

# **Digital Logistics Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Deployment (Cloud and On-Premises), By System (Tracking and Monitoring Systems, Fleet Management Systems, Information Integrated Systems, Database Management Systems and Others), By Region, By Competition, 2019-2029F**

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## **Abstracts**

Global Digital Logistics Market was valued at USD 22.08 billion in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 24.19% through 2029.

The digital logistics market refers to the evolving ecosystem where advanced technologies and digital solutions are applied to streamline and enhance various aspects of supply chain management. It encompasses the integration of cutting-edge technologies such as Internet of Things (IoT), artificial intelligence (AI), blockchain, and data analytics into traditional logistics processes. The primary objective of the digital logistics market is to optimize the efficiency, visibility, and overall performance of supply chain operations.

In this dynamic market, logistics companies leverage digital tools to gain real-time insights into the movement of goods, monitor inventory levels, and improve decision-making processes. The adoption of digital logistics solutions enables companies to address challenges related to route optimization, inventory management, and order fulfillment. Additionally, it facilitates enhanced communication and collaboration among stakeholders within the supply chain.

As businesses worldwide recognize the transformative potential of digital logistics, the market continues to grow, driven by technological advancements, globalization, and the increasing demand for more agile and responsive supply chain systems. Ultimately, the digital logistics market represents a paradigm shift in how logistics and supply chain processes are conceptualized, executed, and optimized through the strategic application of digital technologies.

## Key Market Drivers

### Technological Advancements in Supply Chain Management

The global digital logistics market is significantly driven by continuous technological advancements in supply chain management. In recent years, there has been a paradigm shift towards the integration of cutting-edge technologies to optimize and streamline logistics processes. One of the key technologies contributing to this transformation is the Internet of Things (IoT). IoT enables the connection of devices and sensors throughout the supply chain, providing real-time visibility into the movement of goods. This enhanced visibility allows logistics companies to track shipments, monitor inventory levels, and proactively address potential disruptions.

Furthermore, the adoption of advanced analytics and big data in logistics operations has played a pivotal role. These technologies enable companies to analyze vast amounts of data to derive actionable insights. Predictive analytics, for instance, allows logistics providers to anticipate demand fluctuations, optimize routing, and enhance overall operational efficiency. The use of artificial intelligence (AI) and machine learning (ML) further automates decision-making processes, leading to more accurate forecasting and resource allocation.

In essence, the ongoing technological evolution in supply chain management is a key driver propelling the growth of the digital logistics market. Companies that leverage these technologies gain a competitive edge by improving their responsiveness, reducing costs, and enhancing customer satisfaction.

### E-commerce Growth and Changing Consumer Expectations

The exponential growth of e-commerce has been a major driver reshaping the landscape of the global digital logistics market. As consumers increasingly turn to online shopping, the demand for efficient and flexible logistics solutions has surged. E-commerce companies and traditional retailers alike are investing heavily in digital

logistics to meet the evolving expectations of consumers who demand fast, reliable, and transparent delivery services.

Digital logistics solutions enable e-commerce businesses to optimize their order fulfillment processes, reduce delivery times, and provide real-time tracking information to customers. This heightened level of service is crucial in a market where customer loyalty is closely tied to the quality of the delivery experience. Additionally, the rise of omnichannel retailing, where consumers expect seamless integration between online and offline shopping channels, further underscores the need for sophisticated digital logistics capabilities.

In summary, the growth of e-commerce and the associated shift in consumer expectations are powerful drivers pushing companies to embrace digital logistics solutions to stay competitive in the market.

### Globalization and Supply Chain Complexity

The increasing complexity of global supply chains is another significant driver fueling the adoption of digital logistics solutions. As businesses expand their operations globally, they face challenges related to managing diverse suppliers, navigating complex trade regulations, and ensuring the efficient movement of goods across borders. Digital logistics provides a solution by offering tools and platforms that enhance visibility and control over the entire supply chain.

Supply chain visibility, facilitated by technologies like GPS tracking, RFID, and blockchain, enables companies to monitor the movement of goods in real time, reducing the risk of delays and disruptions. Additionally, digital logistics solutions help organizations comply with regulatory requirements by providing accurate documentation and visibility into the entire logistics process.

The global nature of modern supply chains necessitates a digital approach to logistics to effectively manage the complexities involved. Companies that invest in digital logistics solutions gain a strategic advantage by mitigating risks, improving efficiency, and ensuring compliance with global trade regulations.

