

SUPPLY CHAIN MANAGEMENT & LOGISTICS SURVEY 2025

State of Play for Digital Transformation

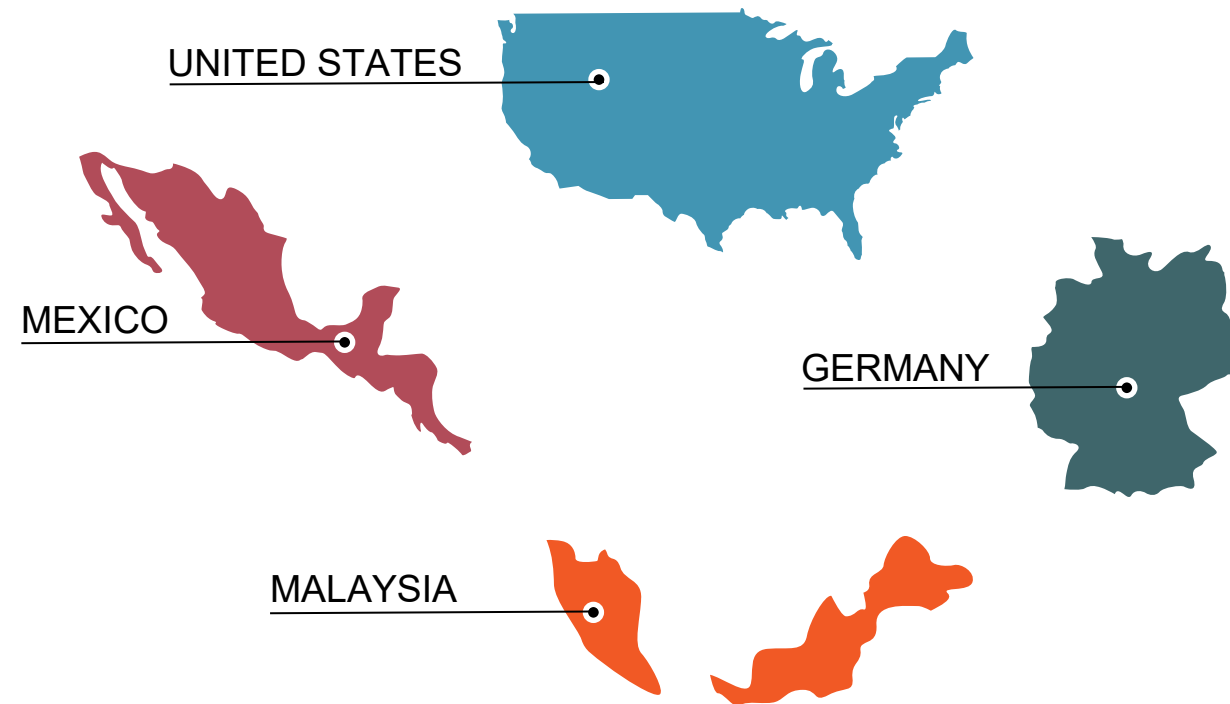
SUPPLY CHAIN MANAGEMENT & LOGISTICS SURVEY

State of Play for Digital Transformation

A robust technology strategy is essential for supply chain management & logistics. This survey provides detailed insights into priorities and challenges for the global supply chain industry; across manufacturers, retailers, wholesalers, and logistics service providers.

The survey was conducted in mid-2025 and included 490 respondents in the manufacturing, retail, and logistics service industries from the **United States**, **Germany**, **Malaysia**, and **Mexico**.

Scroll for key takeaways.



HAVE QUESTIONS?

ABI Research invites you to become a sponsor of our next Supply Chain Management & Logistics Survey. As a sponsor, you'll have the unique opportunity to include your own questions and gain access to tailored, actionable knowledge that will inform your decision-making and strategic planning. It's a unique way to gain a competitive edge in the rapidly evolving industrial and manufacturing landscape.

