The state of warehouse management and fulfillment in 2025

The third edition of AutoStore's annual industry benchmarking survey.

AutoStore

Welcome

The research is out. Today, the warehousing and fulfillment industry is challenged but buoyant – with many players focused on the future with increasing investment in advanced technologies. Welcome to the third annual AutoStore State of the Market report. We've gathered insights from industry leaders worldwide to uncover the key trends, challenges, and opportunities shaping 2025.

Economic uncertainty persists, and the labor market remains tight, yet the global warehousing industry is predicted to grow healthily until the end of the decade at least. Our research shows that businesses are responding with strategic investments in automation, technology integration, and supply chain resilience.

The top challenges this year? Workforce shortages and rising labor costs remain the most pressing concerns, closely followed by supply chain disruptions and throughput efficiency. Notably, 97% of survey respondents have adopted some form of automation, and for many, scaling this technology is a top priority.

The momentum toward automated solutions is clear, with the adoption of Automated Storage and Retrieval Systems (AS/RS) more than doubling year over year. This also helps satisfy the need for sustainable processes, where businesses are looking to integrate energy-efficient solutions into their operations.

This report provides an overview of how leading organizations are managing in the current climate and preparing for what's next. So, without further ado, please, read on.

Isabel Rocher,
Senior Vice President Global Growth Marketing,
AutoStore

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Introduction

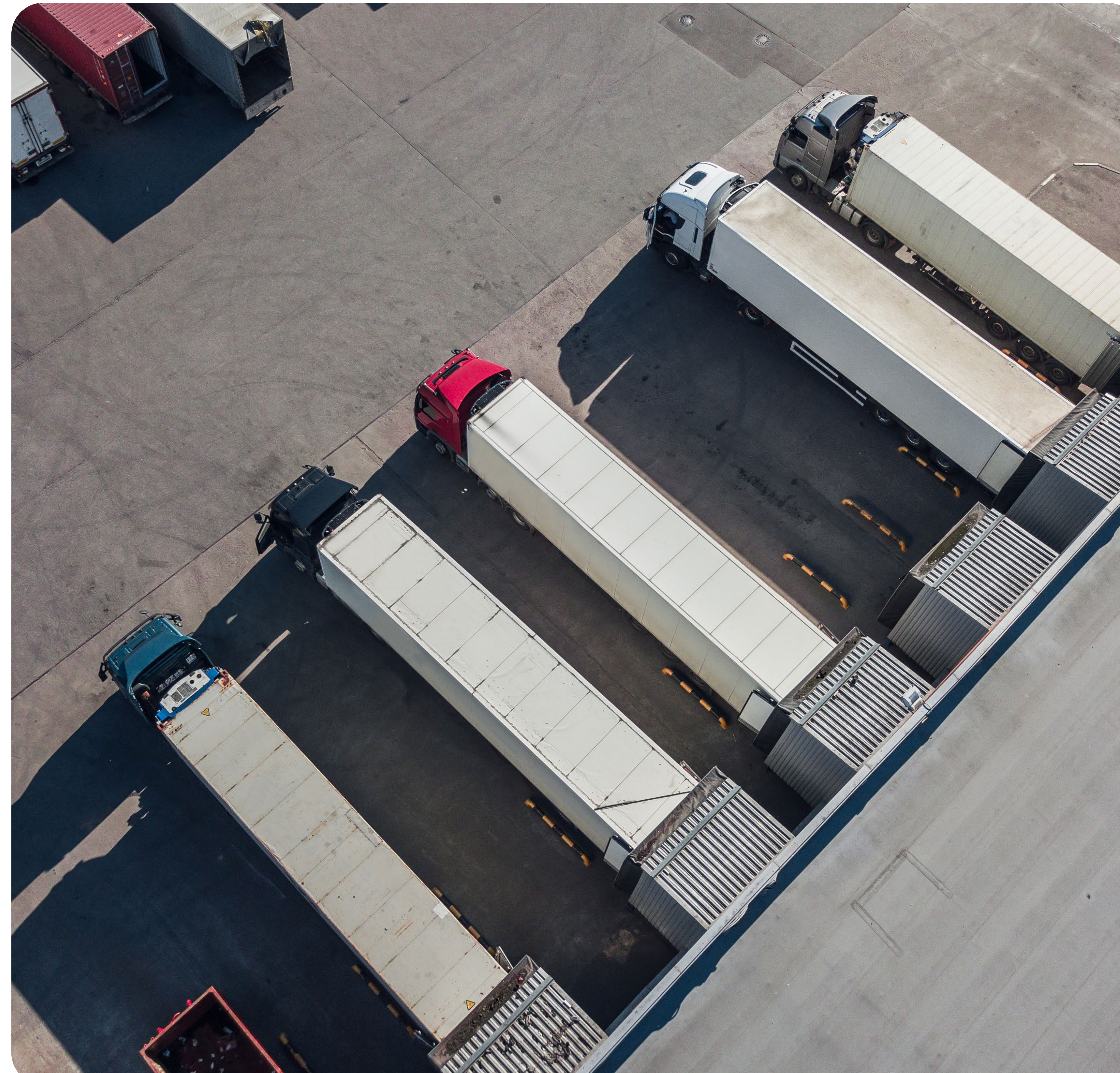
2024 was another year of change, with elections reshaping governments across half the world.[1] But for warehousing and fulfillment professionals, it was business as usual, in an industry now adept at navigating disruption. In conducting our Annual State of the Market Report, we found an industry in good health, with room for improvement, yet ready for the future.

With 2024 behind us, what's the outlook for 2025?

Developed economies are still in search of growth. Projected growth for Organization for Economic Cooperation and Development (OECD) countries in 2025 is just 1.9%.[2] With inflation normalizing but still outpacing GDP growth, the cost-of-living crisis for consumers will continue to bite, and skills and labor are still the major challenges for businesses, as seen in our survey.

Things are more optimistic for warehousing, as the global market is predicted to grow at a Compound Annual Growth Rate (CAGR) of 8.1% from 2024 to 2030.[3] Having said that, in this year's survey businesses indicated that they're facing more challenges overall, compared to last year. After years of challenging conditions, businesses are feeling the pressure.

In the US, the new administration means new ways of doing things. US growth has been resilient yet strikes look set to continue.[4] The IMF says the "threat of Trump tariffs adds to global economic uncertainty."[5] Buoyant markets in the US disagree.



While regulations are slashed in the free-market-friendly US,[6] it's the opposite in Europe. The EU has introduced a slew of new regulations, covering the natural and digital worlds, which critics blame for slow growth.[7] In the UK, growth is totally flat.[8]

In APAC, the IMF estimates growth will be 4.4% in 2025. This is still below pre-covid levels,[9] but ahead of both North America and Europe. It's notable that this growth is driven by emerging markets like India, Vietnam, Indonesia, and the Philippines; advanced economies like Australia and Japan are seeing slow to minimal growth.[10]

Of course, AI is the current opportunity for businesses in all industries and governments across the world, and we can expect to start realizing its huge potential in 2025. Who knows what the upper limit of throughput efficiency will be when AI is fully integrated into warehouse operations?

A couple of key issues that appear to have become less important since last year's report are high rent costs and customer satisfaction. This could be explained by the fact that warehousing rents increased half as much compared to the year before.[11] And, with more of a focus on high throughput, service excellence should have increased, which could explain why businesses are no longer looking so closely at satisfaction.

For a detailed look at the current state of warehouse management and fulfillment in 2025, read on.

