

SHIPPING TRENDS 2021

Accelerate your business growth in the post-Covid era

The year 2020 has been defined by one major event: the COVID-19 pandemic, discrediting forecasts in an unprecedented way in recent history. At the risk of eating humble pie at the end of the year, we like to share our ideas and trend predictions for 2021.



We see three themes emerging in this year's trends, with influencing forces from both within and outside the industry. These themes can be divided into three categories: external forces, new technology and business value drivers. Although each driver may have its own impact, it is their combined effect that will matter most in 2021:

EXTERNAL INFLUENCES THAT AFFECT THE MARKETPLACE

Driving your business and strategic plans from an inside-out perspective is no longer sufficient to reach your objectives. You must take all relevant external influences into account.

1. Covid-19 turns into offline business opportunities.
2. Brexit needs an economic miracle.
3. New US administration raises global business opportunities.
4. The Alice roadmap should be on your agenda.
5. Macroeconomics increase the need for innovation.

TECHNOLOGY AS DRIVER OF CHANGE

Digitalisation has increased enormously in 2020. Now is the time to focus on accelerating your digital transformation. Which innovative technologies will help improve your logistic processes and make your business future-proof?

1. Electrification will increase rapidly.
2. Data is only valuable when put into action.
3. Streamlining to increase shipping flexibility.

BUSINESS VALUE(S) BECOME INCREASINGLY IMPORTANT

In today's world, it's not only about what you sell and how you ship it. Your company values become steadily more important to attract employees, extend customer relations and create new business opportunities.

1. Extra charges or a fair profit? You must choose!
2. Environmental footprint reduction is a business essential.
3. Social footprint will become a very important value driver.
4. Quality of service with focus on customer experience.
5. Corporate social responsibility needs transparency.

Organisations that are prepared to adapt will thrive on the opportunities that lie ahead. The following shipping trends do not operate independently, but rather build on and reinforce one another to shape these forecast trends for 2021:



- 1. The move to short-term contracting:** organisations will move away from long-term shipping contracts with multiple charges to short-term contracting with healthy margins, where a proven track record is essential.



- 2. The regional shift:** regional focus by moving manufacturing facilities closer to consumers and shorter distances between pickup and delivery locations by having regional warehouses.



- 3. Focus on core business:** outsourcing of shipment knowledge to social systems, enabling shippers to focus on their products, not on the logistics.



- 4. Invest in IT platforms:** investments in technology-driven solutions, involving more sensors and smart cooperation between shipping providers using specialised platforms.

Want to learn more?
Download the paper:
Shipping Trends 2021.

Or contact us at

☎ 31 887 447 447

✉ contact@shipitsmarter.com



DOWNLOAD