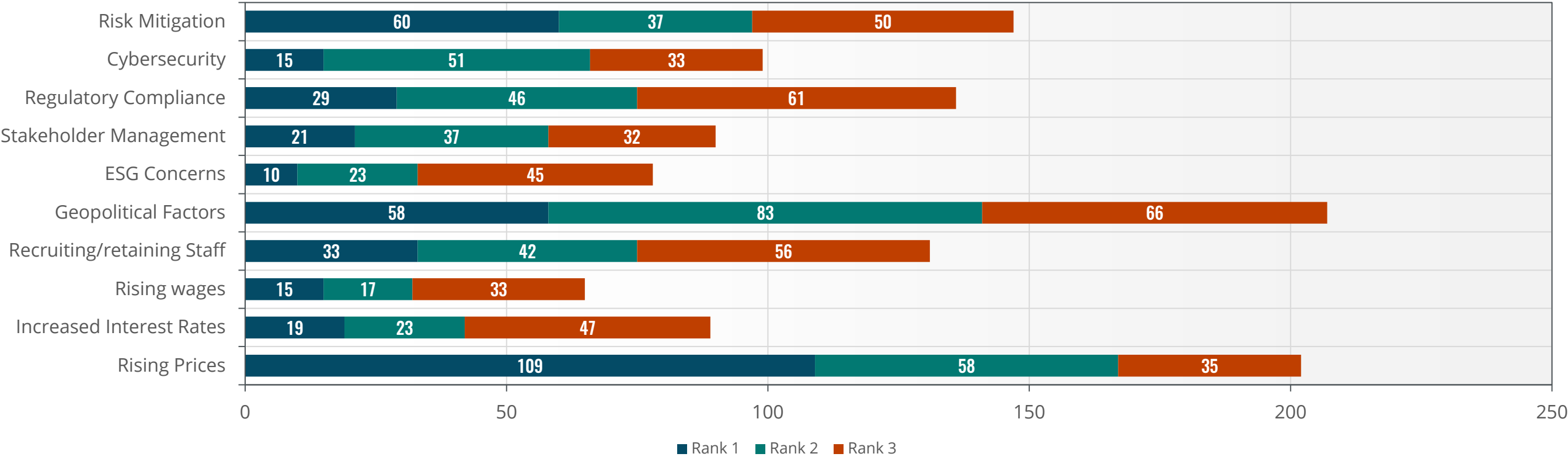
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EXTERNAL BUSINESS CHALLENGES

KEY TAKEAWAY

Rising costs are the top external challenge that supply chains are contending with. Cost of components/raw materials and geopolitical factors (policy changes, tariffs, etc.) are key barriers.

What are your biggest external challenges? (ranked 1-3)

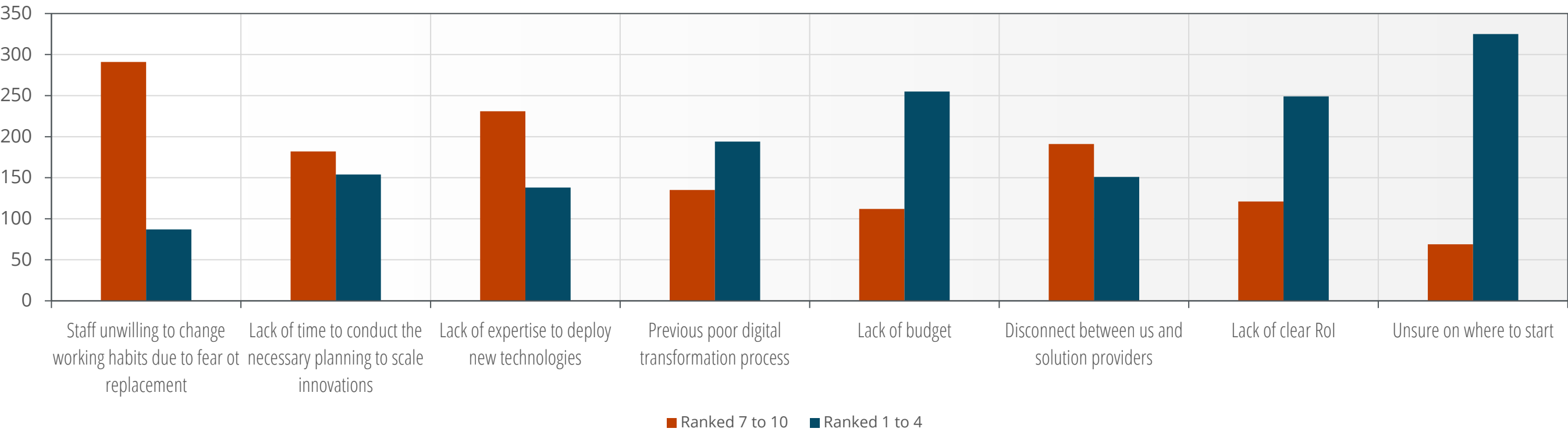


CHALLENGES IN DEPLOYING NEW TECHNOLOGIES

KEY TAKEAWAY

The top hurdle to deploying new supply chain technologies is staff/driver resistance. These employees fear being replaced by automation. Respondents also cite the high cost of training or upskilling as a key barrier to improving workflows.

