

## **Logistics Visibility Software Market, Opportunity, Growth Drivers, Industry Trend Analysis and Forecast, 2024-2032**

Market Report | 2024-08-30 | 240 pages | Global Market Insights

### **AVAILABLE LICENSES:**

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### **Report description:**

The global logistics visibility software market was valued at USD 785.9 million in 2023 and is projected to grow at a CAGR of over 11.3% from 2024 to 2032. The rapid growth of e-commerce and omni-channel retailing has increased logistics complexity. Customers demand swift and precise deliveries across various channels, requiring seamless coordination among warehouses, distribution centers, and last-mile delivery services. By mid-2023, the International Trade Administration forecasted a 14% CAGR growth for global B2C e-commerce revenue. Key segments driving this growth include consumer electronics, fashion, furniture, pharmaceuticals, media and entertainment, beverages, and food. Companies in these sectors are leveraging digital strategies to capitalize on this trend. Logistics visibility software provides real-time insights into inventory levels, order statuses, and delivery timelines, essential for managing high order volumes and meeting customer expectations.

The overall logistics visibility software industry is classified based on the functionality, deployment model, pricing model, enterprise size, end-user, and region.

The market is segmented by functionality into real-time tracking, route optimization, inventory management, analytics and reporting, and others. In 2023, the route optimization segment was valued at approximately USD 322 million. Businesses are adopting route optimization to enhance supply chain efficiency and reduce operational costs. Route optimization and real-time data enhance the capability to make decisions by enabling the rerouting of shipments to prevent delays or adjusting inventory levels in response to demand fluctuations. Companies are forming partnerships and integrations to enhance service offerings and meet the demand for transparency and efficiency.

The market is divided by deployment model into on-premises and cloud-based. The cloud-based segment is expected to exceed USD 1.6 billion by 2032. Cloud-based logistics visibility software offers scalability, allowing companies to adjust usage based on demand without significant upfront IT infrastructure costs. This flexibility is beneficial for businesses with fluctuating supply chain activities, enabling real-time resource adjustments. The cloud model supports global operations, allowing companies to manage logistics across regions and adapt to market conditions. Cloud-based solutions lower total ownership costs by eliminating the need for expensive on-premises hardware and reducing maintenance expenses.

In 2023, North America dominated the Logistics Visibility Software market with around 41% of the market share. The region's

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rapid digital transformation and surge in e-commerce drive the adoption of advanced logistics technologies. Investments in AI, IoT, and cloud computing support the uptake of visibility solutions. Regulatory requirements for supply chain transparency and a push for sustainability compel companies to implement robust logistics visibility software, optimizing operations and enhancing customer satisfaction.

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