

AI-Powered Freight Routing Market Forecasts to 2034 – Global Analysis By Routing Method (Static Route Planning, Dynamic Route Planning, Continuous Route Optimization, Multi-Stop Route Optimization, Multi-Tier Route Optimization and Other Routing Methods), Routing Input, Optimization Objective, Fleet Configuration, End User, and Geography

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Abstracts

According to Statistics MRC, the Global AI-Powered Freight Routing Market is accounted for \$2.70 billion in 2026 and is expected to reach \$11.80 billion by 2034 growing at a CAGR of 20.2% during the forecast period. AI-powered freight routing refers to the use of artificial intelligence and advanced analytics to determine optimal routes for freight transportation based on factors such as traffic, delivery schedules, vehicle capacity, weather, road conditions, fuel consumption, and operational constraints. Machine learning algorithms continuously evaluate transportation data to adjust routes and improve delivery efficiency. These systems help logistics operators reduce travel time, fuel costs, empty miles, and delivery delays while improving fleet utilization. Growing demand for efficient freight operations, real-time decision-making, and cost optimization is driving global adoption of AI-powered freight routing.

Market Dynamics:

Driver:

Rising demand for route optimization

AI-powered freight routing solutions analyze transportation data to identify efficient

routes for freight movement. These solutions can consider traffic, delivery schedules, vehicle capacity, and road conditions when planning routes. Better route planning can help reduce unnecessary travel and improve fleet utilization. Real-time adjustments can also support faster responses to unexpected transportation disruptions. Logistics companies are increasingly using automated routing to improve delivery reliability and control operating costs. These factors are supporting wider adoption of AI-powered freight routing solutions.

Restraint:**Inaccurate real-time traffic data**

Accurate traffic information is important for reliable AI-based route planning. Data gaps may occur when information from roads, vehicles, mapping systems, and public sources is inconsistent. Delayed updates can also reduce the effectiveness of real-time route adjustments. Poor-quality traffic information may affect estimated travel times and delivery schedules. Logistics providers may therefore need additional data sources to improve routing accuracy. These challenges can limit confidence in automated freight routing systems.

Opportunity:**Dynamic multimodal route optimization**

Dynamic multimodal route optimization is creating new opportunities for AI-powered freight routing platforms. These systems can evaluate different combinations of road, rail, air, and maritime transportation. AI can compare travel time, capacity, cost, and operational conditions across available transport options. Route recommendations can also be adjusted when disruptions affect a particular transportation mode. Multimodal optimization can help companies select more efficient combinations of transport resources. Integration with shipment tracking systems can provide continuous updates throughout the journey.

Threat:**Rapid transportation data changes**

Transportation conditions can change quickly because of traffic disruptions, weather events, road closures, and changes in freight demand. Rapid transportation data

changes can make routing recommendations outdated within a short period. AI systems therefore need continuous access to reliable and timely information. Frequent data changes can also increase the computational requirements of real-time routing platforms. Incorrect updates may result in unnecessary route changes or operational delays. Logistics providers may need to combine multiple data sources to maintain reliable recommendations.

Covid-19 Impact:

The COVID-19 pandemic disrupted freight transportation through border restrictions, changing traffic patterns, labor shortages, and supply chain interruptions. Logistics providers faced difficulty maintaining planned routes as transportation conditions changed rapidly. These disruptions increased interest in technologies capable of adjusting routes based on real-time conditions. Digital routing tools helped companies respond to changing delivery requirements and transportation constraints. The pandemic also highlighted the importance of flexible logistics planning during periods of uncertainty. As freight activity recovered, businesses continued investing in technologies that could improve route efficiency and resilience.

The dynamic route planning segment is expected to be the largest during the forecast period

The dynamic route planning segment is expected to account for the largest market share during the forecast period as logistics providers increasingly require flexible routing based on changing transportation conditions. These systems can update routes when traffic, delivery priorities, or road conditions change. Real-time information allows logistics companies to respond more quickly to unexpected disruptions. Dynamic planning can also improve vehicle utilization and reduce unnecessary travel. Integration with fleet management and shipment tracking systems strengthens routing visibility. Growing delivery expectations are encouraging companies to improve the speed and accuracy of transportation planning.