What are your challenges in deploying new technologies? (1=lowest, 10=highest)

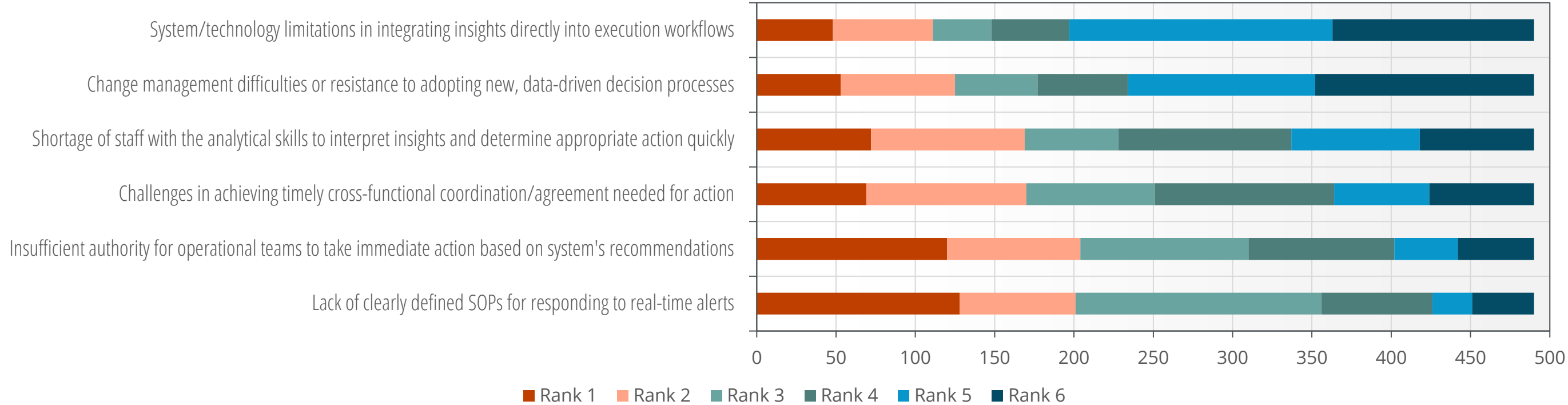


BARRIERS TO PROACTIVE DECISION-MAKING

KEY TAKEAWAY

A lack of clearly defined standard operating procedures is the top barrier that limits organizations from acting on real-time supply chain data. **71%** of respondents ranked this in their top three blockers to proactive decision-making.

Rank the following potential organizational bottlenecks in terms of how significantly they limit your company's effectiveness. (1 = most significant bottleneck; 6 = least significant bottleneck)