### Sustainability and Environmental Concerns

Sustainability has emerged as a critical driver influencing the global digital logistics market. As environmental concerns take center stage, businesses are under increasing

pressure to minimize their carbon footprint and adopt eco-friendly practices. Digital logistics solutions contribute to sustainability goals by optimizing transportation routes, reducing fuel consumption, and minimizing waste in the supply chain.

One way digital logistics addresses sustainability is through route optimization algorithms that help companies plan the most fuel-efficient and environmentally friendly transportation routes. Additionally, real-time tracking and monitoring enable organizations to identify inefficiencies in their supply chain, allowing for targeted improvements to reduce waste and resource consumption.

Moreover, the integration of electric vehicles and other green technologies into logistics operations is made more feasible through digital solutions. By adopting sustainable practices enabled by digital logistics, companies not only contribute to environmental conservation but also enhance their corporate image and meet the growing expectations of environmentally conscious consumers.

In essence, the increasing focus on sustainability is a powerful driver prompting organizations to integrate digital logistics solutions into their operations for a greener and more efficient supply chain.

### Regulatory Compliance and Risk Management

The ever-evolving landscape of regulatory requirements in the logistics industry serves as a critical driver for the adoption of digital logistics solutions. Global trade is subject to a myriad of regulations, ranging from customs procedures to safety standards, and non-compliance can result in severe consequences for businesses. Digital logistics platforms offer tools that automate compliance checks, document verification, and reporting, ensuring that companies adhere to relevant regulations.

Furthermore, the ability to track and trace shipments in real time enhances risk management capabilities. Digital logistics solutions provide visibility into the entire supply chain, allowing organizations to identify potential risks and take proactive measures to mitigate them. This is particularly crucial in industries where product quality, safety, and compliance are paramount, such as pharmaceuticals and food logistics.

The integration of blockchain technology in digital logistics also plays a significant role in ensuring transparency and traceability, addressing concerns related to counterfeit products and unauthorized changes to shipment documentation.

In summary, the need for regulatory compliance and effective risk management is a driving force compelling organizations to adopt digital logistics solutions to navigate the complex and dynamic regulatory environment.

### Cost Optimization and Operational Efficiency

Cost optimization and operational efficiency are perennial drivers pushing organizations to invest in digital logistics solutions. In an increasingly competitive business environment, companies are constantly seeking ways to reduce costs without compromising the quality of their logistics services. Digital logistics offers a range of tools and technologies that contribute to cost savings and operational efficiency.

Automation is a key component of digital logistics that streamlines repetitive tasks, reduces manual errors, and accelerates processes. Automated order processing, inventory management, and route planning contribute to significant time and cost savings. Additionally, the use of data analytics enables organizations to identify inefficiencies in their supply chain and implement targeted improvements to optimize resource utilization.

The integration of cloud-based logistics platforms further enhances cost-effectiveness by eliminating the need for extensive physical infrastructure and facilitating remote access to logistics data. This scalability and flexibility empower organizations to adapt quickly to changing market conditions and customer demands.

In conclusion, the pursuit of cost optimization and operational efficiency is a fundamental driver motivating organizations to embrace digital logistics solutions, enabling them to stay competitive, agile, and resilient in the dynamic landscape of global supply chain management.

### Government Policies are Likely to Propel the Market

#### Digital Infrastructure Development for Logistics Advancement

Governments worldwide are recognizing the critical role of digital logistics in fostering economic growth and competitiveness. To support and accelerate the evolution of the digital logistics market, policymakers are implementing comprehensive strategies aimed at enhancing digital infrastructure. This includes investments in high-speed internet connectivity, the development of 5G networks, and the deployment of IoT technologies.

One key aspect of this policy involves creating a conducive environment for the integration of emerging technologies such as blockchain, artificial intelligence, and big data analytics into logistics operations. Governments are incentivizing private sector participation in building and upgrading digital infrastructure, ensuring that logistics companies have access to the necessary technological backbone to optimize their supply chain processes.

By fostering a robust digital infrastructure, governments aim to position their countries as leaders in the global digital logistics landscape. This policy not only supports the growth of domestic logistics companies but also attracts international investments, contributing to overall economic development.

### Cybersecurity Regulations to Ensure Data Integrity

As the digital logistics market continues to expand, governments are increasingly concerned about the security of sensitive data exchanged within the supply chain. To address this, policymakers are implementing stringent cybersecurity regulations to safeguard against cyber threats and protect critical logistics information.