The weather conditions segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the weather conditions segment is predicted to witness the highest growth rate due to increasing use of real-time environmental information in freight routing decisions. Weather data can help identify conditions that may affect road safety, travel time, and delivery schedules. AI systems can incorporate forecasts and

current weather information into route recommendations. Logistics providers can use these insights to avoid high-risk routes or adjust delivery timing. Integration with traffic and vehicle data can provide a more complete view of transportation conditions. Growing demand for proactive disruption management is increasing the value of weather-based routing intelligence.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share owing to strong adoption of fleet management, logistics software, and intelligent transportation technologies. The United States has a large freight transportation network that creates substantial demand for efficient route planning. Logistics providers are increasingly using AI and analytics to improve fleet productivity and delivery performance. Advanced digital infrastructure supports the integration of traffic, mapping, weather, and vehicle data. The growth of e-commerce is also increasing pressure on logistics operators to provide timely deliveries. These factors are supporting continued investment in AI-powered freight routing across the region.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR driven by rapid logistics digitalization. China and India are investing in transportation technologies to improve the efficiency of large and complex freight networks. Growing urban delivery volumes are increasing the need for intelligent route planning. Logistics companies are adopting cloud-based platforms that can integrate traffic, weather, and vehicle information. Development of smart transportation infrastructure is further improving the availability of digital mobility data. AI adoption is also increasing as businesses seek automated approaches to manage transportation complexity.

Key players in the market

Some of the key players in AI-Powered Freight Routing Market include Descartes Systems Group Inc., Trimble Inc., PTV Group, ORTEC, OptimoRoute Inc., Route4Me, Inc., Verizon Communications Inc., Samsara Inc., Geotab Inc., Manhattan Associates, Inc., Blue Yonder Group, Inc., Kinaxis Inc., E2open Parent Holdings, Inc., Oracle Corporation, SAP SE.

Key Developments:

In April 2026, The Descartes Systems Group Inc. introduced the Fleet Data Intelligence platform on its Global Logistics Network, featuring the AI agent Ren? and advanced machine learning algorithms. The platform automates route planning, predicts precise service times, and improves route density by up to 30% for high-volume freight operations.

In January 2026, ORTEC expanded its cloud-native logistics and route optimization suite, introducing machine-learning models for dynamic load building and real-time dispatch planning. The platform optimizes multi-stop freight routes based on continuous driver availability, dock constraints, and customer time-window updates.

Routing Methods Covered:

- Static Route Planning
- Dynamic Route Planning
- Continuous Route Optimization
- Multi-Stop Route Optimization
- Multi-Tier Route Optimization
- Other Routing Methods

Routing Inputs Covered:

- Traffic Conditions
- Shipment Characteristics
- Vehicle Constraints
- Delivery Time Windows
- Weather Conditions

Other Routing Inputs

Optimization Objectives Covered:

Travel Time Minimization

Distance Minimization

Fuel Consumption Minimization

Vehicle Utilization Maximization

Delivery Reliability Improvement

Other Optimization Objectives

Fleet Configurations Covered:

Single-Vehicle Fleets

Multi-Vehicle Fleets

Multi-Depot Fleets

Mixed Vehicle Fleets

Autonomous & Semi-Autonomous Fleets

Other Fleet Configurations

End Users Covered:

Freight Carriers

Third-Party Logistics Providers

Freight Forwarders

Shippers

Distribution Operators

Other End Users

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

2 RESEARCH FRAMEWORK

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
 - 2.4.1 Data Collection (Primary and Secondary)
 - 2.4.2 Data Modeling and Estimation Techniques
 - 2.4.3 Data Validation and Triangulation
 - 2.4.4 Analytical and Forecasting Approach

3 MARKET DYNAMICS AND TREND ANALYSIS

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

4 COMPETITIVE AND STRATEGIC ASSESSMENT

- 4.1 Porter's Five Forces Analysis
 - 4.1.1 Supplier Bargaining Power
 - 4.1.2 Buyer Bargaining Power
 - 4.1.3 Threat of Substitutes
 - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

5 GLOBAL AI-POWERED FREIGHT ROUTING MARKET, BY ROUTING METHOD

- 5.1 Static Route Planning
- 5.2 Dynamic Route Planning
- 5.3 Continuous Route Optimization
- 5.4 Multi-Stop Route Optimization
- 5.5 Multi-Tier Route Optimization
- 5.6 Other Routing Methods