Survey details

Survey size:

311

Turnover:

$50m+

Industries:

Logistics, FMCG, Manufacturing, Retail & Wholesale

Job titles:

Owner/MD/Founder, Chief Supply Chain Officer, VP/Head/Director of Operations/IT/Warehousing/Procurement/Retail & Grocery/Supply Chain/Digital Transformation, CEO, CFO, CDO, CTO, COO, CIO

Countries:

United States, Canada, United Kingdom, Ireland, France, Germany, Austria, Switzerland, Spain, Italy, South Korea, Japan, Australia, New Zealand, and Singapore

Chapter 01
Order throughput

Key takeaways

From 8th to 4th

Improving throughput performance is the biggest climber in terms of priorities, from 8th last year to 4th in 2025.

57%

of respondents rate their current warehouse throughput as “Good” and 23% as “Great”. This shows both confidence and room for improvement.

93%

of respondents say improving throughput is “Very important” or “Extremely important”. Surprisingly, throughput is one of the least tracked metrics.

What the data says

More businesses in Europe are challenged by slow fulfillment (37%) than in APAC (32%) or North America (23%).

Throughput is the trending theme this year. Improving throughput performance/efficiency is the highest climber on the list of priorities for the next 12 months, marked by 35% of respondents as a top challenge, moving from 8th on the list in 2024 to 4th in 2025. **Fig 1**

There's very little difference between North America, Europe, and APAC; throughput is a priority globally. **Fig 2** However, more businesses in Europe are challenged by slow fulfillment (37%) than in APAC (32%) or North America (23%). **Fig 2**

Notably, throughput is more of a priority for our respondents working inmanufacturing (50%), and far less so for FMCG (25%). This is surprising, given the link between high throughput and customer satisfaction, which is obviously a priority for retail businesses. Could this be explained by the fact that D2C (Direct to Customer) businesses already have high order throughput? **Fig 2**

Another priority that's increased in prominence is slow order fulfillment times (poor throughput), which is now the 5th greatest challenge for respondents. **Fig 1**

80% of respondents rate their current level of warehouse throughput as "Good" or "Great", showing the majority are confident in this area of operations. Having said that, 77% of respondents didn't choose the top rating of "Great", showing there's still room for improvement for most. **Fig 4**

Only 3% said throughput is "Poor" or "Terrible", all of whom are from North America or APAC. In Europe, no one gave a rating below "Moderate", suggesting respondents in Europe are rather more optimistic about their capabilities.

93% of respondents said achieving higher/faster levels of throughput is "Very important" or "Extremely important" in the next 12 months. Significantly, 0% said it was not important.

In terms of industry, perhaps unsurprisingly, 70% of FMCG respondents said it was "Extremely important", while only 33% of manufacturing respondents said the same. This is the difference between perishable goods and products that could have lead times of years.

So given its importance, it's somewhat surprising that when asked ***"What warehouse metrics does your organization regularly collect/manage to measure operational performance and efficiency?"***, throughput is one of the least recorded metrics, with just 19% of respondents tracking it. **Fig 3**

Could this be because throughput doesn't have a standardized definition, while other metrics that point to high order throughput, such as delivery time and picking accuracy, do?

Meeting the challenge

Become a 24-hour business

For continuous throughput, can your warehouse achieve around-the-clock uptime?

Today, businesses are achieving 24-hour productivity with the help of commercially available Robots.[12] Not only do Robots allow for continuous operations, they improve speed and accuracy too, so higher volumes of goods can be processed, to meet tighter deadlines and improve customer satisfaction. Around-the-clock operations also allow you to take advantage of cheaper electricity at night and to accommodate the varying schedules and time zones of diverse suppliers and customers.

Get your data on side

Can you connect analytics tools with your operational technology for better insight?

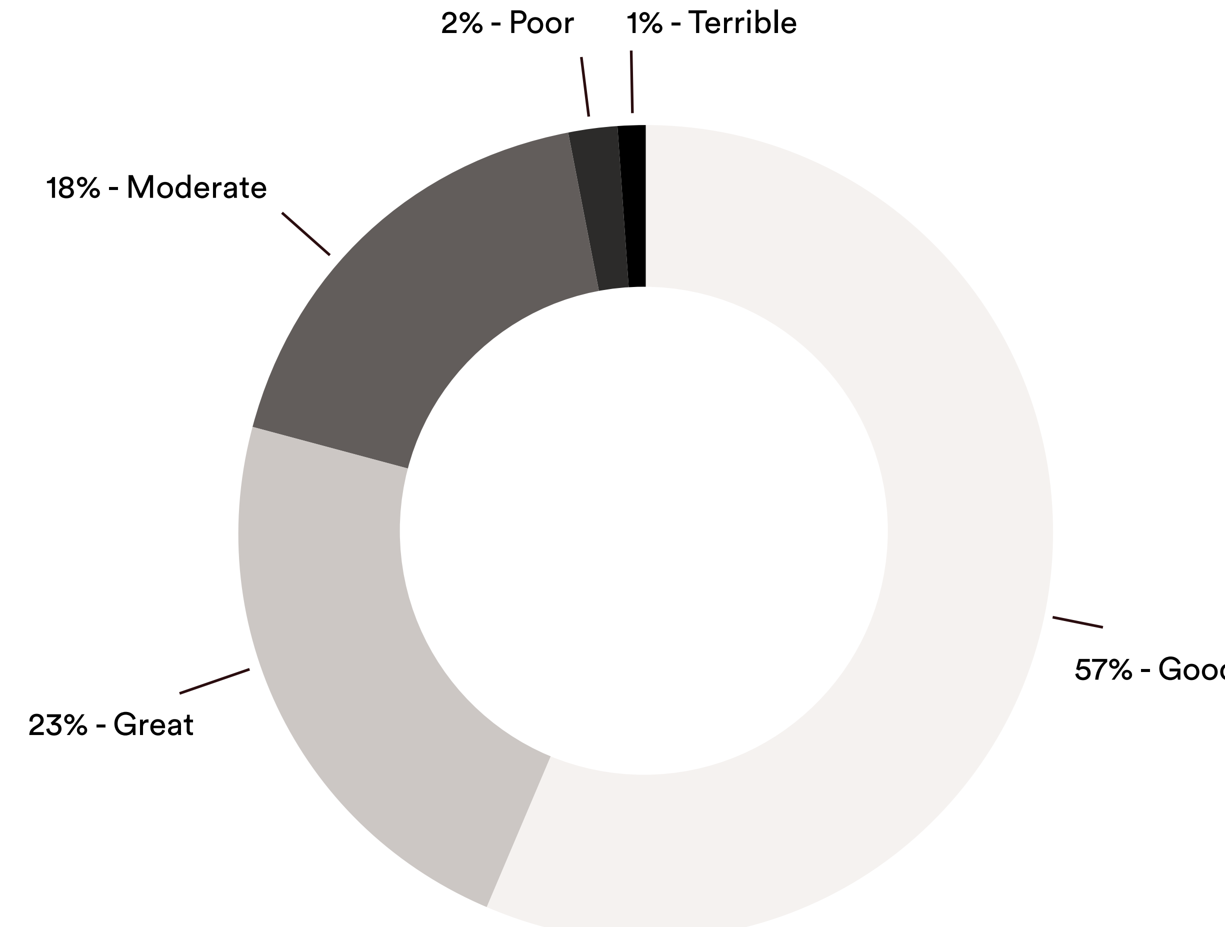
Because so many processes are digitalized, digital data is generated at many points across your warehouse operations. By connecting it all—from IoT devices, EVs, energy usage, shift patterns, inventory levels, etc.—you can use advanced analytics to get insights that'll make your whole business more efficient with higher throughput. Finding the right tools for the job and hiring the right people that can make this data ecosystem work are crucial.