These regulations often outline specific cybersecurity standards and protocols that logistics companies must adhere to when handling digital data. They may require the implementation of encryption technologies, regular security audits, and the adoption of best practices to prevent data breaches. Non-compliance with these regulations may result in severe penalties, emphasizing the importance of data security in the digital logistics ecosystem.

Governments are also fostering collaboration between public and private sectors to share threat intelligence and collectively enhance the cybersecurity posture of the entire logistics industry. By prioritizing data integrity, governments aim to build trust in digital logistics systems, encourage widespread adoption, and ensure the resilience of supply chains against cyber threats.

### Regulatory Frameworks for Autonomous Vehicles in Logistics

The rise of autonomous vehicles, including drones and self-driving trucks, presents both opportunities and challenges in the digital logistics arena. Governments are responding by developing regulatory frameworks to govern the use of autonomous vehicles in logistics operations. These frameworks address safety standards, operational



guidelines, and liability considerations associated with the deployment of autonomous technologies.

Policymakers recognize the potential efficiency gains and environmental benefits of autonomous logistics vehicles. However, they also acknowledge the need for robust regulations to mitigate risks and ensure the responsible integration of these technologies into existing supply chain processes.

These policies aim to strike a balance between fostering innovation and safeguarding public safety. By providing clear guidelines for the testing and deployment of autonomous logistics vehicles, governments support the continued evolution of the digital logistics market while addressing concerns related to reliability, security, and accountability.

### Incentives for Green Logistics Practices

Environmental sustainability is a growing concern globally, and governments are actively promoting green logistics practices through targeted policies. Incentives such as tax breaks, grants, and subsidies are being introduced to encourage logistics companies to adopt eco-friendly technologies and practices in their operations.

Policymakers recognize the impact of logistics activities on carbon emissions, and they are committed to achieving environmental goals by incentivizing the use of electric vehicles, optimizing transportation routes, and implementing sustainable packaging solutions. These policies not only contribute to a reduction in the environmental footprint of the logistics industry but also align with broader national and international commitments to combat climate change.

In addition to financial incentives, governments are implementing regulations that set emission standards for logistics vehicles and establish criteria for sustainable supply chain practices. By promoting green logistics, governments aim to create a more sustainable and resilient global logistics ecosystem.

### Trade Facilitation Measures for Digital Customs Processes

To enhance the efficiency of cross-border trade and facilitate the smooth flow of goods in the digital era, governments are implementing policies focused on digital customs processes. Traditional customs procedures are being digitized, and governments are investing in technologies such as blockchain and electronic documentation to streamline

the movement of goods across borders.

These policies aim to reduce the administrative burden on logistics companies by automating customs declarations, clearance processes, and documentation requirements. By embracing digital customs, governments seek to minimize delays at border crossings, lower transaction costs for businesses, and enhance the overall competitiveness of their economies in the global marketplace.

Furthermore, governments are fostering international collaboration to develop common standards for digital customs processes. By creating interoperable systems, they aim to facilitate seamless cross-border trade and strengthen economic ties with trading partners.

### Skill Development Initiatives for Digital Logistics Workforce

Recognizing the transformative impact of digital technologies on the logistics industry, governments are implementing skill development initiatives to ensure a qualified and adaptable workforce. Policymakers are collaborating with educational institutions and industry stakeholders to design programs that equip workers with the necessary digital literacy and technical skills to thrive in the evolving landscape of digital logistics.

These initiatives encompass training programs, educational partnerships, and incentives for businesses to invest in employee skill development. Governments understand that a skilled workforce is essential for the successful implementation of digital logistics technologies, including IoT, AI, and data analytics.

By prioritizing skill development, governments aim to address the potential challenges associated with the digital transformation of the logistics sector, such as job displacement and skill gaps. This policy not only supports the current workforce but also prepares future generations for the opportunities presented by the continued evolution of digital logistics.

### Key Market Challenges

#### Integration Complexities in Digital Logistics Implementation

While the global digital logistics market holds immense promise for revolutionizing supply chain management, one of the most significant challenges it faces is the complexity of integrating diverse digital technologies seamlessly into existing logistics



operations. Many logistics companies, especially those with established systems and processes, encounter difficulties when attempting to implement digital solutions across their entire supply chain.

The integration challenge arises from the diverse range of technologies involved, such as IoT, artificial intelligence, blockchain, and advanced analytics. Each of these technologies may have its own compatibility requirements, data formats, and protocols. As a result, integrating these technologies into a cohesive, interoperable system can be a daunting task, requiring substantial investments in time, resources, and expertise.