6 GLOBAL AI-POWERED FREIGHT ROUTING MARKET, BY ROUTING INPUT

- 6.1 Traffic Conditions
- 6.2 Shipment Characteristics
- 6.3 Vehicle Constraints
- 6.4 Delivery Time Windows
- 6.5 Weather Conditions
- 6.6 Other Routing Inputs

7 GLOBAL AI-POWERED FREIGHT ROUTING MARKET, BY OPTIMIZATION OBJECTIVE

- 7.1 Travel Time Minimization
- 7.2 Distance Minimization
- 7.3 Fuel Consumption Minimization
- 7.4 Vehicle Utilization Maximization
- 7.5 Delivery Reliability Improvement
- 7.6 Other Optimization Objectives

8 GLOBAL AI-POWERED FREIGHT ROUTING MARKET, BY FLEET CONFIGURATION

- 8.1 Single-Vehicle Fleets
- 8.2 Multi-Vehicle Fleets
- 8.3 Multi-Depot Fleets
- 8.4 Mixed Vehicle Fleets

8.5 Autonomous & Semi-Autonomous Fleets

8.6 Other Fleet Configurations

9 GLOBAL AI-POWERED FREIGHT ROUTING MARKET, BY END USER

9.1 Freight Carriers

9.2 Third-Party Logistics Providers

9.3 Freight Forwarders

9.4 Shippers

9.5 Distribution Operators

9.6 Other End Users

10 GLOBAL AI-POWERED FREIGHT ROUTING MARKET, BY GEOGRAPHY

10.1 North America

10.1.1 United States

10.1.2 Canada

10.1.3 Mexico

10.2 Europe

10.2.1 United Kingdom

10.2.2 Germany

10.2.3 France

10.2.4 Italy

10.2.5 Spain

10.2.6 Netherlands

10.2.7 Belgium

10.2.8 Sweden

10.2.9 Switzerland

10.2.10 Poland

10.2.11 Rest of Europe

10.3 Asia Pacific

10.3.1 China

10.3.2 Japan

10.3.3 India

10.3.4 South Korea

10.3.5 Australia

10.3.6 Indonesia

10.3.7 Thailand

10.3.8 Malaysia

- 10.3.9 Singapore
- 10.3.10 Vietnam
- 10.3.11 Rest of Asia Pacific
- 10.4 South America
 - 10.4.1 Brazil
 - 10.4.2 Argentina
 - 10.4.3 Colombia
 - 10.4.4 Chile
 - 10.4.5 Peru
 - 10.4.6 Rest of South America
- 10.5 Rest of the World (RoW)
 - 10.5.1 Middle East
 - 10.5.1.1 Saudi Arabia
 - 10.5.1.2 United Arab Emirates
 - 10.5.1.3 Qatar
 - 10.5.1.4 Israel
 - 10.5.1.5 Rest of Middle East
 - 10.5.2 Africa
 - 10.5.2.1 South Africa
 - 10.5.2.2 Egypt
 - 10.5.2.3 Morocco
 - 10.5.2.4 Rest of Africa

11 STRATEGIC MARKET INTELLIGENCE

- 11.1 Industry Value Network and Supply Chain Assessment
- 11.2 White-Space and Opportunity Mapping
- 11.3 Product Evolution and Market Life Cycle Analysis
- 11.4 Channel, Distributor, and Go-to-Market Assessment

12 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

- 12.1 Mergers and Acquisitions
- 12.2 Partnerships, Alliances, and Joint Ventures
- 12.3 New Product Launches and Certifications
- 12.4 Capacity Expansion and Investments
- 12.5 Other Strategic Initiatives

13 COMPANY PROFILES

- 13.1 Descartes Systems Group Inc.
- 13.2 Trimble Inc.
- 13.3 PTV Group
- 13.4 ORTEC
- 13.5 OptimoRoute Inc.
- 13.6 Route4Me, Inc.
- 13.7 Verizon Communications Inc.
- 13.8 Samsara Inc.
- 13.9 Geotab Inc.
- 13.10 Manhattan Associates, Inc.
- 13.11 Blue Yonder Group, Inc.
- 13.12 Kinaxis Inc.
- 13.13 E2open Parent Holdings, Inc.
- 13.14 Oracle Corporation
- 13.15 SAP SE