Look at your peers for inspiration

What can you learn from competition within your industry and from companies in other industries?

Warehouse and fulfillment businesses in every corner of the world are looking for throughput efficiency, which in turn is driving innovation in the industry. At the top end, organizations deploying robotics, renewables, and AI are reaping rewards. But not every business will be able to afford these expensive solutions. The key is to be open minded to new ideas and open to new opportunities as they're coming quickly. And not just from within our industry; inspiration for a better way of doing things could come from anywhere.

Figure 4
On a scale of 1-5, how would you rate the current level of throughput in your warehouse operations today?



80%

say their current level of warehouse throughput is "Good" or "Great".

3%

said "Poor" or "Terrible".

SME analysis

"The data in this chapter confirms that throughput is no longer just an operational concern but a strategic priority, across industries and countries. The shift in ranking—from 8th to 4th—signals that businesses recognize the direct impact of throughput on competitiveness.

"Yet, the fact that throughput remains one of the least tracked metrics reveals an industry-wide blind spot. Companies leading the charge, like THG, show that automation and data integration drive superior results. The key takeaway? Organizations must move from intuition to intelligence—leveraging Robots, 24/7 operations, and data-driven decision-making to sustain long-term efficiency gains."

Keith White,
Chief Commercial Officer,
AutoStore

Case study

The fastest delivery times in the UK.

The Hut Group (THG) is a global company that provides end-to-end support for e-commerce brands, including fulfillment services. Using an AutoStore system, it now has the fastest delivery times in the UK, capacity to pick up 1.2 million units daily, low distribution costs, nearly 100% picking accuracy, and no downtime.

Read more →

Chapter 02
Automated operations

Key takeaways

Top priority

Investing in new technology/automation solutions was the top priority for the next 12 months.

50%

of respondents have automated at least 50% of warehouse operations.

More than doubled

The deployment of AS/RS technology has more than doubled since our last annual report.

What the data says

AMR and Cube Storage systems were identified as the best systems and Unit-load and Multi-load the worst.

When asked “To what extent are your warehouse management and operational processes automated?”, half of respondents said that at least 50% of warehouse operations are automated. **Fig 5**

The percentage of respondents who don’t use any warehouse automation continues to decline, from 9% in 2023 to 6% in 2024 and now 3% in 2025. At the other end of the scale, just 1% have 100% automated warehouse operations. **Fig 5**

Of those that reported zero automation, 5% of North American respondents said this, 2% of Europeans, and just 1% of those in APAC. Only respondents from Europe and APAC reported 100% automation. These two stats show that the US is slightly behind on warehouse automation maturity.

Investing in new technology/automation solutions is the top priority for the next 12 months (37%). This is a greater priority for North American respondents (45%) than for respondents from Europe (33%) or APAC (32%). **Fig 2**

94% agree that budget investment in digital logistics will be important in the next 6-12 months. This is reflected in the fact that the use of AS/RS has doubled since the last survey.

Difficulties integrating new software and difficulties integrating new hardware moved down the list of challenges compared to where integration was in 2024. Has technology got easier to deploy? **Fig 1**

In terms of AS/RS automation systems, Autonomous Mobile Robots (AMR) systems are still the most widely used (or planned) this year, as it was last year.

When asked ***“Which Automated Storage and Retrieval Systems (AS/RS) have the greatest ability to optimize warehouse throughput and efficiency levels?”***, AMR and Cube Storage systems were identified as the best systems and Unit-load and Multi-load the worst. 90% associate Cube Storage solutions with being able to achieve high throughput efficiency.

Automation is not the only technology bringing efficiencies to the warehouse and fulfillment industry. It’s part of the smart warehouse story that includes AI and ML, EVs and ESG, Robots, data analytics, etc. For example, McKinsey reports that AI-powered tools can unlock 7–15% additional capacity in warehouse networks by identifying additional daily spare capacity, understanding variability in resource availability, and evaluating opportunities to improve efficiency.[13]

Meeting the challenge

Automation is everywhere

**It's not about adoption but expansion.
How can you expand its use in your business?**

Our research shows the vast majority of warehouses use some form of automation. As the technology matures, its advantages are proven, and it becomes an established part of the warehouse, it's time to identify new areas for its application. How long before a fully automated warehouse ecosystem incorporates collection and delivery, storage and transportation, customs and paperwork, even automated accounting and legal work?

Use the best systems

AMR and Cube Storage are identified as best systems for throughput and efficiency levels. Can you upgrade?

As the automation market matures, it's becoming clear which solutions actually work and which don't. Our respondents indicated that AMR and Cube Storage deliver better throughput than others, although there may be specific reasons why other systems work better for you. Whatever type of automation's right for your business, it's worth upgrading now if you can. Any delays will allow those with the right systems in place to pull ahead.

Take advantage of smart warehouse advances

Could you picture new ways of working driven by the evolution of operational technology (OT), augmented analytics, or agentic AI?

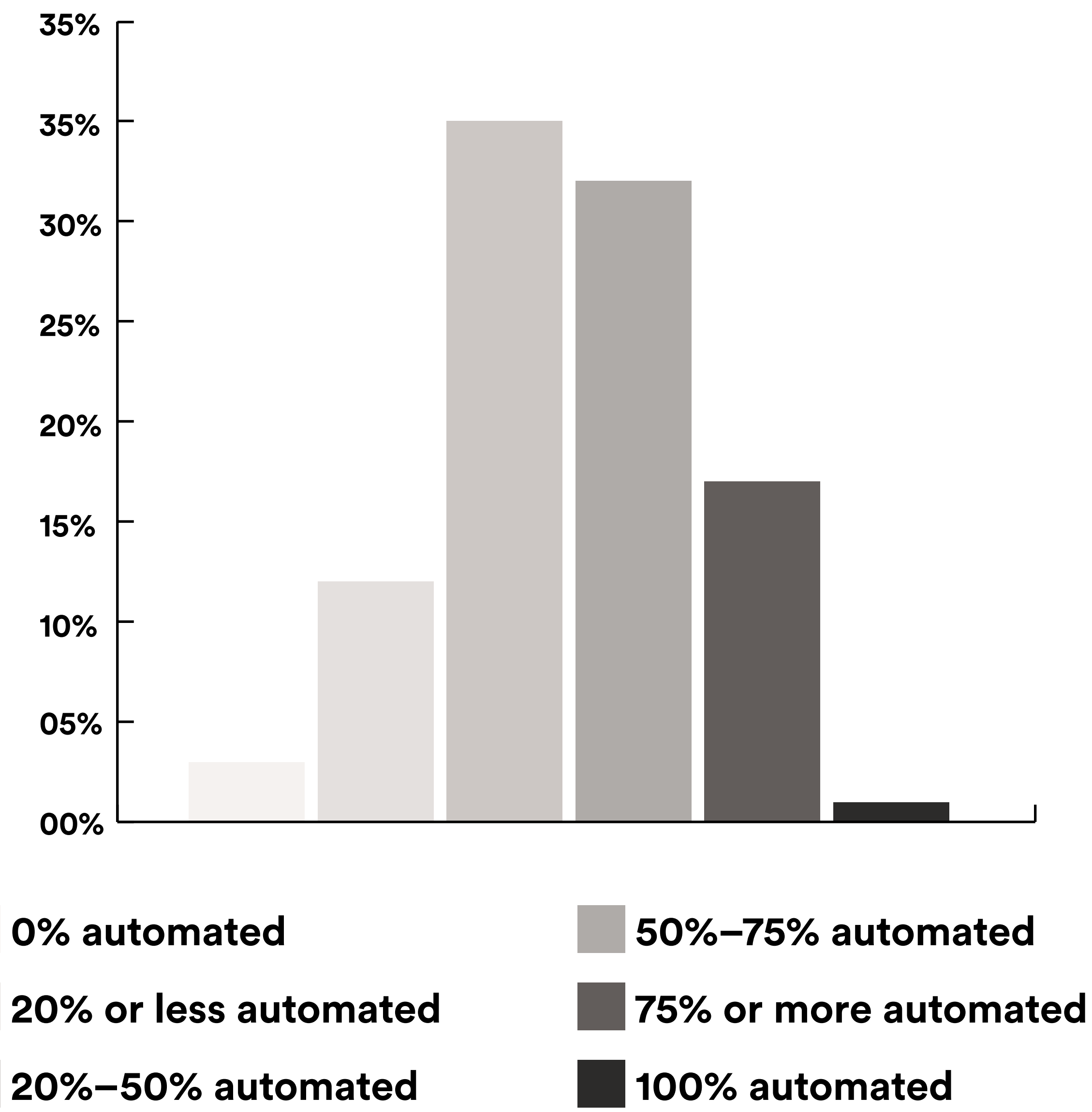
It's early in the AI age, so take time to plan and strategize before rushing to invest. Focus on solvable challenges and specific use cases, and keep your eyes and ears open as new innovations are brought to market all the time. It's not just AI—older tools are being repurposed for the smart warehouse too, such as drones for real-time monitoring and precise inventory tracking.[14]

