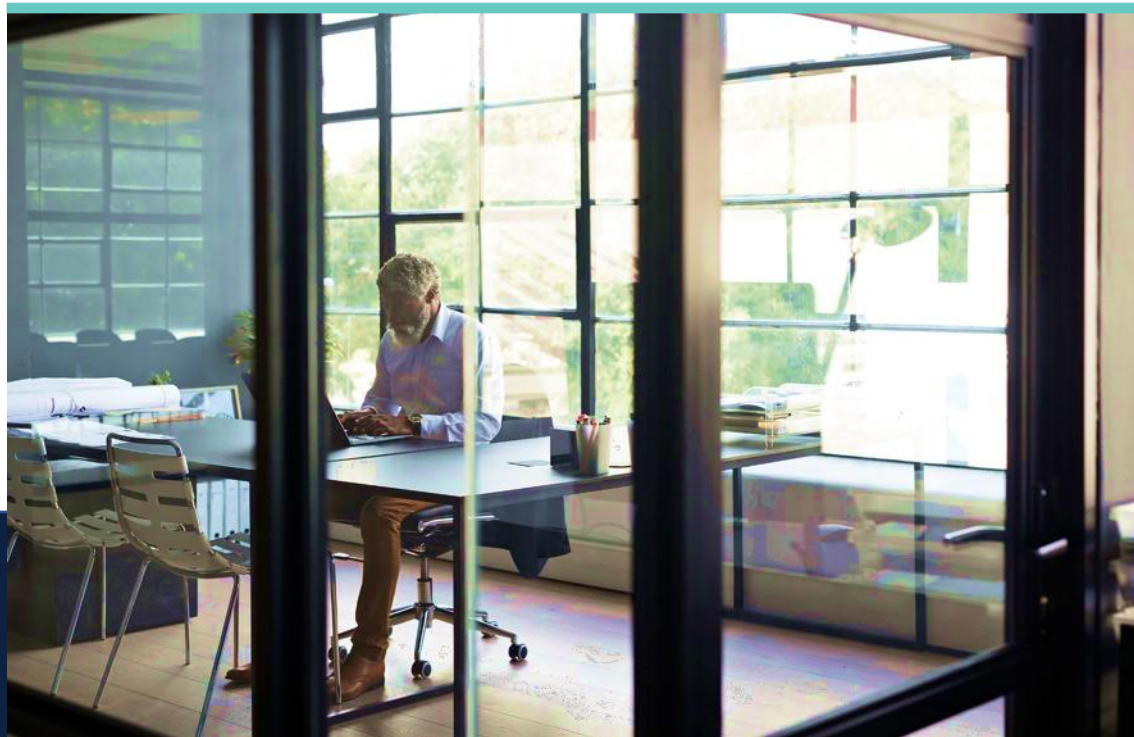


TOP TRANSPORTATION AND LOGISTICS TRENDS

SUMMARY RESULTS



APRIL 2025

EXECUTIVE SUMMARY

This survey discovered most organizations—about 70%—still manage their transportation and logistics entirely in-house. Only 30% are working with third-party logistics providers (3PL) or major carriers like FedEx or UPS. Interestingly, not a single respondent is currently partnering with a fourth-party logistics provider, or 4PL. That said, truckload shipping is a commonly outsourced function, with 70% relying on external providers operating within the US and throughout the Americas.

Key Challenges: Visibility is the top pain point. About 60% of organizations say they lack end-to-end visibility across their supply chains. Additionally, 40% feel their current tech stack lacks critical capabilities needed for effective logistics management.

Strategic Tech Initiatives: To address these issues, many are investing in tech upgrades. The top two priorities are improvements in data and analytics (60%) and technology integration (40%). These are foundational to building a more modern, agile supply chain.

Investment Drivers: Finally, cost optimization is the biggest driver of new investments—cited by 84% of respondents. This makes 4PL partnerships, like those offered by Redwoods, increasingly appealing—not only for visibility, but also for achieving meaningful cost savings.

WHO DID WE SURVEY?



