



Insights shaping tomorrow: DHL Logistics Trend Radar 7.0 unveils emerging AI trends and sustainable solutions

- The report acts as a renowned guide for logistics professionals, outlining key developments for the next decade
- Artificial intelligence (AI) cluster expands with five key trends: Generative AI, AI Ethics, Audio AI, Computer Vision, and Advanced Analytics
- Sustainability remains a top cluster, spotlighting Sustainable Fuels and Renewable Energy Infrastructure.

Bonn, September 3, 2024 – As the logistics landscape continues to evolve rapidly, DHL today unveils the 7th edition of the DHL Logistics Trend Radar, a biennial report that highlights the foremost social, business, and technological trends impacting the industry. Since its inception in 2012, the report provides an in-depth analysis of logistics trends, their impact, progression, and associated challenges and opportunities.

For each of the 40 trends—17 social and business and 23 technological—the radar outlines the predicted time to adoption and their impact on logistics. While trend clusters like robotics, the Internet of Things, and digital backbone continue to significantly affect logistics, it is evident that the emerging field of AI is making an increasingly substantial contribution, and that sustainability remains a top priority.

“The DHL Logistics Trend Radar is an invaluable strategic resource for our customers and logistics community,” says Katja Busch, CCO and Head of DHL Customer Solutions & Innovation. “It consolidates key logistics trends, with AI and sustainability taking the lead in this edition, driving the evolution of businesses, consumers, and technologies over the next decade. This empowers our customers and us to stay competitive in a demanding landscape.”

The relevance of AI for the logistics industry has expanded significantly, as reflected in this edition, which highlights five prominent trends: Generative AI, AI Ethics, Audio AI, Computer Vision, and Advanced Analytics. These trends collectively aim to transform logistics processes by leveraging sophisticated data analysis and generation, enhancing human-computer interaction through voice and sound analysis, automating visual data interpretation, and autonomously generating new content based on learned patterns. Considerations of ethical implications of the AI technology leap are also being outlined.



Press release

The sustainability trend cluster spotlights two trends: Renewable Energy Infrastructure and Sustainable Fuels. These trends are essential for reducing carbon emissions, enhancing energy efficiency, and enabling sustainable operations along the supply chain.

“The speed of transformation in logistics is still accelerating. Alongside the exciting opportunities of AI unlocking unprecedented levels of efficiency and innovation, the focus on sustainable, resilient supply chains will remain at the forefront of our customers’ strategic priorities” adds Klaus Dohrmann, Vice President and Head of Innovation and Trend Research at DHL Customer Solutions & Innovation. “With the DHL Logistics Trend Radar 7.0 we remain committed to providing a tool for the global logistics community and beyond, where leaders can leverage these insights to adapt proactively and foster sustainable growth.”

In addition to the report’s emphasis on technological innovation, the DHL Logistics Trend Radar 7.0 also examines social trends and their implications for supply chains. These include Diversity, Equity, Inclusion, Belonging (DEIB), alongside the growing significance of employee experience and workplace health and safety.

The DHL Logistics Trend Radar is founded on an integrated customer-centric innovation approach, harnessing key insights from thousands of engagements at DHL Innovation Centers globally. Each year, the four Centers—in Germany, Singapore, the USA, and the United Arab Emirates—attract more than 13,000 visitors. These interactions with customers and DHL colleagues involved in daily operations provide valuable perspectives for logistics transformation. Complementing these insights, the Trend Radar also integrates classic research methodologies and the expertise of key opinion leaders from influential think tanks, renowned consultancy firms, and top-tier academia from around the world. Additionally, the “[DHL Warehouse of Innovation](#)” platform facilitates collaboration with start-ups, researchers, and investors to co-create future-oriented innovations alongside DHL.

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The DHL Logistics Trend Radar 7.0 is available as an interactive website at www.dhl.com/logistics-trend-radar. You can also download a PDF version there.

You can find the press release for download as well as further information on group.dhl.com/press-releases

Press release



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DHL is part of DHL Group. The Group generated revenues of more than 81.8 billion euros in 2023. With sustainable business practices and a commitment to society and the environment, the Group makes a positive contribution to the world. DHL Group aims to achieve net-zero emissions logistics by 2050.