50%

of respondents have automated at least 50% of warehouse operations.

Figure 5

To what extent are your warehouse management and operational processes automated?



SME analysis

"The vision of an automated warehouse we've had at AutoStore, since our inception in the 1990s, is finally becoming mainstream. More than that, it feels like we've reached the tipping point. A majority of respondents have more than 50% of operations automated, and AS/RS adoption has doubled in a year. Today, businesses that aren't scaling automation are falling behind.

"At this point, 100% automated operations, as some warehouses in Europe and Asia have already, is probably inevitable. AI will only accelerate this. So businesses holding back on upgrading their tech stack are handing a competitive advantage to those who do."

Carlos Fernández,
Chief Solutions Officer,
AutoStore

Case study

Transforming distribution with advanced automation.

Varner, one of Scandinavia's largest fashion retailers, set out to build the world's most advanced automated warehouse to support its ecommerce customers and network of 1,150 brick-and-mortar stores. Since implementing an AutoStore system in 2016, it's expanded twice and now 547 Robots working across 506,000 bins handle 11,500 order lines per hour.

Read more →

Chapter 03
Workforce challenges

Key takeaways

Workforce challenges

Workforce challenges and rising labor costs are the 1st and 2nd place challenges for our respondents.

Labor efficiency

is the 1st most recorded metric; employee retention is 16th.

Productivity /efficiency

Improving workforce productivity /efficiency is the 2nd highest priority for the next 12 months.

What the data says

Workforce challenges is the no.1 challenge

Rising labor/resource costs is the no.2 challenge

Workforce challenges (wellbeing, turnover, skills shortages) is the no.1 challenge for our respondents in 2025 (39%). Rising labor/resource costs is the no.2 challenge (37%). **Fig 1**

In general, these stats are consistent across geographies and industries. However, North America shows slightly more concern over rising labor/resource costs (42%) compared to Europe (33%) and APAC (38%).

This could be because, as reported by The Atlantic, real wages are falling in Europe and APAC and that "the only workers in the entire developed world who are meaningfully better off than they were four years ago are American ones."[15]

Labor costs and skills shortages were also 1st and 2nd in 2024. It's been a persistent challenge over many years, likely pushing the automation drive (see Chapter 2).

While improving workforce productivity/efficiency is the 2nd highest priority for the next 12 months and labor efficiency (percentage of time employees spend on productive tasks) is the no.1 most recorded metric, employee retention is near the bottom of the list of recorded metrics and to strengthen employee satisfaction is at the bottom of list of reasons to find new AS/RS technology partners. Figs **2** & **3**

Meeting the challenge

Use third parties to fill the gaps

With technology progressing at pace and automation reshaping the skillsets you need on-site, is working in partnership the answer?

A new hire is a long-term commitment; not necessarily something you want to make when technologies are still evolving and the new skillsets you'll need to find aren't defined. Working with a partner can help you fill these skills and knowledge gaps, giving you time to decide on your resourcing strategy as your business adapts to the modern world.

Make work safer

As warehouse operations are reconfigured by automation, one key advantage is the improvement in worker safety.

In the last ten years, the number of warehouse workers in the US has doubled.[16] And unfortunately, the risk of injury at work is far higher at some warehouse and fulfillment businesses than at others.[17] With good automation technology, the rate of injury can be massively reduced by reducing human involvement in some of the riskier processes.

Motivating the team

Could businesses alleviate workforce pressures and improve labor efficiency (no.1 measured metric) by paying more attention to employee retention (no.16 measured metric)?

We may be in a digital age, but productive employees are still the most important part of a warehouse. So, tracking and understanding retention will help you satisfy their needs. While hybrid working is (understandably) not an option for many warehouse workers, automation and digitalization help make remote management possible for more employees. Add to that the safety benefits of automation, and the advantages of technology for employee experience shouldn't be overlooked.

SME analysis

"The warehouse labor crisis isn't new, but the industry's response needs an upgrade. Wellbeing, staff turnover, and skills shortages are the top challenges, yet employee retention barely registers as a measured metric. That's a problem—or an opportunity for the right business that wants to right this wrong and make retention a KPI.

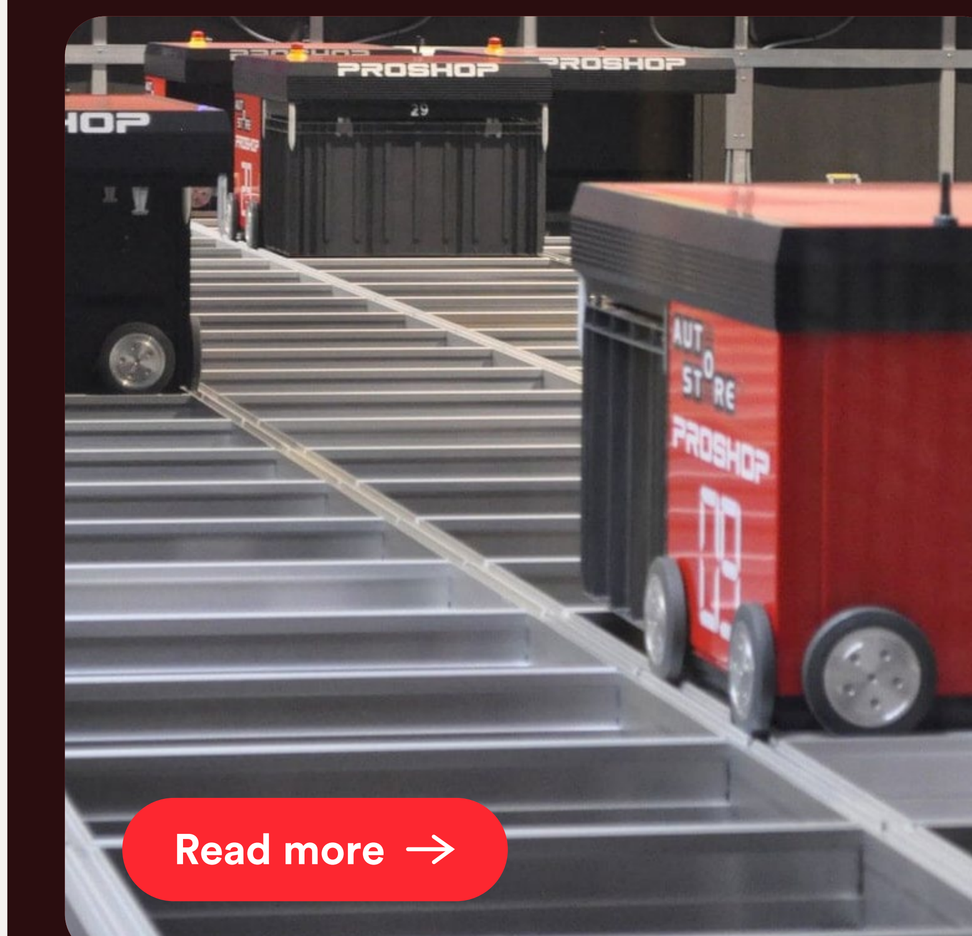
"Forward-thinking companies will balance automation investments with workforce development, ensuring employees grow alongside technology rather than being replaced by it. Smart employers will also embrace hybrid roles, remote management, and upskilling programs to bridge skill gaps. The future belongs to companies that see people and tech as partners, not competitors."

