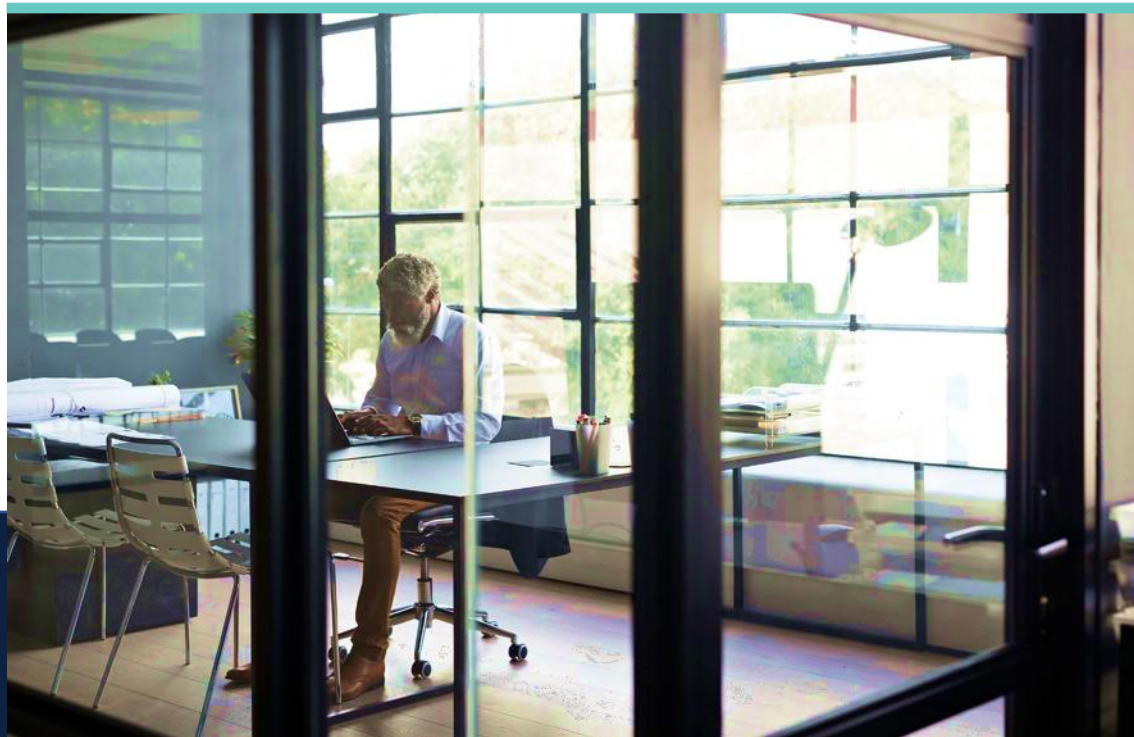




TRENDS IN RETAIL SUPPLY CHAIN

SUMMARY RESULTS



APRIL 2025

EXECUTIVE SUMMARY

- We surveyed IT, operations, and supply chain leaders in the retail industry to understand their priorities, challenges, and technology readiness as they plan and implement supply chain improvements over the next 6 to 18 months.
- To understand how retail leaders are preparing for the future, we explored their top supply chain priorities. Improving forecasting, automation, customer experience, and operations top the list, with most initiatives already underway and driven by senior leadership.
- Leaders are tackling high costs, poor delivery performance, and outdated forecasting with limited resources and fragmented systems, revealing a widespread need for stronger integration and more capable supply chain technology

WHO DID WE SURVEY?