Legacy systems pose an additional layer of complexity. Many logistics companies still rely on traditional, non-digital systems that were not designed to accommodate the sophisticated requirements of modern digital logistics. Retrofitting or replacing these legacy systems to ensure compatibility with new technologies often involves significant disruptions to daily operations and requires careful planning to avoid downtime.

Moreover, the need for standardization across the industry adds another layer of complexity. As different stakeholders within the supply chain adopt varying digital solutions, achieving a standardized approach becomes challenging. Interoperability issues may arise when attempting to connect systems operated by different companies, hindering the seamless flow of information and undermining the potential benefits of a fully integrated digital logistics ecosystem.

Addressing integration complexities requires a strategic approach. Companies need to conduct thorough assessments of their current systems, develop clear roadmaps for implementation, and invest in technologies that prioritize interoperability. Collaboration among industry players and the development of standardized frameworks can also play a crucial role in overcoming integration challenges in the global digital logistics market.

### Security and Privacy Concerns in Digital Logistics

As the global digital logistics market advances, the increasing reliance on digital technologies introduces a new set of challenges related to security and privacy. The vast amounts of sensitive data generated and exchanged within the digital logistics ecosystem, including shipment details, inventory information, and customer data, make logistics operations an attractive target for cyber threats.

One of the primary security concerns is the potential for data breaches. With the interconnected nature of digital logistics systems, unauthorized access to critical

information can lead to disruptions in supply chain operations, financial losses, and damage to the reputation of logistics providers. Cybercriminals may exploit vulnerabilities in software, networks, or even connected devices to gain access to sensitive data.

The adoption of emerging technologies like IoT and blockchain, while offering significant benefits, also introduces new attack vectors. For instance, IoT devices may be susceptible to hacking, and blockchain, though known for its security features, is not immune to vulnerabilities. As logistics companies deploy these technologies to enhance visibility and transparency in the supply chain, they must simultaneously address the potential security risks associated with their use.

Privacy concerns also come to the forefront in the digital logistics landscape. The collection and analysis of vast amounts of data, including personally identifiable information, raise ethical and legal considerations. Governments and regulatory bodies are increasingly enacting stringent data protection laws, such as the General Data Protection Regulation (GDPR), to safeguard individuals' privacy rights. Compliance with these regulations adds an additional layer of complexity for logistics companies operating in multiple jurisdictions.

Addressing security and privacy concerns in the global digital logistics market requires a holistic approach. Logistics providers must invest in robust cybersecurity measures, including encryption, multi-factor authentication, and regular security audits. Additionally, educating employees and stakeholders about cybersecurity best practices is essential to create a culture of security awareness. Collaborative efforts within the industry, such as the sharing of threat intelligence, can further enhance the collective defense against evolving cyber threats. Balancing the benefits of digital transformation with robust security measures is crucial to ensure the continued growth and sustainability of the digital logistics market.

## Key Market Trends

### Adoption of Advanced Technologies for Enhanced Visibility and Efficiency

The global Digital Logistics market is witnessing a significant trend towards the adoption of advanced technologies to improve value chain visibility, efficiency, and agility. With the increasing complexity of global supply chains and the growing demands of consumers for faster delivery and better service, logistics providers and shippers are turning to digital solutions to streamline operations, optimize resource allocation, and

enhance customer satisfaction. This trend is driven by several key factors.

The proliferation of IoT (Internet of Things) devices and sensor technology is revolutionizing the way logistics processes are managed and monitored. IoT-enabled devices, such as GPS trackers, RFID tags, and temperature sensors, provide real-time visibility into the movement, location, and condition of goods throughout the supply chain, enabling logistics companies to track shipments, monitor inventory levels, and ensure compliance with regulatory requirements more effectively.

Advancements in data analytics and artificial intelligence (AI) are empowering logistics providers to analyze vast amounts of data generated by IoT devices and other sources to gain actionable insights and optimize decision-making. By leveraging AI algorithms and predictive analytics, logistics companies can forecast demand, identify potential bottlenecks, and proactively address issues before they impact operations, thereby improving efficiency and reducing costs.

The adoption of cloud-based logistics platforms and digital supply chain networks is enabling seamless collaboration and communication among stakeholders across the supply chain ecosystem. Cloud-based solutions offer scalability, flexibility, and accessibility, allowing logistics providers to connect with suppliers, carriers, and customers in real-time, share critical information, and coordinate logistics activities more efficiently, regardless of geographical boundaries or organizational silos.