Anette Matre,
Chief People Officer,
AutoStore

Case study

Creating jobs through automation success.

The Danish technology retailer Proshop has proven that Robots and humans are able to work side by side. Due to the success of its automated fulfillment system from AutoStore, it's been able to hire 15 additional employees.



Chapter 04
Supply chain delays

Key takeaways

Delays and constraints

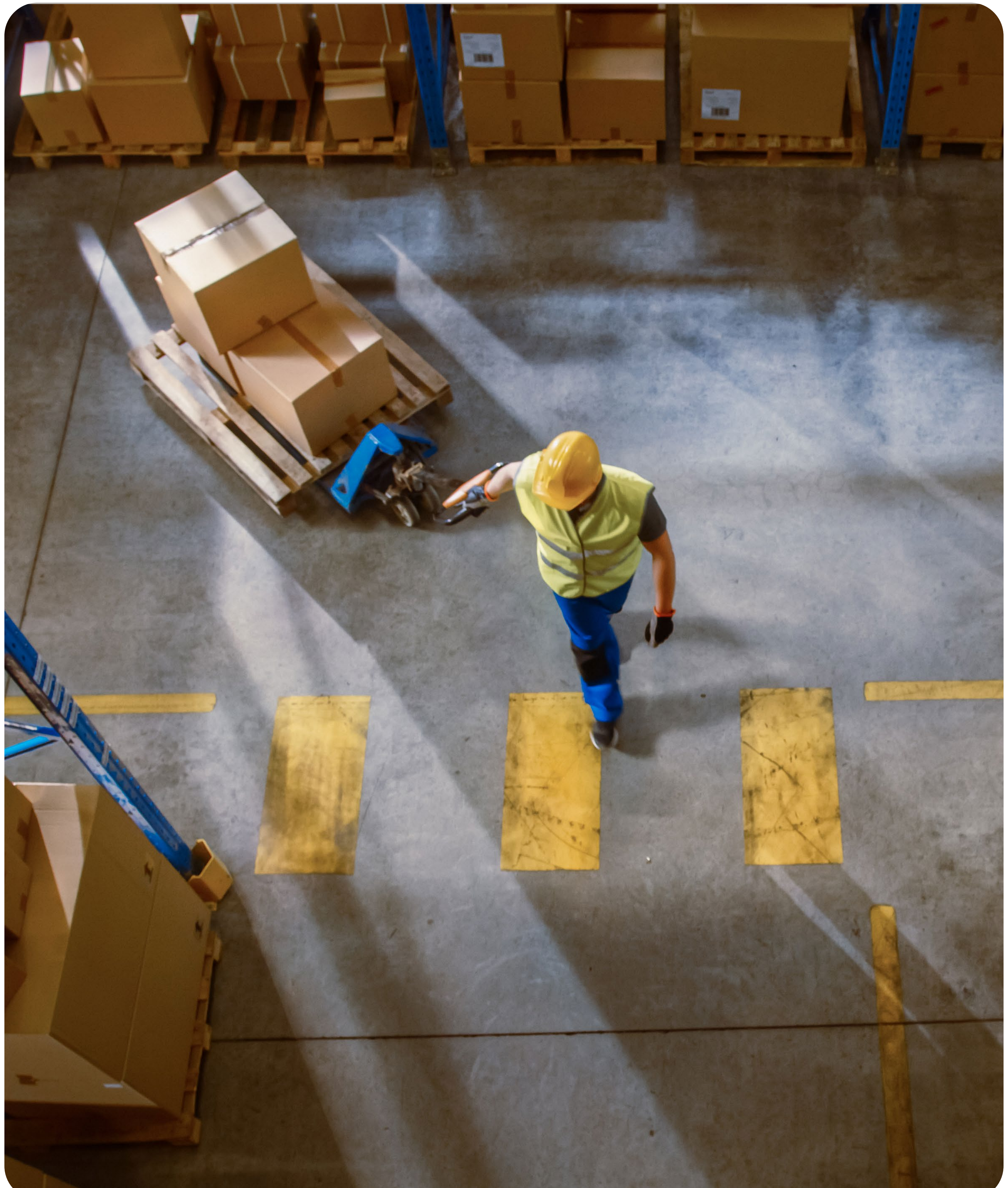
Supply chain delays and/or shipping constraints is the 3rd highest challenge (36%) in 2025, as it was last year.

Manufacturing

is feeling this challenge most acutely.

High priority

Improving supply chain agility is third highest priority (35%) overall.



What the data says

Improving supply chain agility is third highest priority for our respondents.

Global supply chains are "still vulnerable", according to McKinsey.[18] Our data reflects this. As in 2024, supply chain delays and/or shipping constraints is the 3rd highest challenge. However, many more respondents indicated it as a challenge this year (36%) than last year (14%). **Fig 1**

It's notable that the numbers are consistent across regions and industries, ranging between 31–37%, except for Manufacturing where more than half of respondents (54%) said it's a top challenge.

Improving supply chain agility is third highest priority (35%) for our respondents. The stand-out industry here is FMCG, where supply chain agility is less of a priority (26%). **Fig 2**

Improving inventory visibility and/or inventory management is the 5th highest priority. Advances with IoT devices and analytics are bringing new levels of transparency to supply chains.

Meeting the challenge

157% increase

in people indicating supply chain delays and/or shipping constraints as a challenge.

Upgrade with interoperability in mind

If you can integrate your data, systems, and tools more easily with other data, systems, and tools, you get a compound advantage.

Software's available for real-time transparency across global supply chains, but it needs data to be really effective. A key thing for managing supply chains is to make sure your data is reachable and digital tools are interoperable—that is, can they easily connect and 'talk to each other'? Easy-access APIs help future-proof the system by allowing you to connect new tools as you get them.

Stress-test scenarios

One way of ensuring delays hit hard is having no contingency plan. Scenario planning prevents this.

