

Europe Freight and Logistics Market - Growth, Trends, Covid-19 Impact, and Forecast (2023 - 2028)

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Report description:

The European Freight and Logistics market is anticipated to register a growth rate of more than 3% during the forecast period. The COVID-19 crisis fundamentally disrupted the demand and supply in the European road freight market. While virtually all of Europe was affected, the impact had distinct phases. The effects of lockdowns and border crossing restrictions evolved not only as time passed but also as the market adjusted to the new rules laid down by the government.

Key Highlights

Logistics investments in Europe went up to EUR 45.62 billion (USD 47.60 billion) last year, driven by the massive growth of e-commerce in Europe. Key parameters promoting market growth include economic growth, growing population, and growing industrialization.

However, the lack of the government's commitment to the development of seaports or road networks and reconfigured supply chains, with the growing local production and consumption units, are thereby hampering the market growth.

Over the last few years, digitization has become more prominent in the air industry. As in most industries, big data obtained in real-time from real events, combined with flexible management, is helping air carriers take a more efficient approach to traffic planning and infrastructure. Airlines routinely use their data and technology to balance available air capacity against customer demands.

Interestingly, rising freight rates have taken place against a background of falling fuel costs; normally, the two move in concert. According to industry reports, pan-European diesel prices in the third quarter of 2021 were 4.8% lower than they were in the second quarter and 14.8% lower than in the third quarter of 2019, which also points to an improving demand picture.

Europe Freight & Logistics market Trends

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Digitalization and Supply Chain Integration to Market Growth

Supply chains are among the many facets of business that have been impacted by digitization. Companies have been able to convert their current traditional supply chain structures, which included a combination of paper-based and IT-supported processes, into more agile, flexible, open, and collaborative digital ones with the aid of technologies like embedded sensors, GPS, and RFID.

Organizational flexibility, business process automation, and supply chain management innovation are all accelerated by digital transformation. Companies incorporate digitized supply chain models into their broader business models and organizational structures if they want to benefit the most from them.

There is no doubt that firms are ready to switch from the conventional method to digital supply chain management to increase agility, efficiency, and visibility. Various logistical organizations are increasing the efficiency with the use of cutting-edge digital technologies.

For instance, to automate their supply chain, many businesses use cloud-based software from suppliers. In order to centralize their operations, this is crucial. A single technological platform will become increasingly important as more and more logistical organizations realize the need for automated information flow. In the end, they are able to offer reliable services to clients.

The ultimate objective of supply chain digitalization is to provide insights for increased productivity and profit. By anticipating risks in transportation and manufacturing, businesses with digital supply chain transformation may better transfer their resources, people, assets, and inventories to wherever they are needed at any given time to cut costs.

Finland ranked first in the human capital component of the Digital Economy and Society Index (DESI) in 2022, making it the European nation with the highest score. This was made possible by the excellent digital capabilities of its populace. The country with the best connectivity was Denmark. In terms of digital public services, Estonia was the pioneer. The member countries with the worst marks for the digitalization of their economies and societies were Greece, Bulgaria, and Romania.

Impact of Brexit on the Logistics Market

The UK left the European Union (EU) after years of negotiations. This could have a significant effect on the supply chain and logistics sector across Europe, according to many experts. It will have a negative impact on European trade.

Prior to Brexit, goods and supplies moved across Europe without much interruption, resulting in a smooth transition, which is essential for the functioning of a supply chain. Post-Brexit, there will be economical, customs, and administrative changes, and additional charges and duties will be imposed on shipments. This will greatly affect the functioning of the supply chain.

The EU is the world's second-largest trading bloc, and Brexit will result in incremental costs in the supply chain. It will not only impact intra-Europe trade but also hugely affect the logistics industry in the region.

Road haulage is the dominant mode of freight transport within the UK. The majority of goods imported to and exported from the UK by road are handled by overseas haulers (with vehicles mostly registered in Poland, Ireland, and Romania). Conversely, the UK haulers account for 8% of the total haulage activity in the EU.

Those UK haulers could face several hurdles post-Brexit. Also, additional tariffs and customs clearance procedures cause delays in supply chains and increase costs for all modes of transport.

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The UK logistics companies operating through European ports will also lose the benefits they received while being a member of the EU. Similarly, other European maritime transport companies will have to adhere to new UK rules and regulations while shipping in ports in the country.

Europe Freight & Logistics market Competitor Analysis

The European freight and logistics market is fragmented in nature, with a mix of global and regional players. Some of the logistics players are establishing logistics hubs in Central Europe and serving Eastern European countries as well. The market is expected to grow during the forecast period due to several factors, such as e-commerce, technology integration, and growing economies.

The major players include Deutsche Post DHL, Deutsche Bahn AG, DSV, Kuehne + Nagel International AG, and XPO Logistics.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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