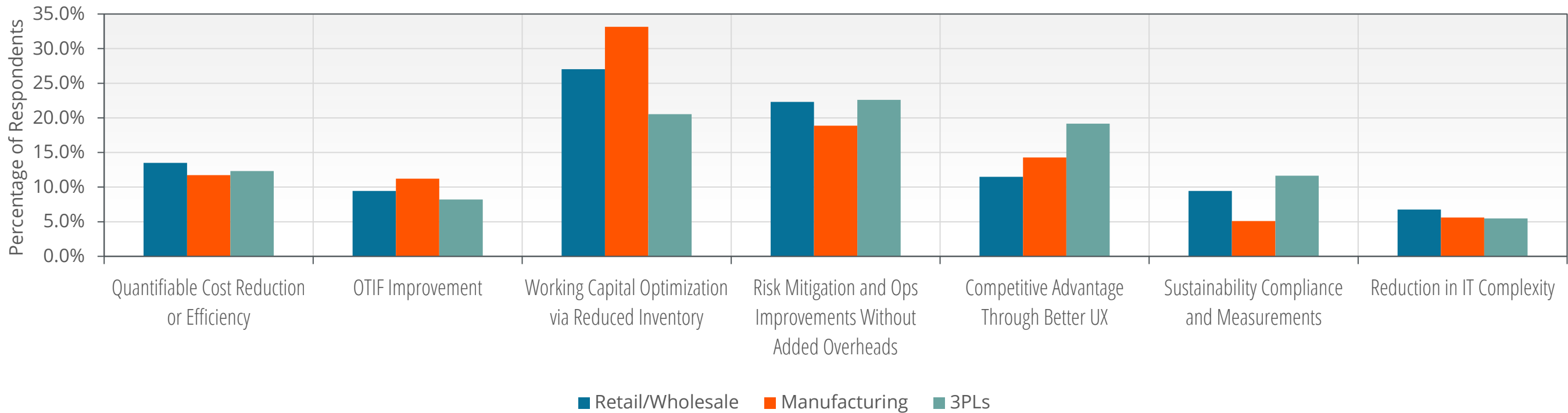


INVESTMENT PRIORITIES FOR NEXT-GEN SUPPLY CHAIN TECHNOLOGIES

KEY TAKEAWAY

Tangible working capital optimization via inventory reduction has been the most compelling way to secure approval for technology investment from leadership. This is especially true among the manufacturing firms surveyed.

When justifying investment in next-generation supply chain solutions to your leadership, which value driver has proven most compelling in securing approval?



REDUCING RELIANCE ON MANUAL ANALYSIS

KEY TAKEAWAY

Workflow automation is a significant secondary benefit, NOT a primary tech investment driver. Despite this, **a third of respondents** (164 out of 490) also believe it is the *primary driver* of investment. Retailers and wholesalers prioritize automation at nearly parity levels.

When determining investment in new supply chain solutions, how do you evaluate the value of features that automate or guide actions within the platform?

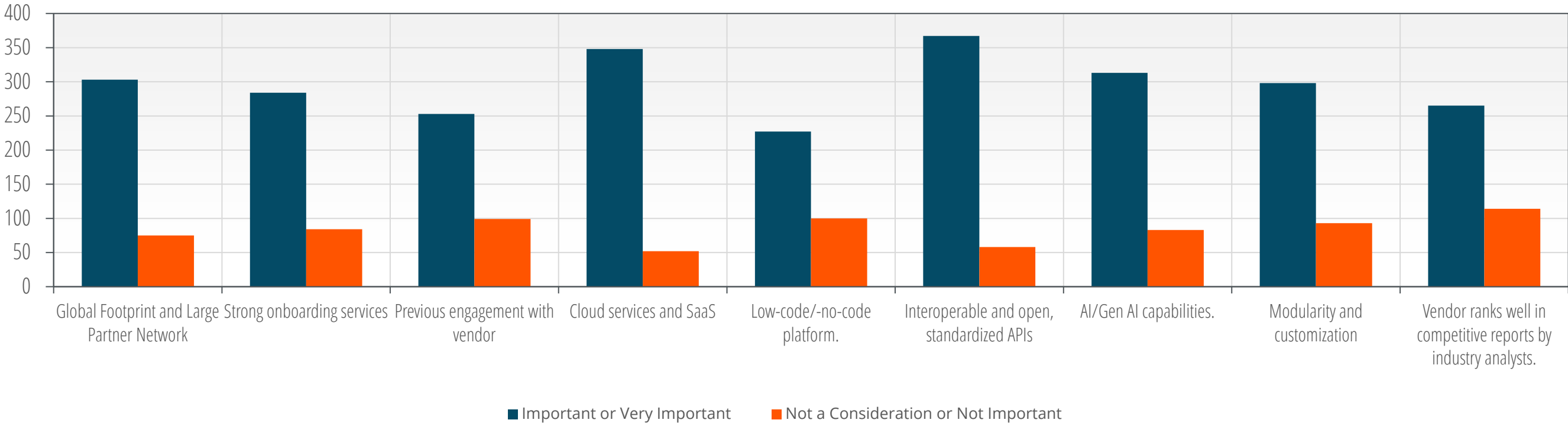


VENDOR SELECTION

KEY TAKEAWAY

Data interoperability and catering to bespoke needs are deemed the most important factors in the supply chain vendor selection process. More than **7 in 10** respondents state that interoperable and open, standardized APIs are important or very important considerations. This reflects a growing need for cloud-based technology solutions that work seamlessly with legacy systems.

What matters and what doesn't?