Scenario planning helps identify vulnerabilities by simulating challenges like supply chain disruptions or sudden demand spikes, before developing tailored responses for these situations. It allows teams to test resource allocation, alternative supplier networks, and emergency workflows. By proactively addressing "what if" situations, businesses can minimize downtime, maintain throughput, and build resilience for unforeseen circumstances.

Reduce dependencies for resilience

With tariffs on the agenda again, should you consider increasing the number of suppliers you use and near-shoring to sure-up supply chains?

Overreliance on singular or distant suppliers can lead to vulnerabilities and downtime, especially during global disruptions. Relocating operations closer to home, i.e., near-shoring, can mitigate these risks with shorter transportation times and reduced costs which both boost agility. Additionally, aligning with suppliers in similar time zones can improve communication and collaboration.

SME analysis

“With the pandemic firmly behind us, it’s somewhat surprising to say that supply chains are still disrupted. But they are, and our data shows warehouse and fulfillment professionals are still challenged by this. However, help is on its way, in the form of logistics technology innovation. Those who integrate automated forecasting, smart routing, and AI will weather disruptions better than those stuck in outdated, rigid supply chains.

“Logistics is no longer just about moving goods—it’s about managing data.”

Israel Losada Salvador,
Chief Operating Officer,
AutoStore

Case study

Improving supply chain reliability.

Medline is a medical supply manufacturer, with a mission that includes improving the performance and reliability of the healthcare supply chain. With AutoStore, it’s improved picking accuracy by 4X and guarantees next-day delivery for 95% of the USA.

Read more →

Chapter 05
ESG & sustainability

Key takeaways

Integrating renewable energy

solutions is the biggest climber, moving from 6th most important ESG initiative in 2024 to 3rd in 2025

Increasing energy efficiency

is the most important ESG initiative for 2025, as it was last year.

Reducing waste

From damaged or perishable goods was 2nd overall.

What the data says

Increasing energy efficiency was the most important ESG initiative in 2024 and continues to be in 2025.

Increasing energy efficiency was the most important ESG initiative in 2024 and continues to be in 2025. **Fig 6** It's a win-win as an ESG initiative as it simultaneously reduces emissions and improves the bottom line.

The lowest electricity prices are APAC. North America is more expensive, and Europe is the most expensive.[19] This is reflected in our results, where respondents in Europe were most concerned with energy efficiency, then those in North America, then APAC.

Reducing waste from damaged or perishable goods was 2nd overall, and integrating renewable energy solutions 3rd, although this order is switched around for respondents in North America.

Integrating renewable energy solutions is the biggest climber in terms of overall importance, moving from 6th last year to 3rd now. The region least concerned with this is APAC, perhaps because it's the region with the most advanced and expansive renewables infrastructure[20] and with the lowest overall energy costs.

Reducing storage carbon footprint slipped down the list to 7th from 3rd place last year. It's less of an issue in APAC (23%) as in North America (36%) and Europe (30%).

Almost no one said ESG initiatives are not important to us. 1% of respondents in North America and APAC and 0% of those in Europe.

While the majority are concerned with ESG initiatives, improving sustainability measures is a priority for just 25% of respondents. **Fig 2**

Meeting the challenge

Remove compliance as a concern

Get ahead of changing regulations, especially in Europe where fines are significant yet 50% of businesses are at risk of non-compliance.[21]

Ignoring compliance isn't the way to reduce its cost; that approach could ultimately land you with a gargantuan fine. It's sage to seek legal and industry expertise to help you interpret complex rules and align operations. It's also important to train your existing staff so compliance is embedded into daily operations.

Explore the incentives

Can you take advantage of the tax breaks and incentives to make your sustainability initiatives more cost efficient?

Our research suggests the priority ESG initiatives are still those associated with cost reduction. However, it's worth investigating beyond the obvious savings to see where you can generate value through sustainability; it's estimated there's more than 1,850 ESG incentives available globally.[22] Many of these encourage innovation of new low-carbon products and processes.

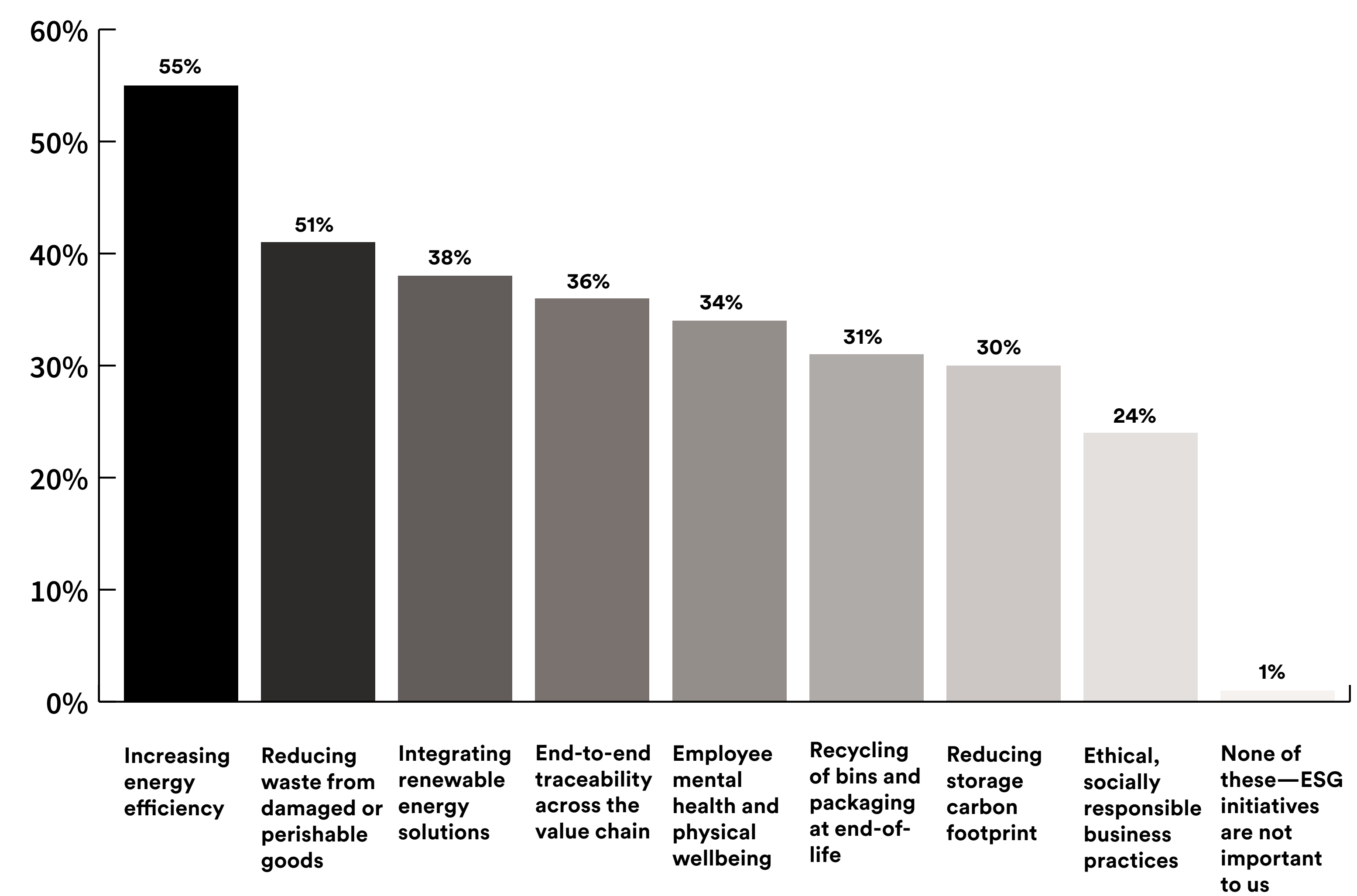
Use technology to turbocharge efforts

How can advanced technologies help move you toward your sustainability goals?