The integration of digital technologies such as blockchain and smart contracts is enhancing transparency, traceability, and security in logistics operations. Blockchain technology enables the creation of immutable, tamper-proof records of transactions and events across the supply chain, providing a trusted and auditable source of truth for all stakeholders. Smart contracts automate and enforce the execution of contractual agreements, streamlining processes such as payments, customs clearance, and freight forwarding, and reducing the risk of errors or disputes.

## Segmental Insights

## Deployment Insights

The Cloud segment held the largest Market share in 2023. Cloud-based solutions provide unmatched scalability, allowing logistics companies to easily adjust their computing resources based on demand fluctuations. This flexibility is particularly crucial in the dynamic and often unpredictable nature of the logistics industry, where peak

seasons and sudden changes in demand are common.

Cloud deployment eliminates the need for significant upfront investments in hardware and infrastructure. Instead, logistics companies can adopt a pay-as-you-go model, paying only for the resources they consume. This cost-efficiency is especially appealing for companies looking to optimize their IT budgets and allocate resources more strategically.

Cloud-based logistics solutions offer quick deployment times compared to on-premises alternatives. This rapid implementation allows companies to start benefiting from digital logistics tools sooner, driving operational efficiency. Additionally, cloud providers frequently update their services, ensuring that logistics companies can access the latest features and improvements without the need for manual updates.

Cloud platforms facilitate real-time collaboration among various stakeholders in the supply chain. Whether it's sharing data with suppliers, partners, or customers, cloud-based logistics systems enable seamless and instantaneous information exchange. This real-time visibility into the supply chain is crucial for making data-driven decisions and responding swiftly to changing conditions.

Cloud providers often integrate advanced analytics and artificial intelligence (AI) capabilities into their platforms. This enables logistics companies to harness the power of data analytics for predictive insights, route optimization, demand forecasting, and other critical functions. Cloud-based AI solutions can continuously learn and improve, providing ongoing value to logistics operations.

Cloud solutions offer global accessibility, allowing logistics professionals to access critical information and tools from anywhere with an internet connection. This is particularly beneficial in a globalized supply chain where teams, partners, and customers may be distributed across different geographical locations.

Cloud service providers invest heavily in security measures to protect their infrastructure and customer data. Many cloud platforms comply with industry standards and regulations, providing logistics companies with a secure and compliant environment. This addresses concerns related to data security and regulatory requirements.

Cloud providers typically offer robust disaster recovery and redundancy capabilities. In the event of a system failure or unexpected disruptions, logistics companies can rely on cloud-based solutions to recover quickly and maintain continuity in their operations.

## Regional Insights

North America held the largest market share in the Global Digital Logistics Market in 2023.

North America, particularly the United States and Canada, boasts advanced technological infrastructure, including high-speed internet connectivity, widespread adoption of digital technologies, and a mature IT ecosystem. This infrastructure provides a solid foundation for the development and adoption of digital logistics solutions.

North America is home to many leading technology companies, startups, and research institutions that drive innovation in digital logistics. These entities develop cutting-edge technologies such as Internet of Things (IoT), cloud computing, big data analytics, artificial intelligence (AI), and blockchain, which are increasingly being integrated into logistics operations to improve efficiency, visibility, and decision-making.

North America has one of the largest logistics markets in the world, driven by its vast geography, robust economy, and high levels of international trade. The region's diverse industries, including retail, manufacturing, automotive, healthcare, and consumer goods, generate significant demand for logistics services and solutions, creating opportunities for digital logistics providers to thrive.

North America has a mature and rapidly growing e-commerce market, fueled by factors such as increasing internet penetration, changing consumer preferences, and the rise of online marketplaces. The demand for fast, reliable, and cost-effective logistics solutions to support e-commerce fulfillment and last-mile delivery drives the adoption of digital logistics technologies in the region.

North American companies often engage in strategic partnerships, collaborations, and mergers and acquisitions to expand their digital logistics capabilities and market reach. These partnerships enable companies to leverage each other's strengths, share resources and expertise, and accelerate innovation in the digital logistics space.

The regulatory environment in North America generally supports innovation and entrepreneurship, providing a conducive framework for the development and adoption of digital logistics technologies. While regulations exist to address issues such as data privacy, security, and transportation safety, they are often perceived as flexible and

adaptable to technological advancements.

North American companies place a strong emphasis on delivering superior customer experiences, which drives the adoption of digital logistics solutions aimed at improving visibility, transparency, and responsiveness throughout the supply chain. This customer-centric approach contributes to the widespread adoption of digital logistics technologies in the region.