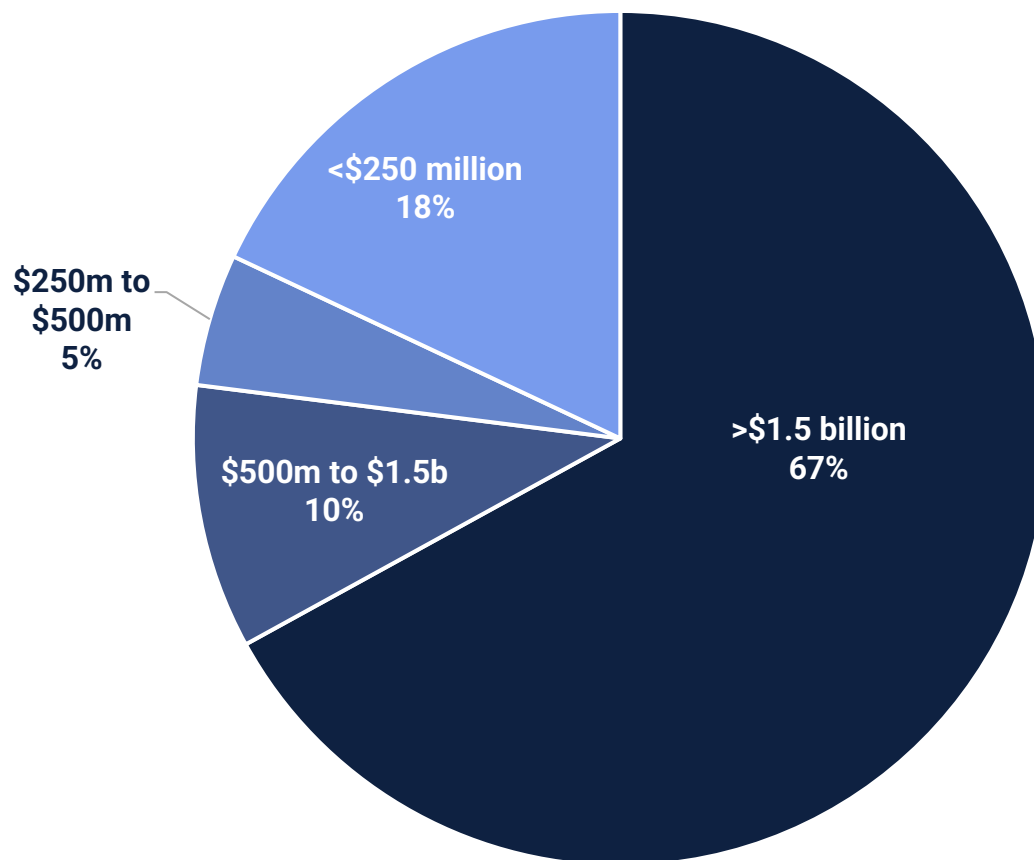
Between February and March 2025, Gatepoint Research invited selected executives to participate in a survey themed *Top Transportation and Logistics Trends*.

Candidates from several industries were invited via email and 50 executives have participated to date.

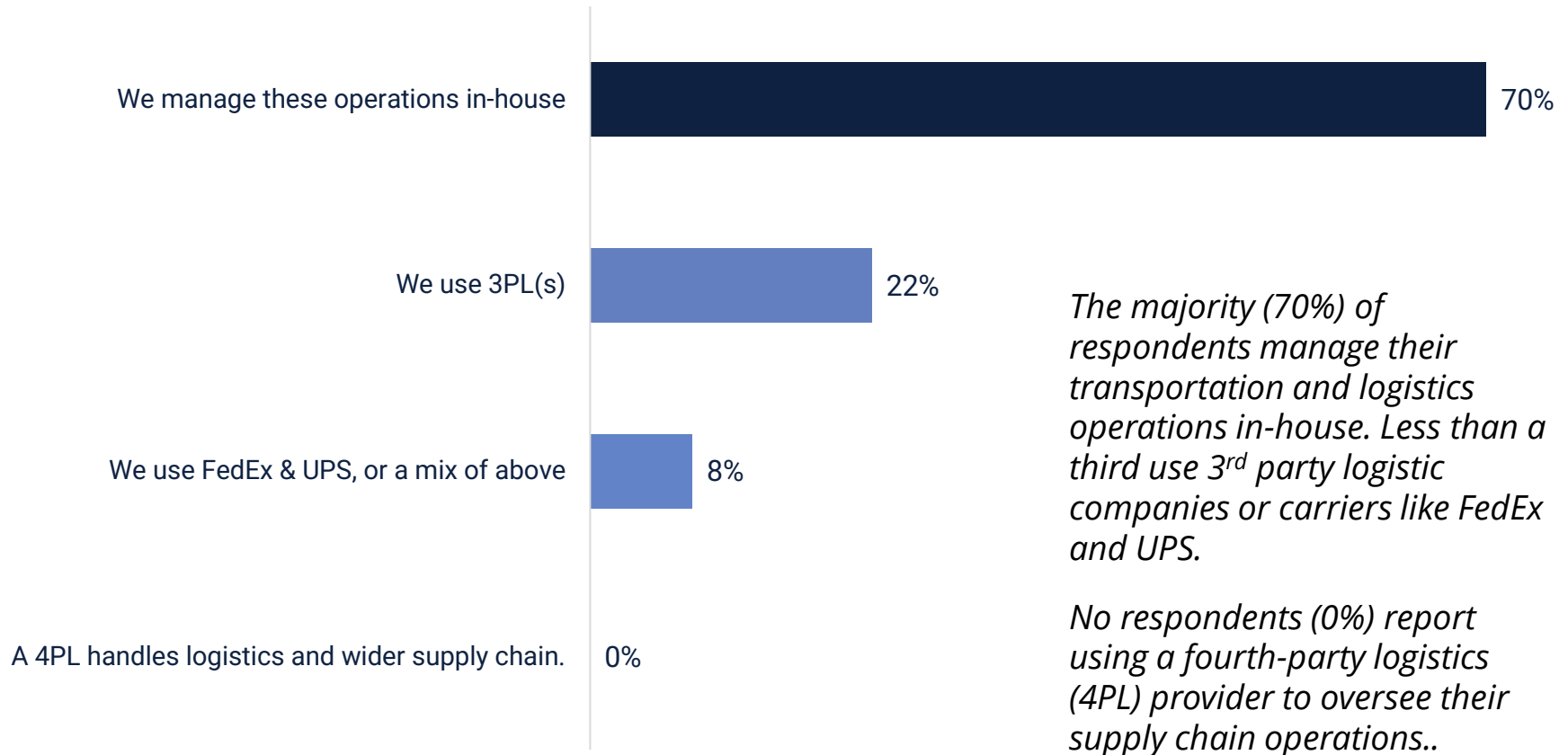
16% of the participants are vice presidents and 84% are directors.