Sustainable technology for all industries, including warehouse management and fulfillment, has taken leaps forward in the last decade. EVs, EV charging stations, and solar panels are common sites at warehouses today. These advances offer significant savings. For example, using Robot technology commercially available today, you can turn off the lights, lower the temperatures, and reduce electrical costs up to 75%.[23]

Figure 6

Which, if any, of the following ESG initiatives will be most important to your warehouse management and operations in the next 12 months?



SME analysis

“The continued growth of e-commerce is driving demand for more warehousing. Which is good news for businesses bottom lines, but they require large amounts of energy, so it’s less good for businesses emissions profiles.

“At AutoStore, we’re aware of the positive impact we can have in helping our clients reach their sustainability goals. For example, by increasing storage density by 4X with our Robots, you can grow your business without growing your carbon footprint. Some of our clients have reduced their electrical usage by 75%.

“This is especially important in 2025 as the cost of energy is at an all-time high and increasing energy efficiency is the most important ESG initiative. Our data shows ESG is important to almost everybody, and we’re proud to be bringing innovations to market that can help, both in a financial and sustainability sense.”

Agnethe Brown Erland,
Vice President of Sustainability,
AutoStore

Case study

Powered by the sun, run by robots.

Berggård Amundsen, a Norwegian electrical wholesaler, powers its Robot-run, 14,000 sqm warehouse with 1,050 solar panels installed on the roof. These generate 230,000 kilowatt-hours of pure solar energy a year, making the facility energy-self-sufficient from April to September and provides power to 40 electric car chargers available to citizens, providing an additional revenue stream.

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Conclusion

Automation is everywhere —yet labor is still a key focus in our hybrid future.

Our data shows that today, in 2025, 97% of survey respondents use some form of automation. Yet, across every geo and industry, the biggest challenges are still labor-related.

Clearly, the industry is putting its faith in technology as the solution to its challenges, as investing in new technology/automation solutions is the no. 1 priority for the next 12 months. It's easy to see why; the AutoStore automation solution delivers a global uptime of 99.7%, 24/7 operability, and increases storage density by 4X. [24]

With an optimistic outlook for growth in the warehouse management and fulfillment industry, both the use of automation and the need for new labor will increase in the future. We're firmly in the hybrid era where humans will work alongside technology in the smart warehouse.

In general, our survey shows an industry confident in its abilities, reflected by the vast majority rating throughput capabilities as "Good" or "Great". With technology advancing at pace delivering exceptional ROI, with AI coming in, and with data analytics promising continued optimization, we expect that warehouse management and fulfillment performance will keep improving over the next few years.

Preparing for the future?

Get in touch →

Figure 1 **What are the top 3 warehouse management and fulfilment challenges facing your organization today?**

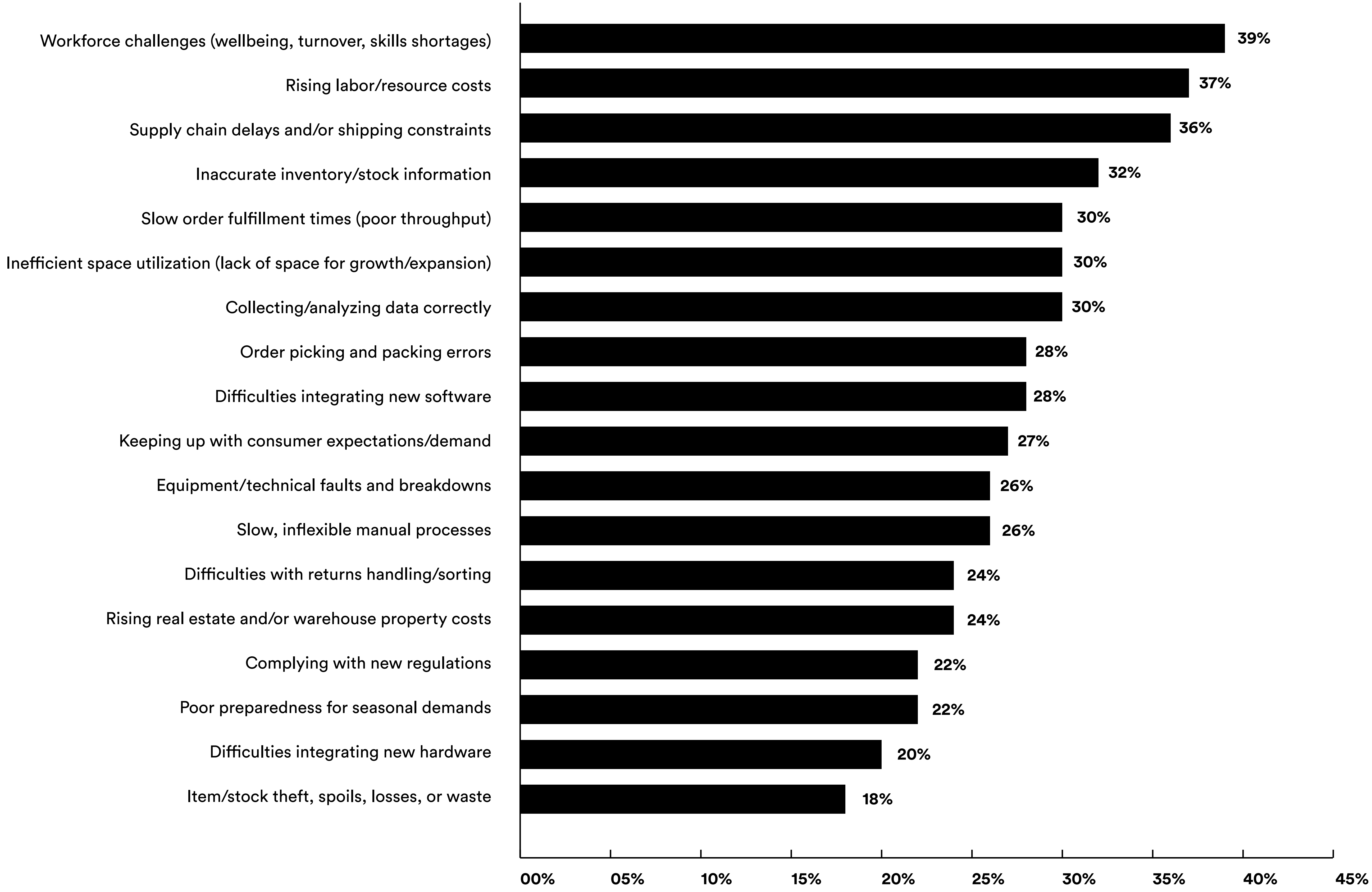


Figure 2 **Which, if any of these, is a key priority or development area for your organization in the next 12 months?**

