistics Industry Rejuvenation Plan" acknowledged these infrastructure gaps and focused on improving connectivity between coastal and interior regions to support supply chains better. Addressing this challenge requires investments in communication networks, sensor technologies, and data analytics platforms. Companies can ensure smoother data flow, more accurate tracking, and enhanced real-time visibility by upgrading infrastructure, especially in underserved areas. Overcoming these infrastructure barriers will lead to more efficient, reliable freight visibility software solutions that help businesses make better decisions, streamline operations, and optimize their supply chains.

#### MarTech Market Ecosystem

To know about the assumptions considered for the study, download the pdf brochure

Based on the offering, the software segment is expected to capture the largest market share during the forecast period.

The software segment is projected to capture the largest market share during the forecast period. Freight visibility software is critical in modern logistics, enabling real-

time tracking, predictive analytics, and seamless communication across supply chains. This software is designed to optimize multimodal transportation—spanning rail, road, air, and ocean freight—by providing businesses with insights to enhance delivery performance, reduce costs, and improve customer satisfaction. Leading companies in this segment include project44, FourKites, Blume Global, and Shippeo, which offer advanced solutions for tracking and proactive delay management. For example, project44's platform integrates predictive ETA capabilities with data-driven analytics to support supply chain resilience. Similarly, FourKites provides end-to-end visibility, catering to industries such as retail and manufacturing. The adoption of freight visibility software is accelerating due to the growth of e-commerce and the need for efficient logistics solutions, driving advancements in automation and AI-powered analytics. These tools reshape global supply chains by promoting transparency, efficiency, and sustainability.

Based on application, the shipment tracking segment will grow at the highest CAGR during the forecast period.

The shipment tracking segment is expected to grow at the highest CAGR in the freight visibility software market during the forecast period. Shipment tracking applications under freight visibility software provide real-time tracking and monitoring of shipments across various transportation modes. These applications offer end-to-end visibility, allowing businesses to track their goods' location, status, and estimated time of arrival (ETA). Key features include real-time alerts, predictive analytics, and exception management, which help in proactive decision-making and reducing delays. Freight visibility software integrates data from multiple sources, including GPS, RFID, and carrier systems, to provide a comprehensive view of the supply chain. This integration enhances transparency, improves customer satisfaction, and optimizes logistics operations by identifying bottlenecks and improving route efficiency. Leading solutions such as FourKites and project44 are known for their advanced capabilities in providing accurate ETAs and comprehensive shipment visibility.

Based on the region, North America holds the largest market share during the forecast period.

Freight visibility software is instead revolutionizing the North America logistics industry as it brings in the supply chain, minimizes operational costs, and increases customer satisfaction. The software will give the ability to track and predict the multimodal transport of the regional complicated freight transport, including rail, road, air, and ocean transport. For instance, companies such as FourKites and project44 have

implemented solutions enabling precise ETA predictions and proactive delay management, optimizing delivery performance. A notable use case is Walmart, which leverages freight visibility software to monitor shipments across its extensive supply chain. This system ensures faster response times, reduces transportation costs, and improves inventory management. As e-commerce continues to thrive in North America, freight visibility software has become critical for meeting consumer demands for faster and more reliable deliveries, driving widespread adoption across retail, manufacturing, and healthcare.

### **Key Market Players**

The freight visibility software market is dominated by a few globally established players such as KALE Logistics Solutions (India), Corridor Platform Inc. (US), Global DTC (US), SAP (Germany), Blue Yonder (US), CrimsomLogin (Singapore), Swarco (Austria), FarEye (US), e2open (US), FreightAmigo (China), Overhaul (UK), FourKites Inc. (US), SHIPPEO (France), Shipy (India), and Tive (US) among others, are the key vendors that secured freight visibility software market in last few years. Customers are conducting experiments in the freight visibility software market because of their increased standard of living, easy access to information, and quick adoption of technical items.

### **Recent Developments:**

In February 2024, FreightWaves SONAR and e2open partnered to integrate SONAR's real-time TRAC rate data into e2open's Transportation Management System (TMS). This integration gives shippers real-time access to spot and contract rates and delivers a competitive advantage in making sound decisions, reducing costs, and choosing appropriate carriers. Seamless within the TMS, it simplifies workflows and boosts transparency, enhancing freight visibility and supply chain efficiency.

In November 2024, Shippeo and Logward formed a strategic partnership to enhance global transportation visibility and streamline supply chain processes across all modes of transport. This partnership combines Shippeo's real-time, multimodal transportation visibility with Logward's No-Code supply chain execution platform. Together, they aim to improve data accuracy, automate workflows, and provide real-time insights, empowering businesses to optimize supply chain operations and boost efficiency.