Responders work for firms with revenue levels ranging from Fortune 1000 companies to small companies with less than \$250 million in revenues.

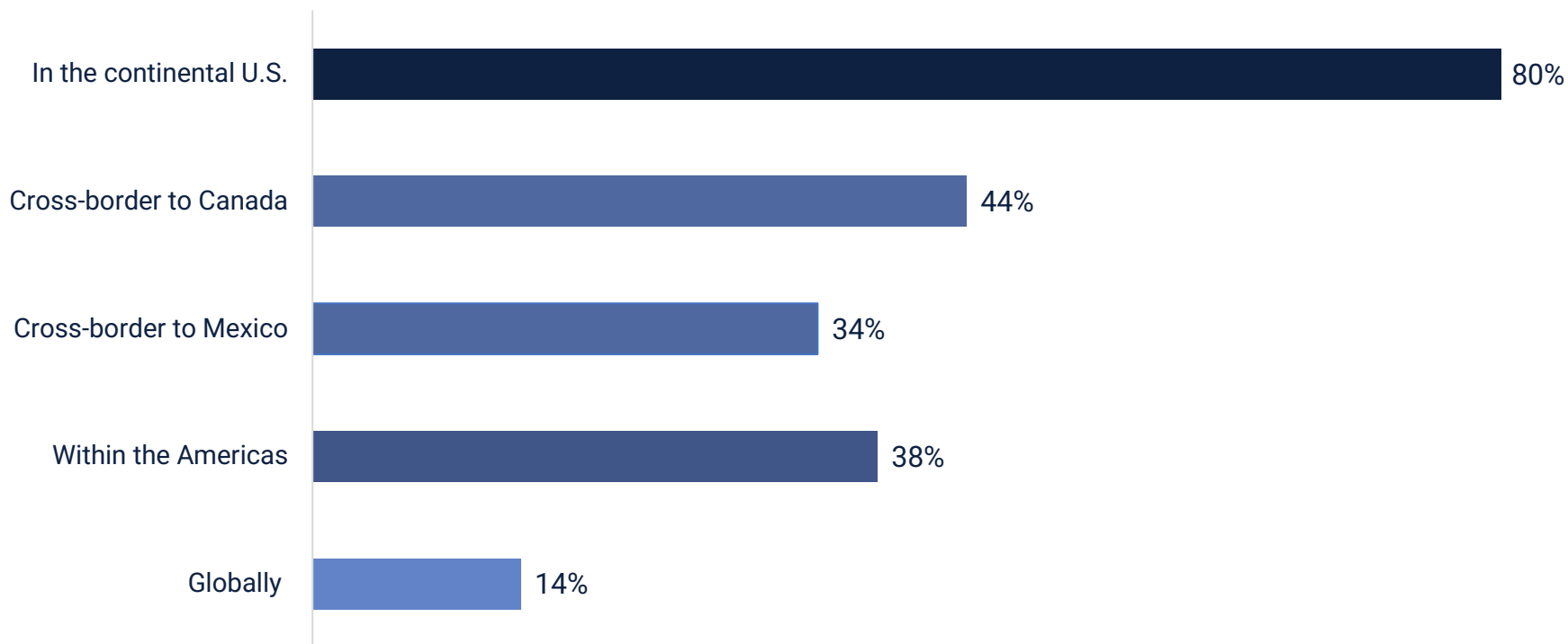
Company Profile: Revenue



How do you manage transportation and logistics operations?



In what geographies do you move freight loads?



Most respondents (80%) say freight movement is taking place within