

Trend Scan

January 2024

Vol.2

A hand is shown pointing its index finger at the year '2024'. The background features a circular digital interface with a grid of squares and a glowing blue ring. The year '2024' is written in large, bold, white digits.

2024

2024 Major Logistics Trends

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Shaping the Future of Logistics

2024 is shaping up to be another pivotal year for the logistics industry. Amid ongoing discussions about digitalization, resilience, and sustainability, a new wave of challenges is emerging on the horizon.

Predicting the specifics of 2024 is challenging, but the DB Schenker Insights & Intelligence Team has identified 5 key areas to monitor this year. We believe, these topics will provide important signals about the future of logistics:

1. Geopolitics and its impact on logistics:

- 2024 is set to be the biggest global election year in history, with voting in 76 countries, affecting approximately 4.2 billion inhabitants [LA Times].
- The election year began in Bangladesh on Jan. 7, followed by the presidential election in Taiwan on January 13th. Other significant elections include those in South Africa, all EU Member States, India, Indonesia, Russia, and the United States presidential election in November [Vox].

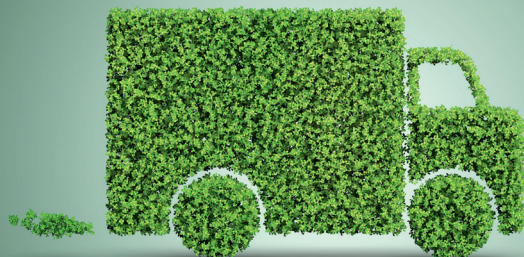
- Ongoing conflicts in regions like the Middle East, Red Sea, and Ukraine continue to disrupt global trade, supply chains, and freight transportation, leading to changes in shipping rates and extra surcharges [Reuters].

2. Generative AI:

- The year 2023 witnessed intense development in Large Language Models, Prompt Engineering, ChatGPT, and various AI-powered tools.
- In China, Baidu's ChatGPT-like Ernie Bot users surpassed 100 million [Reuters].
- For the logistics industry, 2024 will be a year for testing new use cases, particularly in customer support where chatbots enable customers to track freight, get rate quotes, or request pick-up shipments [WSJ].
- However, Generative AI also raises questions about property rights and data privacy, as seen in the recent copyright clash between New York Times and OpenAI [VentureBeat].

3. Sustainability:

- The EU starts 2024 with the Corporate Sustainability Reporting Directive (CSRD), requiring around 60,000 companies to disclose their environmental and social impacts and governance practices [GreenBiz].
- Hydrogen projects continue to grow, with over 2,000 low-emission hydrogen production projects in operation or announced, signaling positive momentum for decarbonization [energypost.eu].



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4. Talent Acquisition:

- Investment in automation is a magnet for tech-savvy talent. In 2024, this trend is set to continue, bringing fresh perspectives and innovative minds to the forefront of our industry [WSJ].
- The rise of “New Collar” jobs requires advanced skills, but not necessarily advanced degrees, especially in high-tech fields [NYT].
- The gig economy is expanding, with 43% of logistics workers interested in flexible schedules [WSJ].
- Worker safety, including mental and physical health improvements, is gaining attention, with safety wearables like exoskeletons becoming more prevalent [Forbes, Robot Report].

5. Digitalization/Digital Technologies:

- Drone Delivery is reaching a tipping point, with millions of successful deliveries and increasing certifications for BVLOS operations [DroneLife].

- Delays in the implementation of the eFTI regulation give logistics companies additional time to adapt to digital document requirements [Open Logistics Foundation].

We have to keep an eye on two potential dark horses in the logistics industry for 2024: Autonomous Driving and Space Technology.

Autonomous Driving: 2023’s advancements set the stage for potentially transformative changes in 2024. With pilot programs like those in Germany hinting at readiness for Level 4 autonomy, this technology could revolutionize logistics operations. [finanznachrichten.de]

Space Technology: As we explore operations in GPS-denied environments, space technology is increasingly relevant. Innovations in Earth Observation and Satellite-to-Cell Tech are not just futuristic; they’re becoming integral to addressing contemporary challenges like climate change. [Via Satellite]

In conclusion, 2024 is poised to be a year marked by dynamic change and significant advancements within the logistics industry. The trends we’ve presented not only highlight the sector’s rapid evolution but also emphasize our dedication to remaining at the forefront of the market and trend intelligence, consistently monitoring the direction of change over time.

By continuously monitoring these developments, we aim to provide our customers with the most current and impactful insights, ensuring we are all well-equipped to navigate the ever-changing landscape of logistics.





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