In April 2024, ProShip and ShipMatrix partnered to enhance shipment visibility for businesses shipping over 2 billion parcels annually. This partnership between

ShipMatrix and ProShip provides real-time tracking, status updates, and predictive delivery dates through a tracking solution incorporated with the company's multi-carrier platform. It helps businesses make decisions, increasing the efficiency of carriers and enhancing customer relations, which leads to enhanced logistics and high satisfaction levels.

In July 2024, Singapore Airlines and IBS Software partnered to co-develop an innovative shipment record solution to digitize air cargo operations. This partnership enables seamless data exchange across airlines, cargo community systems, and ground handlers by leveraging IATA's ONE Record standards. The project's first phase enhances transparency, data accessibility, and visibility, laying the groundwork for further digital advancements in air cargo.

In July 2024, Transport Pro and Tive partnered to enhance shipment security by offering real-time cargo tracking. Tive's trackers provide continuous tracking even if the driver stops so that brokers can monitor high-value loads. The integration delivers shipment location and condition updates, including temperature, humidity, and light exposure, helping mitigate theft, damage, and claims.

### **Frequently Asked Questions (FAQ):**

What is Freight visibility software ?

Freight visibility software is a logistics technology developed to track and monitor freight in real-time supply chain logistics. It allows businesses to achieve a transparent view of their shipments, increasing efficiency, lowering costs, and increasing customer satisfaction.

What initiatives have tech giants implemented to enhance the development of freight visibility software?

Tech giants are advancing freight visibility software by integrating AI, IoT, and cloud computing to enable real-time tracking, predictive analytics, and seamless data sharing. These efforts improve transparency, optimize logistics, and enhance operational efficiency.

Which are the key vendors exploring freight visibility software?

Some of the significant vendors offering freight visibility software worldwide include

KALE Logistics Solutions (India), Corridor Platform Inc. (US), Global DTC (US), SAP (Germany), Blue Yonder (US), CrimsomLogin (Singapore), Swarco (Austria), FarEye (US), e2open (US), FreightAmigo (China), Overhaul (UK), FourKites Inc. (US), SHIPPEO (France), Shippy (India), and Tive (US).

What is the total CAGR recorded for the freight visibility software market from 2024 to 2029?

The freight visibility software market is expected to achieve a CAGR of XX% from 2024 to 2029.

Who are vital clients adopting freight visibility software?

Manufacturing Enterprises

SCM vendors

Consulting firms

Third-party vendors

Mobile application developers

Cloud platform providers

Investors and venture capitalists

System integrators (SIs)

Technology providers

Suppliers, distributors, and contractors

Engineering and R&D Organizations

What is Freight visibility software ?

Freight visibility software is a logistics technology developed to track and monitor freight in real-time supply chain logistics. It allows businesses to achieve a transparent view of their shipments, increasing efficiency, lowering costs, and increasing customer

satisfaction.

What initiatives have tech giants implemented to enhance the development of freight visibility software?

Tech giants are advancing freight visibility software by integrating AI, IoT, and cloud computing to enable real-time tracking, predictive analytics, and seamless data sharing. These efforts improve transparency, optimize logistics, and enhance operational efficiency.

Which are the key vendors exploring freight visibility software?

Some of the significant vendors offering freight visibility software worldwide include KALE Logistics Solutions (India), Corridor Platform Inc. (US), Global DTC (US), SAP (Germany), Blue Yonder (US), CrimsomLogin (Singapore), Swarco (Austria), FarEye (US), e2open (US), FreightAmigo (China), Overhaul (UK), FourKites Inc. (US), SHIPPEO (France), Shipy (India), and Tive (US).

What is the total CAGR recorded for the freight visibility software market from 2024 to 2029?

The freight visibility software market is expected to achieve a CAGR of XX% from 2024 to 2029.

Who are vital clients adopting freight visibility software?