the continental US, but several move freight to Canada (44%) or Mexico (34%) or across the Americas (38%). A few (14%) ship globally.

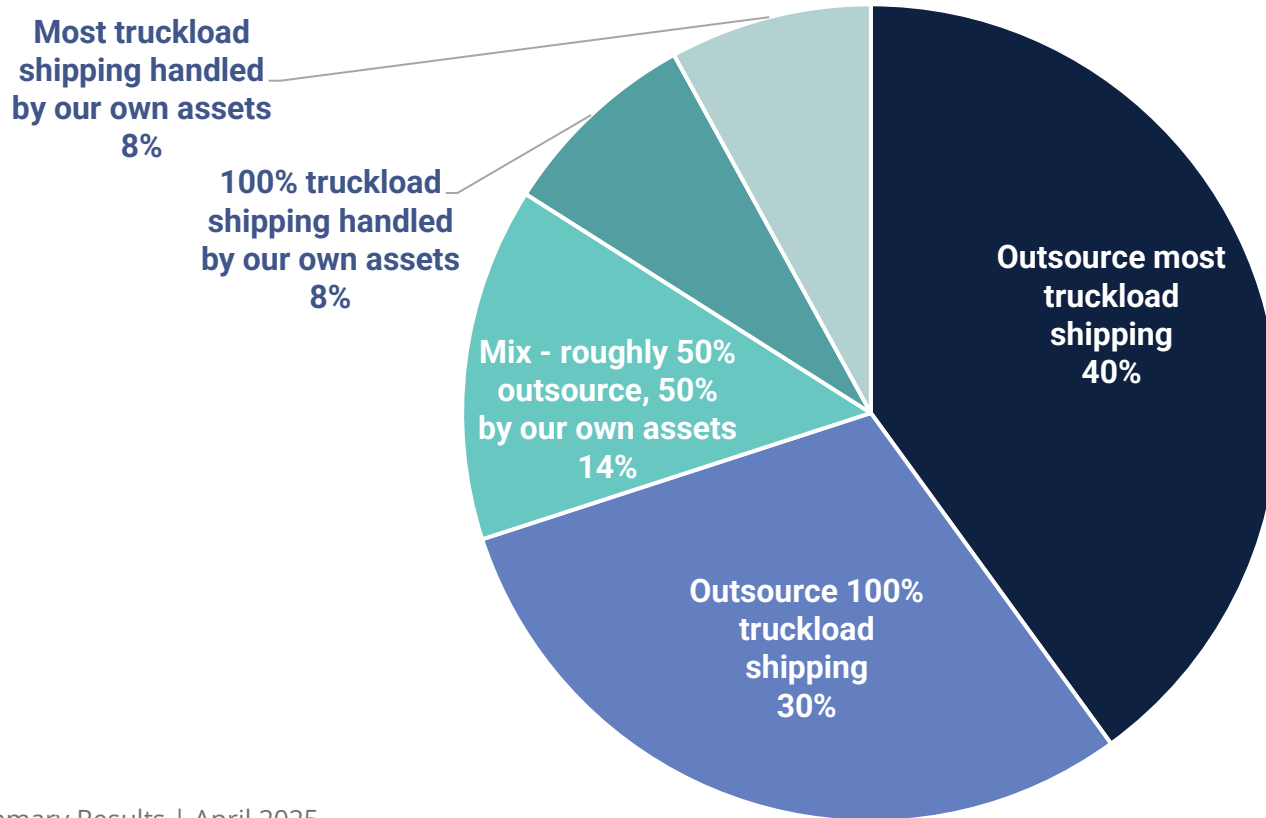
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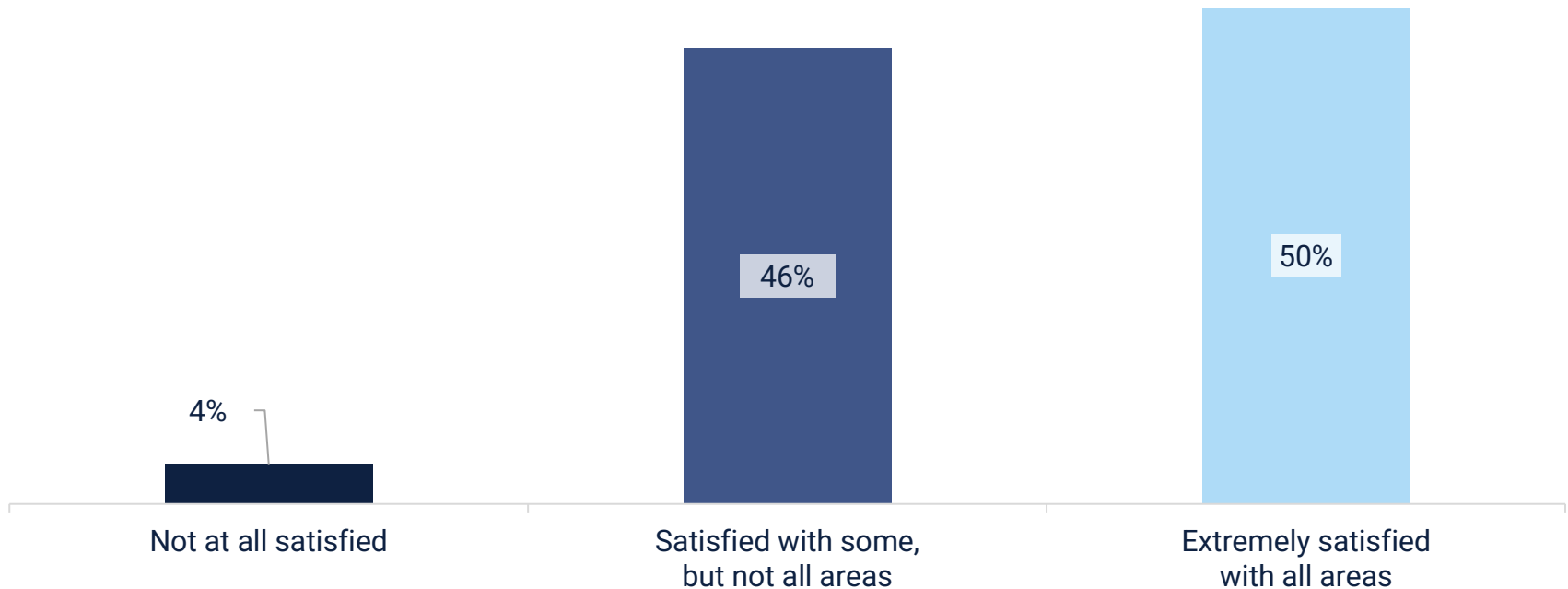
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Do you handle truckload shipping using your own assets or outsource?