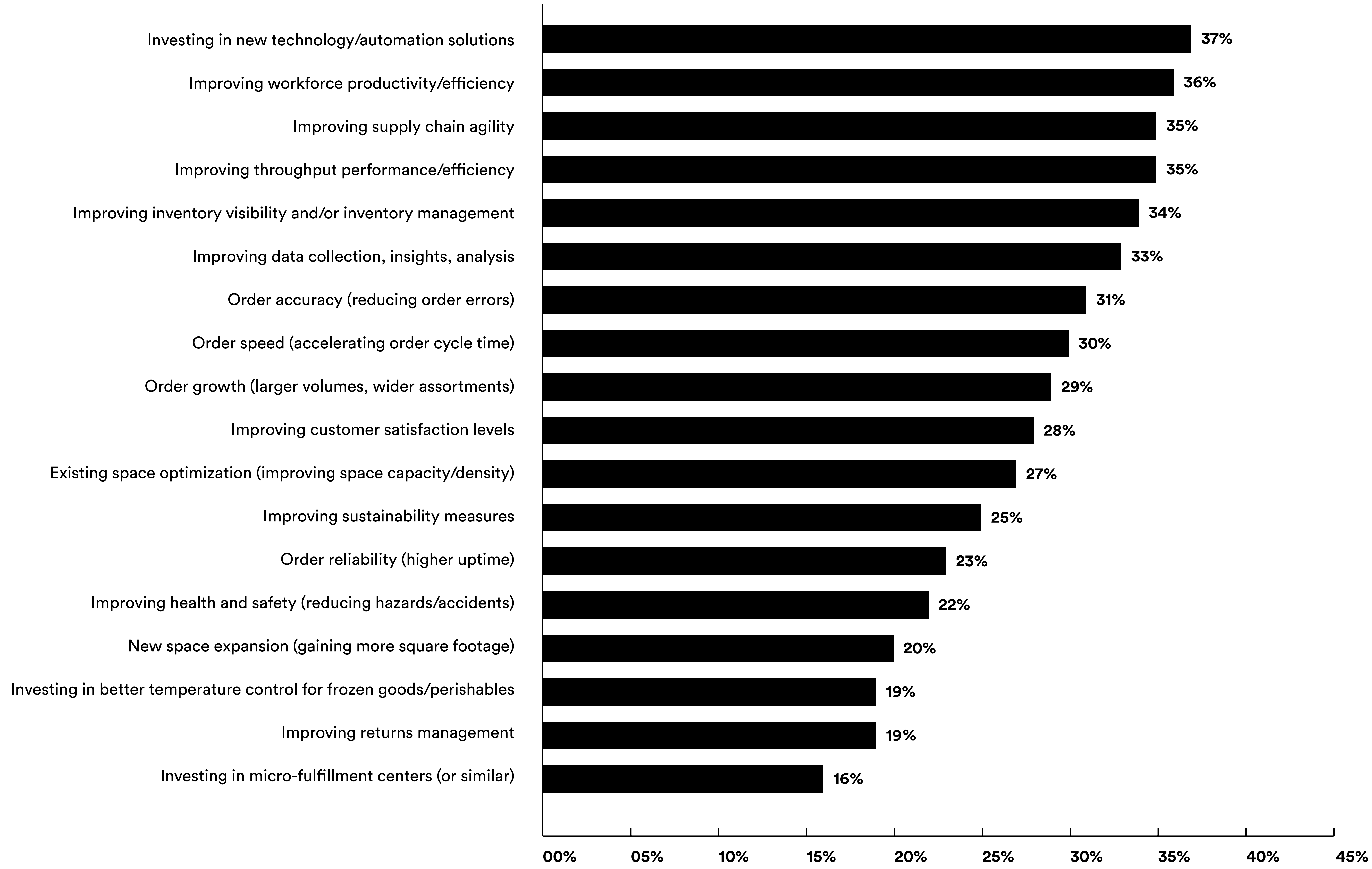
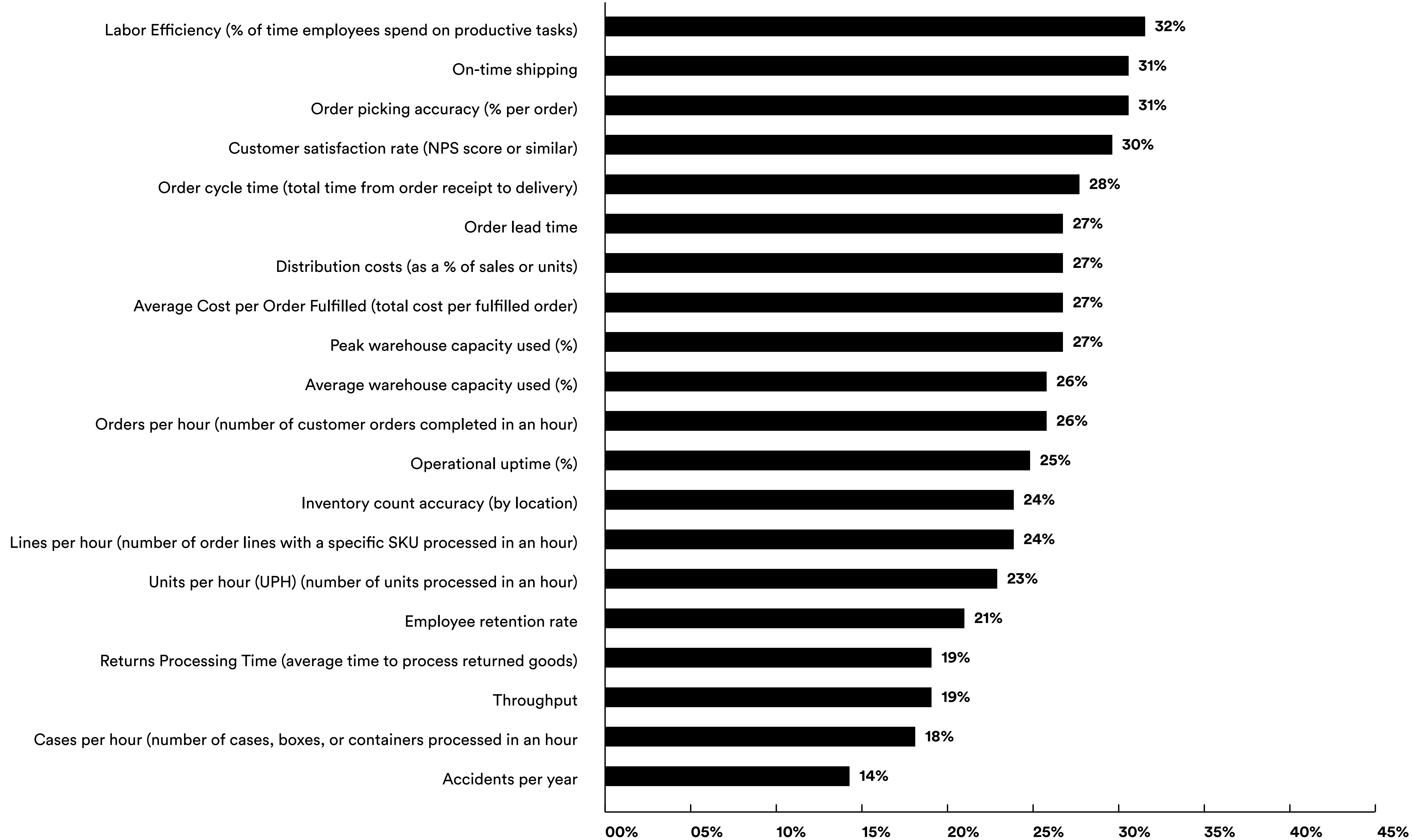


Figure 3 **What warehouse metrics does your organisation regularly collect/manage to measure operational performance and efficiency?**



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1. https://apnews.com/article/global-elections-2024-incumbents-defeated-c80fbd4e667de86fe08aac025b333f95
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