Manufacturing Enterprises

SCM vendors

Consulting firms

Third-party vendors

Mobile application developers

Cloud platform providers

Investors and venture capitalists

System integrators (SIs)

Technology providers

Suppliers, distributors, and contractors

Engineering and R&D Organizations

## Contents

### **1 INTRODUCTION**

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE

### **2 RESEARCH METHODOLOGY**

- 2.1 RESEARCH APPROACH
- 2.2 MARKET BREAKUP & DATA TRIANGULATION

### **3 MARKET OVERVIEW AND INDUSTRY TRENDS**

- 3.1 INTRODUCTION
- 3.2 MARKET DYNAMICS
  - 3.2.1 DRIVERS
  - 3.2.2 RESTRAINTS
  - 3.2.3 OPPORTUNITIES
  - 3.2.4 CHALLENGES
- 3.3 CASE STUDY ANALYSIS

### **4 FREIGHT VISIBILITY SOFTWARE MARKET, BY OFFERING**

- 4.1 INTRODUCTION
  - 4.1.1 OFFERING: FREIGHT VISIBILITY SOFTWARE MARKET DRIVERS
- 4.2 SOFTWARE
- 4.3 SERVICE

### **5 FREIGHT VISIBILITY SOFTWARE MARKET BY APPLICATION**

- 5.1 INTRODUCTION
  - 5.1.1 APPLICATION AREA: FREIGHT VISIBILITY SOFTWARE MARKET DRIVERS
- 5.2 SHIPMENT EXCHANGE
- 5.3 SHIPMENT TRACKING
- 5.4 STAKEHOLDER DATA MANAGEMENT
- 5.5 NETWORK MANAGEMENT
- 5.6 OTHERS APPLICATIONS

## **6 FREIGHT VISIBILITY SOFTWARE MARKET BY END USER**

### 6.1 INTRODUCTION

#### 6.1.1 END-USER: FREIGHT VISIBILITY SOFTWARE MARKET DRIVERS

### 6.2 THIRD-PARTY LOGISTICS

### 6.3 FORWARDER

### 6.4 BROKERS

### 6.5 SHIPPERS

### 6.6 CARRIERS

## **7 FREIGHT VISIBILITY SOFTWARE MARKET, DELIVERY MODE**

### 7.1 INTRODUCTION

#### 7.1.1 DELIVERY MODE: FREIGHT VISIBILITY SOFTWARE MARKET DRIVERS

### 7.2 RAIL FREIGHT

### 7.3 ROAD FREIGHT

### 7.4 OCEAN FREIGHT

### 7.5 AIR FREIGHT

## **8 FREIGHT VISIBILITY SOFTWARE MARKET, TYPE**

### 8.1 INTRODUCTION

#### 8.1.1 TYPE: FREIGHT VISIBILITY SOFTWARE MARKET DRIVERS

### 8.2 B2B

### 8.3 B2C

## **9 FREIGHT VISIBILITY SOFTWARE MARKET, BY REGION**

### 9.1 INTRODUCTION

### 9.2 NORTH AMERICA

#### 9.2.1 US

#### 9.2.2 CANADA

### 9.3 EUROPE

#### 9.3.1 UK

#### 9.3.2 GERMANY

#### 9.3.3 FRANCE

#### 9.3.4 ITALY

#### 9.3.5 REST OF EUROPE

## 9.4 ASIA PACIFIC

9.4.1 CHINA

9.4.2 JAPAN

9.4.3 AUSTRALIA & NEW ZEALAND

9.4.4 REST OF ASIA PACIFIC

## 9.5 MIDDLE EAST & AFRICA

9.5.1 GCC COUNTRIES

9.5.2 SOUTH AFRICA

9.5.3 REST OF MIDDLE EAST & AFRICA

## 9.6 LATIN AMERICA

9.6.1 BRAZIL

9.6.2 MEXICO

9.6.3 REST OF LATIN AMERICA

## **10 COMPETITIVE LANDSCAPE**

### 10.1 INTRODUCTION

### 10.2 KEY PLAYER STRATEGIES/RIGHT TO WIN

### 10.3 MARKET SHARE ANALYSIS

### 10.4 PRODUCT/BRAND COMPARISON

### 10.5 KEY MARKET DEVELOPMENTS

10.5.1 NEW LAUNCHES

10.5.2 DEALS

10.5.3 OTHERS

## **11 COMPANY PROFILESRIDOR PLATFORMS, INC.**

### 11.1 KALE LOGISTICS SOLUTIONS

### 11.2 CORRIDOR PLATFORM INC

### 11.3 GLOBAL DTC

### 11.4 MAPFRE

### 11.5 SAP

### 11.6 BLUE YONDER

### 11.7 CRIMSONLOGIC PTE LTD

### 11.8 SWARCO

### 11.9 COMPANY 1

### 11.1 COMPANY 2

### 11.11 COMPANY 3

### 11.12 COMPANY 4

11.13 COMPANY 5

11.14 COMPANY 6

11.15 COMPANY 7

## I would like to order

Product name: Freight Visibility Software Market

Product link: <https://marketpublishers.com/r/FCFBBA175DF0EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/FCFBBA175DF0EN.html>