List Of Tables

LIST OF TABLES

Table 1 Global AI-Powered Freight Routing Market Outlook, By Region (2023-2034) (\$MN)

Table 2 Global AI-Powered Freight Routing Market, By Routing Method (2023–2034) (\$MN)

Table 3 Global AI-Powered Freight Routing Market, By Static Route Planning (2023–2034) (\$MN)

Table 4 Global AI-Powered Freight Routing Market, By Dynamic Route Planning (2023–2034) (\$MN)

Table 5 Global AI-Powered Freight Routing Market, By Continuous Route Optimization (2023–2034) (\$MN)

Table 6 Global AI-Powered Freight Routing Market, By Multi-Stop Route Optimization (2023–2034) (\$MN)

Table 7 Global AI-Powered Freight Routing Market, By Multi-Tier Route Optimization (2023–2034) (\$MN)

Table 8 Global AI-Powered Freight Routing Market, By Other Routing Methods (2023–2034) (\$MN)

Table 9 Global AI-Powered Freight Routing Market, By Routing Input (2023–2034) (\$MN)

Table 10 Global AI-Powered Freight Routing Market, By Traffic Conditions (2023–2034) (\$MN)

Table 11 Global AI-Powered Freight Routing Market, By Shipment Characteristics (2023–2034) (\$MN)

Table 12 Global AI-Powered Freight Routing Market, By Vehicle Constraints (2023–2034) (\$MN)

Table 13 Global AI-Powered Freight Routing Market, By Delivery Time Windows (2023–2034) (\$MN)

Table 14 Global AI-Powered Freight Routing Market, By Weather Conditions (2023–2034) (\$MN)

Table 15 Global AI-Powered Freight Routing Market, By Other Routing Inputs (2023–2034) (\$MN)

Table 16 Global AI-Powered Freight Routing Market, By Optimization Objective (2023–2034) (\$MN)

Table 17 Global AI-Powered Freight Routing Market, By Travel Time Minimization (2023–2034) (\$MN)

Table 18 Global AI-Powered Freight Routing Market, By Distance Minimization

(2023–2034) (\$MN)

Table 19 Global AI-Powered Freight Routing Market, By Fuel Consumption Minimization (2023–2034) (\$MN)

Table 20 Global AI-Powered Freight Routing Market, By Vehicle Utilization Maximization (2023–2034) (\$MN)

Table 21 Global AI-Powered Freight Routing Market, By Delivery Reliability Improvement (2023–2034) (\$MN)

Table 22 Global AI-Powered Freight Routing Market, By Other Optimization Objectives (2023–2034) (\$MN)

Table 23 Global AI-Powered Freight Routing Market, By Fleet Configuration (2023–2034) (\$MN)

Table 24 Global AI-Powered Freight Routing Market, By Single-Vehicle Fleets (2023–2034) (\$MN)

Table 25 Global AI-Powered Freight Routing Market, By Multi-Vehicle Fleets (2023–2034) (\$MN)

Table 26 Global AI-Powered Freight Routing Market, By Multi-Depot Fleets (2023–2034) (\$MN)

Table 27 Global AI-Powered Freight Routing Market, By Mixed Vehicle Fleets (2023–2034) (\$MN)

Table 28 Global AI-Powered Freight Routing Market, By Autonomous & Semi-Autonomous Fleets (2023–2034) (\$MN)

Table 29 Global AI-Powered Freight Routing Market, By Other Fleet Configurations (2023–2034) (\$MN)

Table 30 Global AI-Powered Freight Routing Market, By End User (2023–2034) (\$MN)

Table 31 Global AI-Powered Freight Routing Market, By Freight Carriers (2023–2034) (\$MN)

Table 32 Global AI-Powered Freight Routing Market, By Third-Party Logistics Providers (2023–2034) (\$MN)

Table 33 Global AI-Powered Freight Routing Market, By Freight Forwarders (2023–2034) (\$MN)

Table 34 Global AI-Powered Freight Routing Market, By Shippers (2023–2034) (\$MN)

Table 35 Global AI-Powered Freight Routing Market, By Distribution Operators (2023–2034) (\$MN)

Table 36 Global AI-Powered Freight Routing Market, By Other End Users (2023–2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) are also represented in the same manner as above.

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