### Key Market Players

SAP SE

Oracle Corporation

International Business Machines Corporation

Amazon Web Services Inc.

Microsoft Corporation

Deutsche Post AG

FedEx Corporate Services Inc.

Maersk A/S

Flexport Inc.

FourKites Inc.

### Report Scope:

In this report, the Global Digital Logistics Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Digital Logistics Market,By Deployment:

oCloud



oOn-Premises

Digital Logistics Market,By System:

oTracking and Monitoring Systems

oFleet Management Systems

oInformation Integrated Systems

oDatabase Management Systems

oOthers

Digital Logistics Market, By Region:

oNorth America

United States

Canada

Mexico

oEurope

France

United Kingdom

Italy

Germany

Spain

oAsia-Pacific

China

India

Japan

Australia

South Korea

oSouth America

Brazil

Argentina

Colombia

oMiddle East Africa

South Africa

Saudi Arabia

UAE

Kuwait

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Digital Logistics Market.

Available Customizations:

*Digital Logistics Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Deploy...*

Global Digital Logistics Market report with the given Market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

#### Company Information

Detailed analysis and profiling of additional Market players (up to five).

## Contents

### **1.SERVICE OVERVIEW**

- 1.1.Market Definition
- 1.2.Scope of the Market
  - 1.2.1.Markets Covered
  - 1.2.2.Years Considered for Study
- 1.3.Key Market Segmentations

### **2.RESEARCH METHODOLOGY**

- 2.1.Objective of the Study
- 2.2.Baseline Methodology
- 2.3.Formulation of the Scope
- 2.4.Assumptions and Limitations
- 2.5.Sources of Research
  - 2.5.1.Secondary Research
  - 2.5.2.Primary Research
- 2.6.Approach for the Market Study
  - 2.6.1.The Bottom-Up Approach
  - 2.6.2.The Top-Down Approach
- 2.7.Methodology Followed for Calculation of Market Size Market Shares
- 2.8.Forecasting Methodology
  - 2.8.1.Data Triangulation Validation

### **3.EXECUTIVE SUMMARY**

### **4.VOICE OF CUSTOMER**

### **5.GLOBAL DIGITAL LOGISTICS MARKET OUTLOOK**

- 5.1.Market Size Forecast
  - 5.1.1.By Value
- 5.2.Market Share Forecast
  - 5.2.1.By Deployment (Cloud and On-Premises),
  - 5.2.2.By System (Tracking and Monitoring Systems, Fleet Management Systems, Information Integrated Systems, Database Management Systems and Others)
  - 5.2.3.By Region

- 5.2.4.By Company (2023)
- 5.3.Market Map

## **6.NORTH AMERICA DIGITAL LOGISTICS MARKET OUTLOOK**

- 6.1.Market Size Forecast
  - 6.1.1.By Value
- 6.2.Market Share Forecast
  - 6.2.1.ByDeployment
  - 6.2.2.BySystem
  - 6.2.3.By Country
- 6.3.North America: Country Analysis
  - 6.3.1.United States Digital Logistics Market Outlook
    - 6.3.1.1.Market Size Forecast
      - 6.3.1.1.1.By Value
    - 6.3.1.2.Market Share Forecast
      - 6.3.1.2.1.ByDeployment
      - 6.3.1.2.2.BySystem
  - 6.3.2.Canada Digital Logistics Market Outlook
    - 6.3.2.1.Market Size Forecast
      - 6.3.2.1.1.By Value
    - 6.3.2.2.Market Share Forecast
      - 6.3.2.2.1.ByDeployment
      - 6.3.2.2.2.BySystem
  - 6.3.3.Mexico Digital Logistics Market Outlook
    - 6.3.3.1.Market Size Forecast
      - 6.3.3.1.1.By Value
    - 6.3.3.2.Market Share Forecast
      - 6.3.3.2.1.ByDeployment
      - 6.3.3.2.2.BySystem

## **7.EUROPE DIGITAL LOGISTICS MARKET OUTLOOK**

- 7.1.Market Size Forecast
  - 7.1.1.By Value
- 7.2.Market Share Forecast
  - 7.2.1.ByDeployment
  - 7.2.2.BySystem
  - 7.2.3.By Country