70% of respondents outsource all or most of their truckload shipping, while 14% split shipping between outsourcing and using their own assets. Just 16% use their own assets for all or most of their trucking.

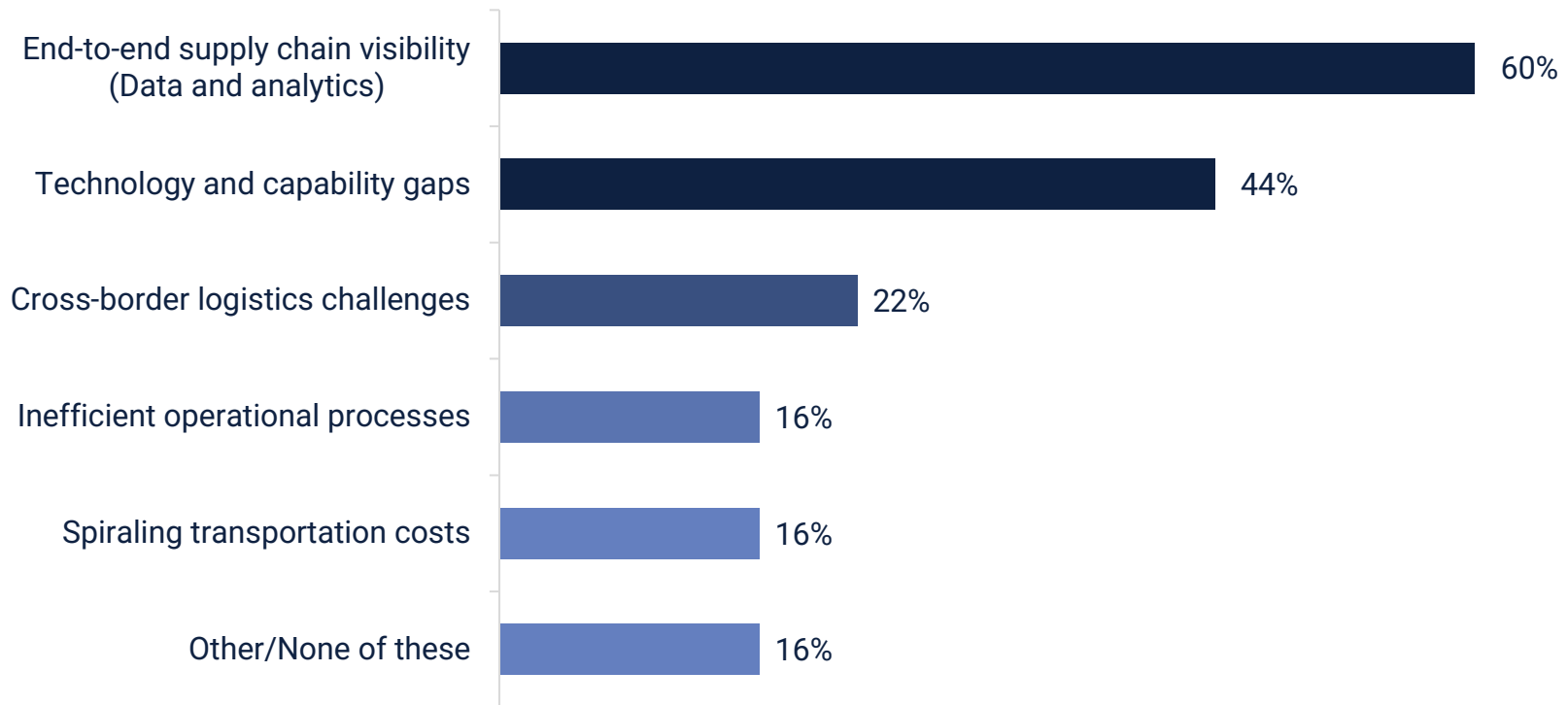