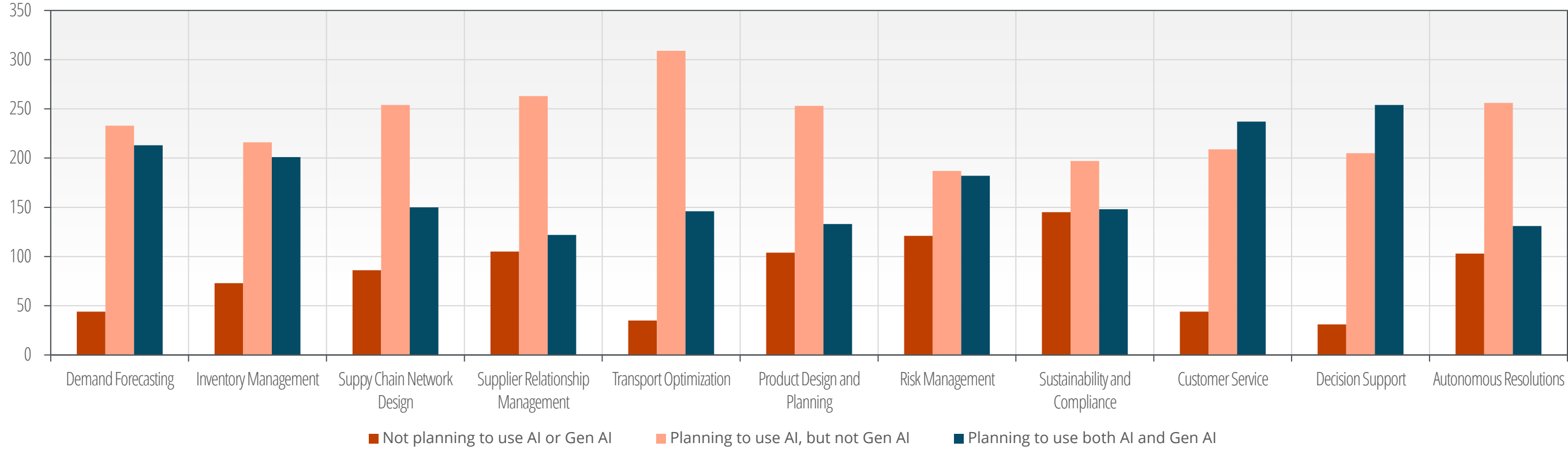


LEVERAGING AI

KEY TAKEAWAY

Gen AI adoption in the supply chain will primarily be driven by use cases like decision support, customer service, inventory management, and demand forecasting. AI/Gen AI capabilities are also a key determining factor when selecting a supply chain technology vendor. More than **60%** of respondents say integration is an important or very important factor.

What are your views on Leveraging AI and Generative AI?