### 7.3.Europe: Country Analysis

#### 7.3.1.Germany Digital Logistics Market Outlook

##### 7.3.1.1.Market Size Forecast

###### 7.3.1.1.1.By Value

##### 7.3.1.2.Market Share Forecast

###### 7.3.1.2.1.ByDeployment

###### 7.3.1.2.2.BySystem

#### 7.3.2.United Kingdom Digital Logistics Market Outlook

##### 7.3.2.1.Market Size Forecast

###### 7.3.2.1.1.By Value

##### 7.3.2.2.Market Share Forecast

###### 7.3.2.2.1.ByDeployment

###### 7.3.2.2.2.BySystem

#### 7.3.3.Italy Digital Logistics Market Outlook

##### 7.3.3.1.Market Size Forecast

###### 7.3.3.1.1.By Value

##### 7.3.3.2.Market Share Forecast

###### 7.3.3.2.1.ByDeployment

###### 7.3.3.2.2.BySystem

#### 7.3.4.France Digital Logistics Market Outlook

##### 7.3.4.1.Market Size Forecast

###### 7.3.4.1.1.By Value

##### 7.3.4.2.Market Share Forecast

###### 7.3.4.2.1.ByDeployment

###### 7.3.4.2.2.BySystem

#### 7.3.5.Spain Digital Logistics Market Outlook

##### 7.3.5.1.Market Size Forecast

###### 7.3.5.1.1.By Value

##### 7.3.5.2.Market Share Forecast

###### 7.3.5.2.1.ByDeployment

###### 7.3.5.2.2.BySystem

## 8.ASIA-PACIFIC DIGITAL LOGISTICS MARKET OUTLOOK

### 8.1.Market Size Forecast

#### 8.1.1.By Value

### 8.2.Market Share Forecast

#### 8.2.1.ByDeployment

#### 8.2.2.BySystem



### 8.2.3.By Country

## 8.3.Asia-Pacific: Country Analysis

### 8.3.1.China Digital Logistics Market Outlook

#### 8.3.1.1.Market Size Forecast

##### 8.3.1.1.1.By Value

#### 8.3.1.2.Market Share Forecast

##### 8.3.1.2.1.ByDeployment

##### 8.3.1.2.2.BySystem

### 8.3.2.India Digital Logistics Market Outlook

#### 8.3.2.1.Market Size Forecast

##### 8.3.2.1.1.By Value

#### 8.3.2.2.Market Share Forecast

##### 8.3.2.2.1.ByDeployment

##### 8.3.2.2.2.BySystem

### 8.3.3.Japan Digital Logistics Market Outlook

#### 8.3.3.1.Market Size Forecast

##### 8.3.3.1.1.By Value

#### 8.3.3.2.Market Share Forecast

##### 8.3.3.2.1.ByDeployment

##### 8.3.3.2.2.BySystem

### 8.3.4.South Korea Digital Logistics Market Outlook

#### 8.3.4.1.Market Size Forecast

##### 8.3.4.1.1.By Value

#### 8.3.4.2.Market Share Forecast

##### 8.3.4.2.1.ByDeployment

##### 8.3.4.2.2.BySystem

### 8.3.5.Australia Digital Logistics Market Outlook

#### 8.3.5.1.Market Size Forecast

##### 8.3.5.1.1.By Value

#### 8.3.5.2.Market Share Forecast

##### 8.3.5.2.1.ByDeployment

##### 8.3.5.2.2.BySystem

## 9.SOUTH AMERICA DIGITAL LOGISTICS MARKET OUTLOOK

### 9.1.Market Size Forecast

#### 9.1.1.By Value

### 9.2.Market Share Forecast

#### 9.2.1.ByDeployment

9.2.2.BySystem

9.2.3.By Country

9.3.South America: Country Analysis

9.3.1.Brazil Digital Logistics Market Outlook

9.3.1.1.Market Size Forecast

9.3.1.1.1.By Value

9.3.1.2.Market Share Forecast

9.3.1.2.1.ByDeployment

9.3.1.2.2.BySystem

9.3.2.Argentina Digital Logistics Market Outlook

9.3.2.1.Market Size Forecast

9.3.2.1.1.By Value

9.3.2.2.Market Share Forecast

9.3.2.2.1.ByDeployment

9.3.2.2.2.BySystem

9.3.3.Colombia Digital Logistics Market Outlook

9.3.3.1.Market Size Forecast

9.3.3.1.1.By Value

9.3.3.2.Market Share Forecast

9.3.3.2.1.ByDeployment

9.3.3.2.2.BySystem

## **10.MIDDLE EAST AND AFRICA DIGITAL LOGISTICS MARKET OUTLOOK**

10.1.Market Size Forecast

10.1.1.By Value

10.2.Market Share Forecast

10.2.1.ByDeployment

10.2.2.BySystem

10.2.3.By Country