How satisfied are you with your current transportation and logistics operations?



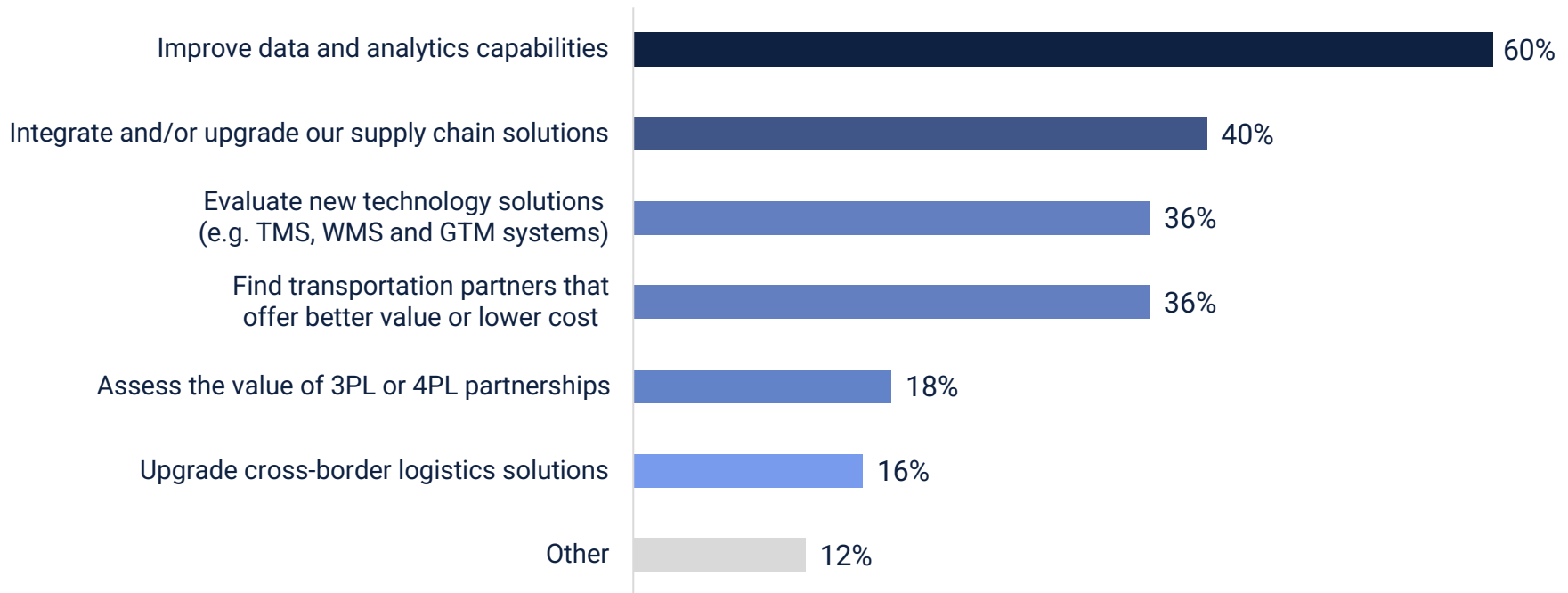
Total satisfaction with their operations is only reported by half of respondents. The other half say there is room for improvement in some or all areas of transportation and logistics.