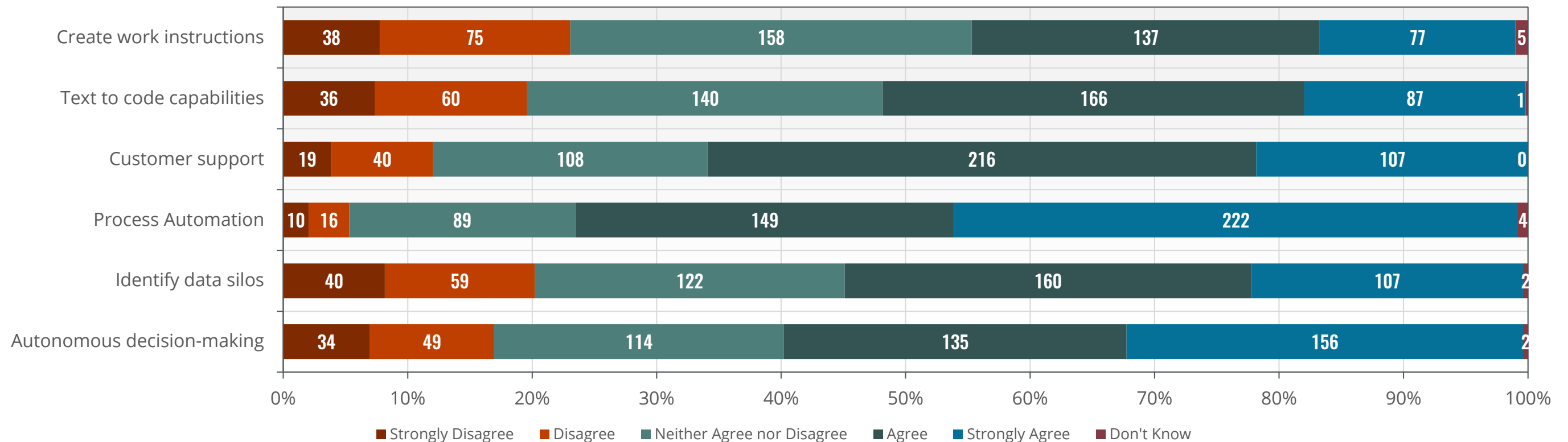


AI AGENTS

KEY TAKEAWAY

In terms of using AI Agents, supply chain decision makers are the most optimistic about process automation and customer support applications. There may be a need for stronger education campaigns to demonstrate the value of Agentic AI in other supply chain domains.

What are your views on AI Agents?

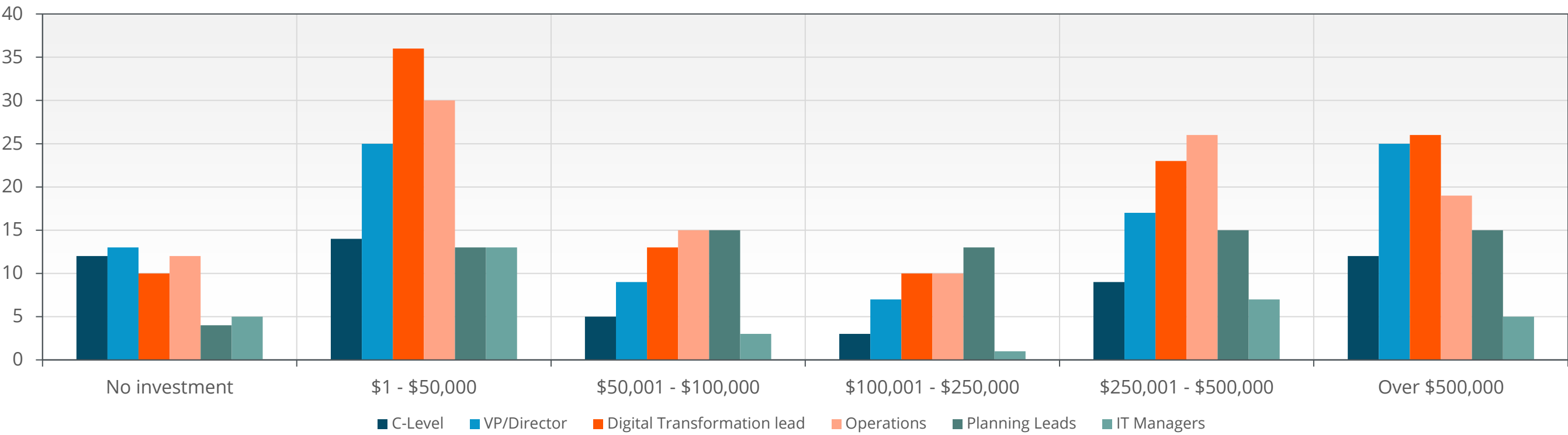


DECISION MAKERS' PLANNED LEVEL OF INVESTMENT

KEY TAKEAWAY

Digital transformation leads are more open to wider investments. 71% of all manufacturers surveyed plan to spend at least US\$50,000 on Control Tower technology. Control towers are essential in building visibility across all logistics processes, accelerating time-to-insight.

Are you considering an investment in Supply Chain Control Towers?