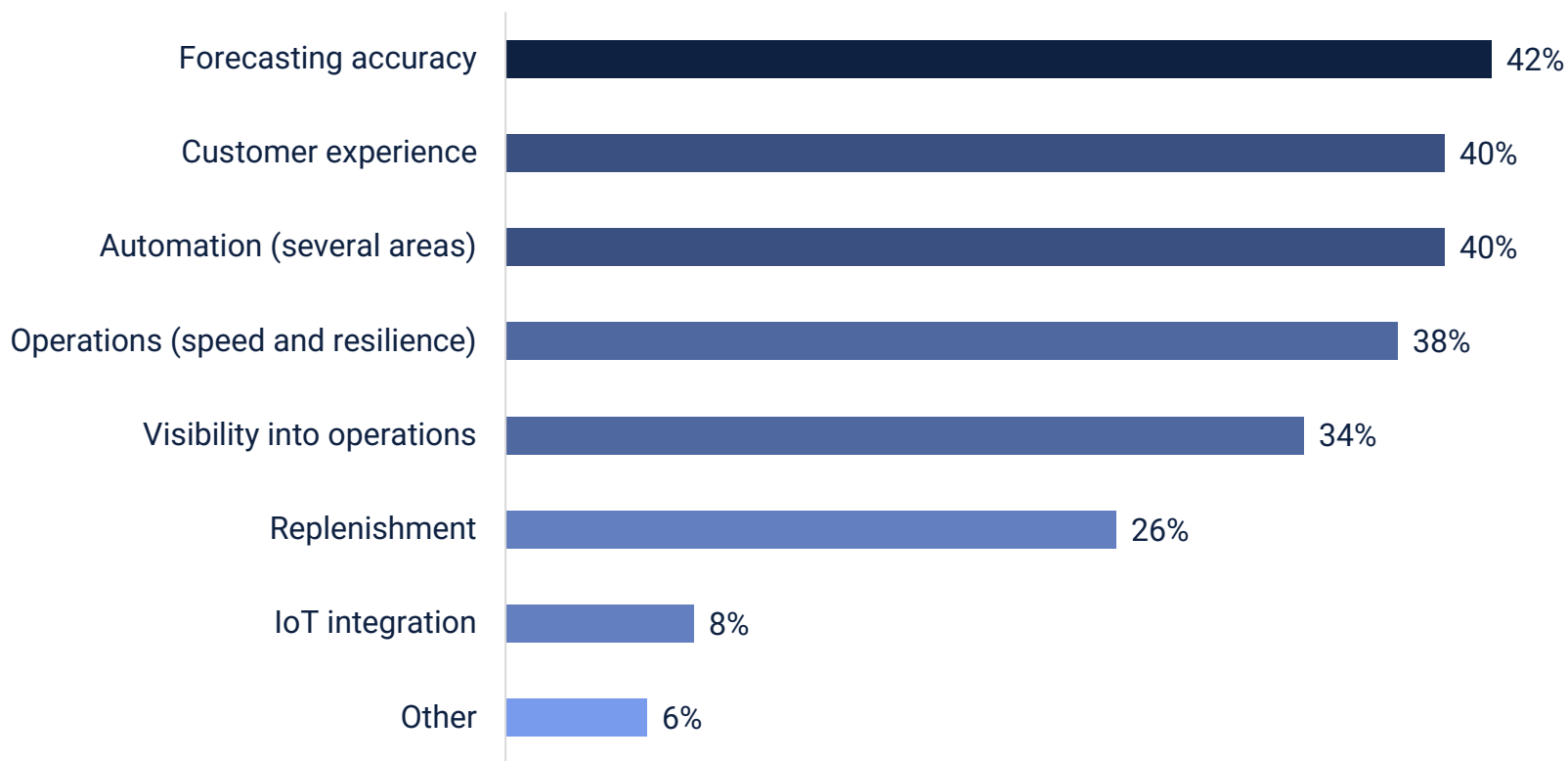
Between February and March 2025, Gatepoint Research invited selected executives to participate in a survey themed *Trends in Retail Supply Chain*.

Candidates from the retail industry were invited via email and 50 executives have participated to date.

Management levels represented include: 32% who hold the title CxO or are VPs, 60% are directors, and 8% are senior or department managers.

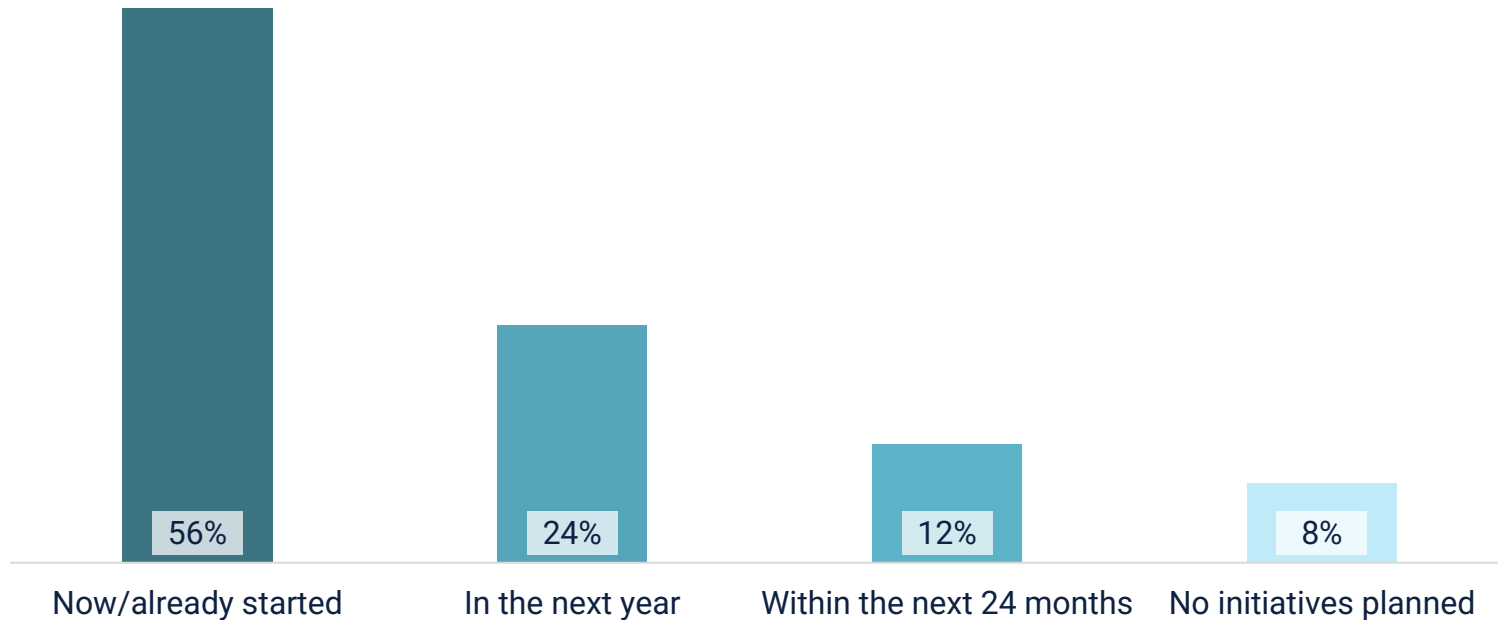
Responders work for firms with revenue levels ranging from Fortune 1000 companies to small companies with less than \$250 million in revenues.