Do you experience any of these common transportation and logistics challenges?



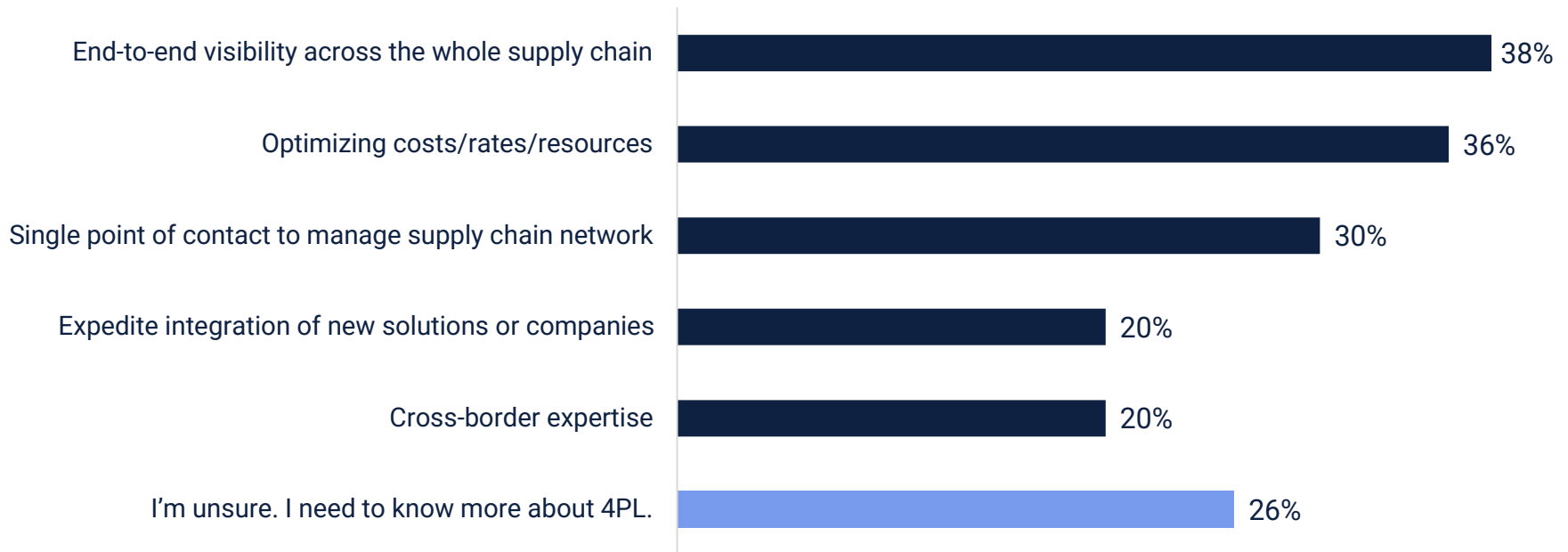
The top two pain points respondents report are related. 60% of respondents report a need for better end-to-end visibility, while 44% find their technology and its capabilities lacking.

What transportation and logistics initiatives are you planning in the next 12-18 months?