10.3.Middle East and Africa: Country Analysis

10.3.1.South Africa Digital Logistics Market Outlook

10.3.1.1.Market Size Forecast

10.3.1.1.1.By Value

10.3.1.2.Market Share Forecast

10.3.1.2.1.ByDeployment

10.3.1.2.2.BySystem

10.3.2.Saudi Arabia Digital Logistics Market Outlook

10.3.2.1.Market Size Forecast

- 10.3.2.1.1.By Value
- 10.3.2.2.Market Share Forecast
  - 10.3.2.2.1.ByDeployment
  - 10.3.2.2.2.BySystem
- 10.3.3.UAE Digital Logistics Market Outlook
  - 10.3.3.1.Market Size Forecast
    - 10.3.3.1.1.By Value
  - 10.3.3.2.Market Share Forecast
    - 10.3.3.2.1.ByDeployment
    - 10.3.3.2.2.BySystem
- 10.3.4.Kuwait Digital Logistics Market Outlook
  - 10.3.4.1.Market Size Forecast
    - 10.3.4.1.1.By Value
  - 10.3.4.2.Market Share Forecast
    - 10.3.4.2.1.ByDeployment
    - 10.3.4.2.2.BySystem
- 10.3.5.Turkey Digital Logistics Market Outlook
  - 10.3.5.1.Market Size Forecast
    - 10.3.5.1.1.By Value
  - 10.3.5.2.Market Share Forecast
    - 10.3.5.2.1.ByDeployment
    - 10.3.5.2.2.BySystem

## **11.MARKET DYNAMICS**

- 11.1.Drivers
- 11.2.Challenges

## **12.MARKET TRENDS DEVELOPMENTS**

## **13.COMPANY PROFILES**

- 13.1.SAP SE
  - 13.1.1.Business Overview
  - 13.1.2.Key Revenue and Financials
  - 13.1.3.Recent Developments
  - 13.1.4.Key Personnel/Key Contact Person
  - 13.1.5.Key Product/Services Offered
- 13.2.Oracle Corporation

- 13.2.1.Business Overview
- 13.2.2.Key Revenue and Financials
- 13.2.3.Recent Developments
- 13.2.4.Key Personnel/Key Contact Person
- 13.2.5.Key Product/Services Offered
- 13.3.International Business Machines Corporation
  - 13.3.1.Business Overview
  - 13.3.2.Key Revenue and Financials
  - 13.3.3.Recent Developments
  - 13.3.4.Key Personnel/Key Contact Person
  - 13.3.5.Key Product/Services Offered
- 13.4.Amazon Web Services Inc.
  - 13.4.1.Business Overview
  - 13.4.2.Key Revenue and Financials
  - 13.4.3.Recent Developments
  - 13.4.4.Key Personnel/Key Contact Person
  - 13.4.5.Key Product/Services Offered
- 13.5.Microsoft Corporation
  - 13.5.1.Business Overview
  - 13.5.2.Key Revenue and Financials
  - 13.5.3.Recent Developments
  - 13.5.4.Key Personnel/Key Contact Person
  - 13.5.5.Key Product/Services Offered
- 13.6.Deutsche Post AG
  - 13.6.1.Business Overview
  - 13.6.2.Key Revenue and Financials
  - 13.6.3.Recent Developments
  - 13.6.4.Key Personnel/Key Contact Person
  - 13.6.5.Key Product/Services Offered
- 13.7.FedEx Corporate Services Inc.
  - 13.7.1.Business Overview
  - 13.7.2.Key Revenue and Financials
  - 13.7.3.Recent Developments
  - 13.7.4.Key Personnel/Key Contact Person
  - 13.7.5.Key Product/Services Offered
- 13.8.Maersk A/S
  - 13.8.1.Business Overview
  - 13.8.2.Key Revenue and Financials
  - 13.8.3.Recent Developments

13.8.4.Key Personnel/Key Contact Person

13.8.5.Key Product/Services Offered

13.9.Flexport Inc.

13.9.1.Business Overview

13.9.2.Key Revenue and Financials

13.9.3.Recent Developments

13.9.4.Key Personnel/Key Contact Person

13.9.5.Key Product/Services Offered

13.10.FourKites Inc.

13.10.1.Business Overview

13.10.2.Key Revenue and Financials

13.10.3.Recent Developments

13.10.4.Key Personnel/Key Contact Person

13.10.5.Key Product/Services Offered

## **14.STRATEGIC RECOMMENDATIONS**

## **15.ABOUT US DISCLAIMER**

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