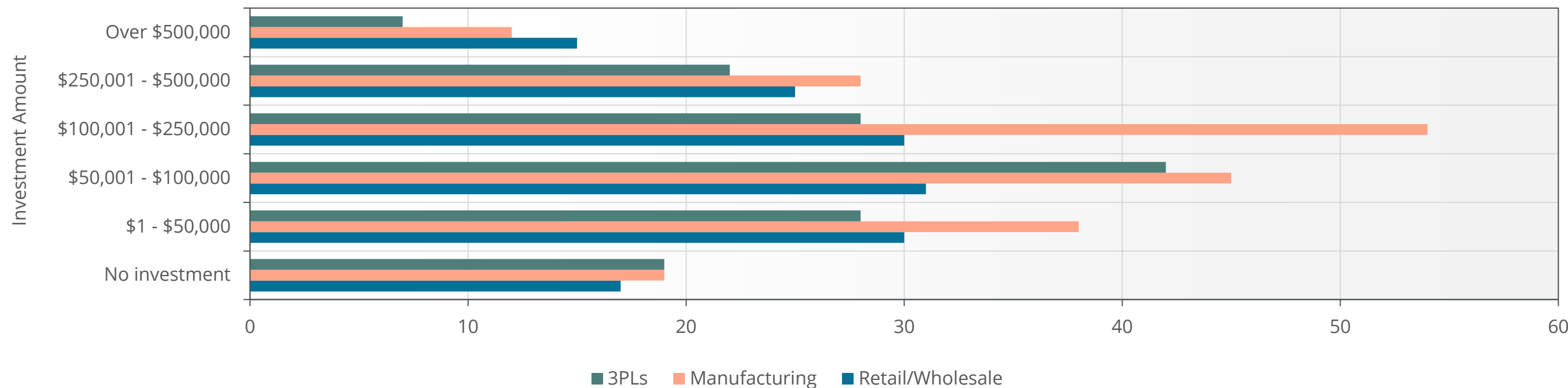


MANUFACTURERS LEAD INVESTMENT LEVELS FOR CONTROL TOWERS

KEY TAKEAWAY

Manufacturers plan to invest the largest amount of money in supply chain control towers, followed by Third Party Logistics (3PL) providers. **Process manufacturing** companies are looking to invest in Control Towers more than others.

What is the investment level you plan for this technology?

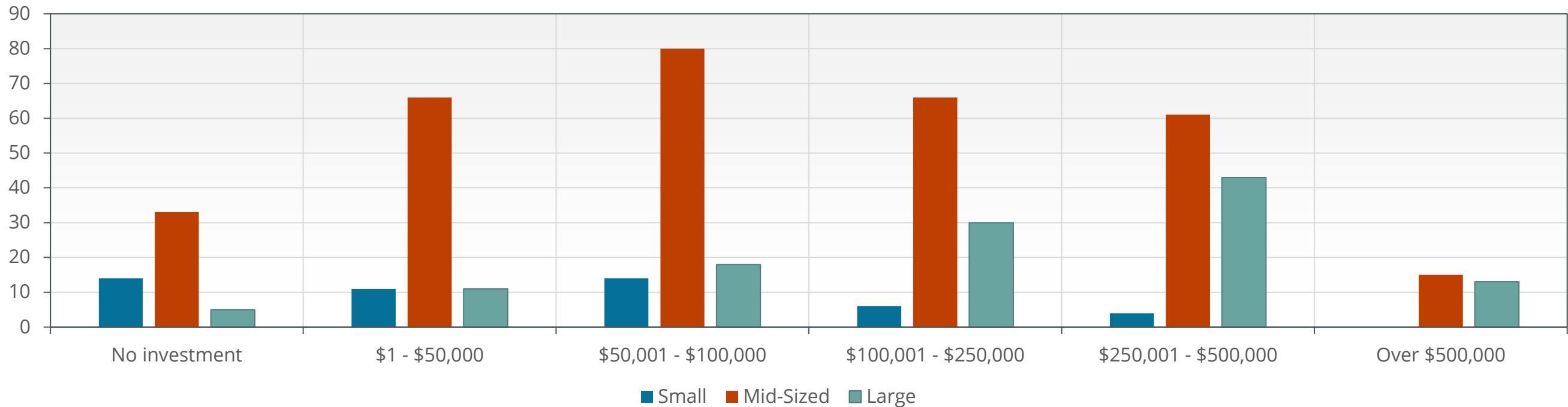


DIGITAL THREAD LINKING DIFFERENT STAKEHOLDERS OF THE SUPPLY CHAIN

KEY TAKEAWAY

Willingness to invest in a digital thread linking different stakeholders is the highest among large organizations and upper-middle-market companies. Within manufacturing (n=196), investment is highest among process manufacturing firms.

What is your planned level of investment in digital thread technology?



SHAPE THE NEXT SURVEY. SHARPEN YOUR STRATEGY.

ABI Research is now inviting a small set of participants to join our survey efforts as we launch a semiannual survey targeting respondents within supply chain leadership. This semiannual survey will offer invaluable insights into industry trends, market sentiment, and emerging opportunities, enabling informed decision-making and strategic planning for sustained growth and competitive advantage.

JOIN THE SURVEY



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