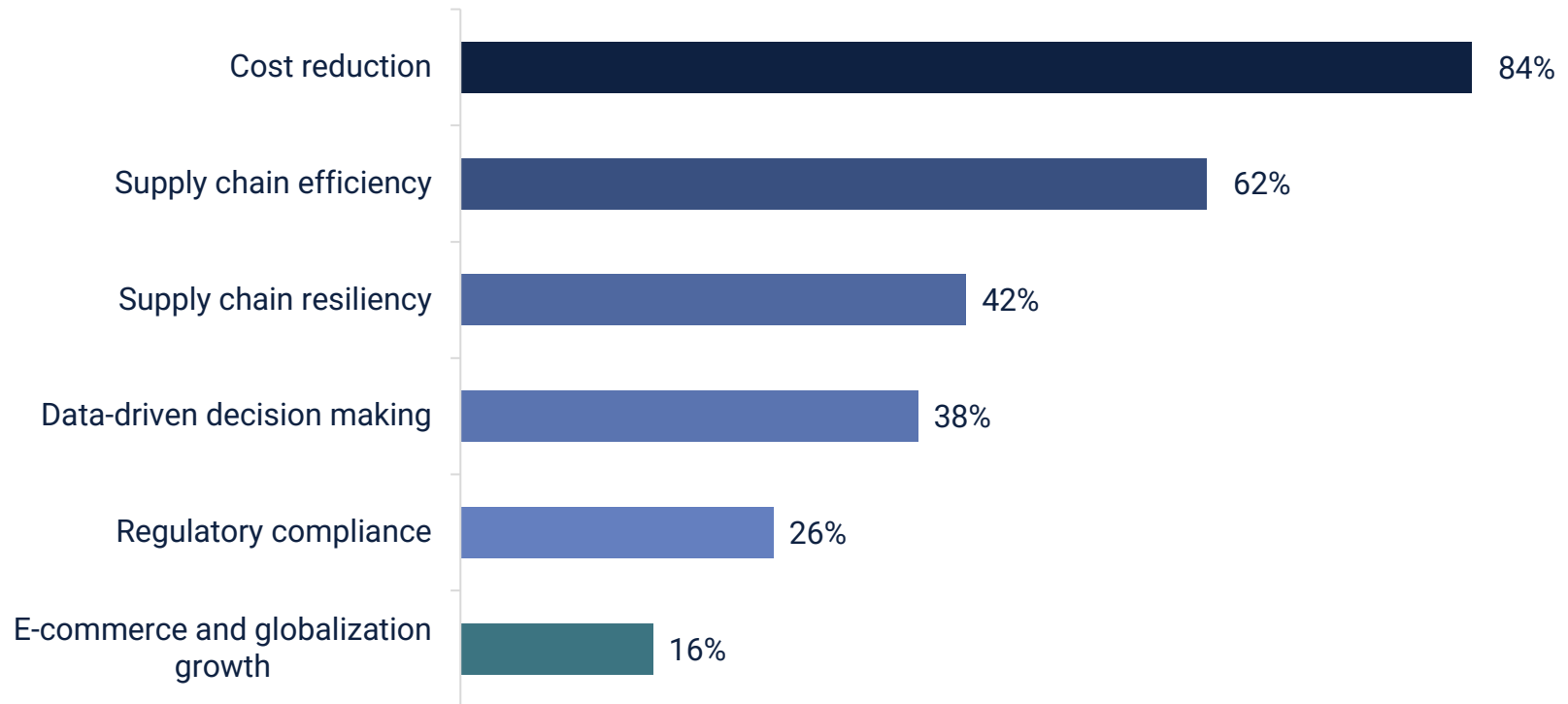
Developing better data and analytics is a top priority reported by most (60%) respondents, followed by 40% who will be integrating or upgrading their supply chain. Two other initiatives on the near-term roadmap for 36% are evaluation new technology and getting higher value at lower cost from partners.

What advantages of partnering with a 4PL would benefit your end-to-end supply chain?



Over a quarter of respondents are unaware of 4PL benefits, while over a third recognize advantages like full visibility and cost optimization. Though none currently use a 4PL, 30% see value in a single point of contact (SPOC), and 20% appreciate access to new solutions and cross-border expertise.

What would drive investment in logistics solutions?



For the majority of surveyed organizations, investment is mostly about money. Bringing costs down is the primary driver of investment decisions for 84% and the second highest investment influencer, supply chain efficiency, supports cost reduction.

Summary Results | April 2025

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About the Company

Redwood Logistics has provided solutions for moving and managing freight for more than 21 years. The company's diverse portfolio includes digital freight brokerage and flexible freight management all wrapped into a revolutionary logistics and technology strategy, a modern 4PL.

[Learn more at redwoodlogistics.com](https://redwoodlogistics.com)