In which area of your supply chain do you have plans for improvement in the next 6 to 18 months?



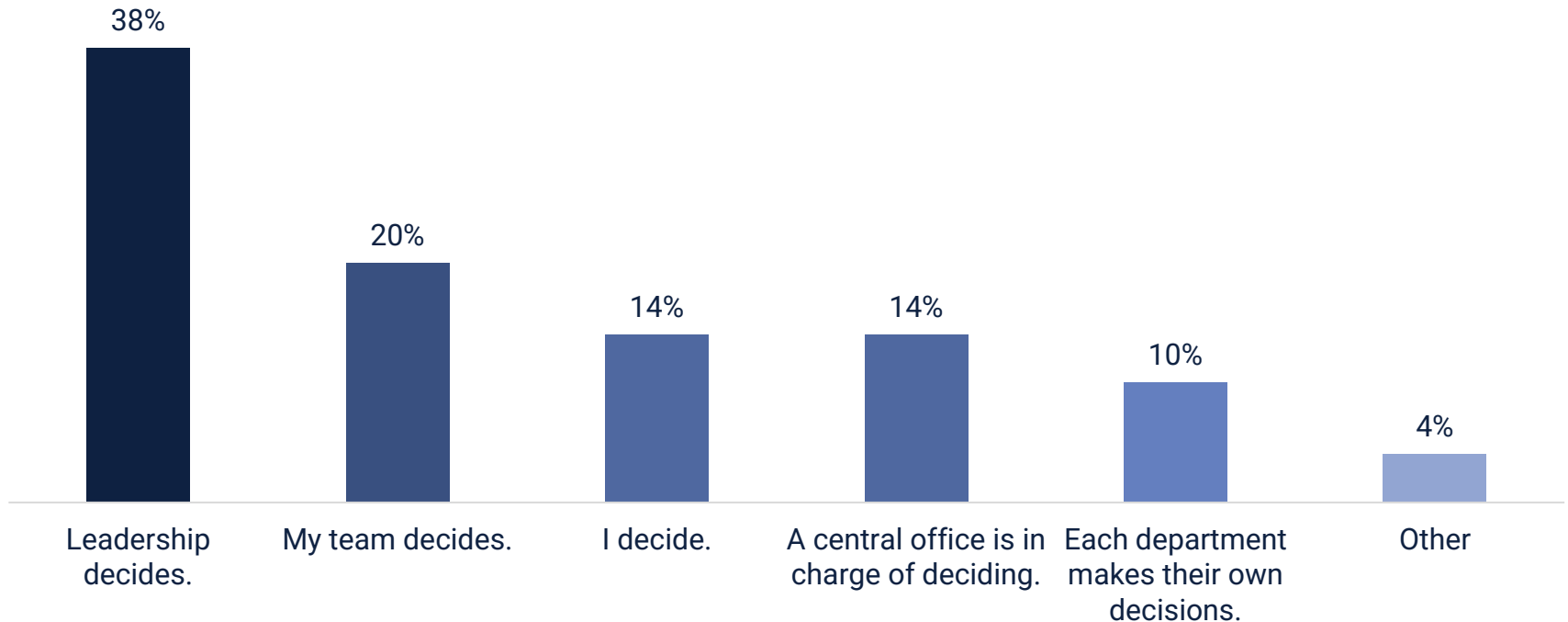
Above all other plans in the next 6 to 18 months 42% of these retail leaders will improve their forecasting accuracy, customer experience and automation (40%) and operations (38%), boosted by visibility into operations (34%).

When will you start your supply chain improvement initiatives?



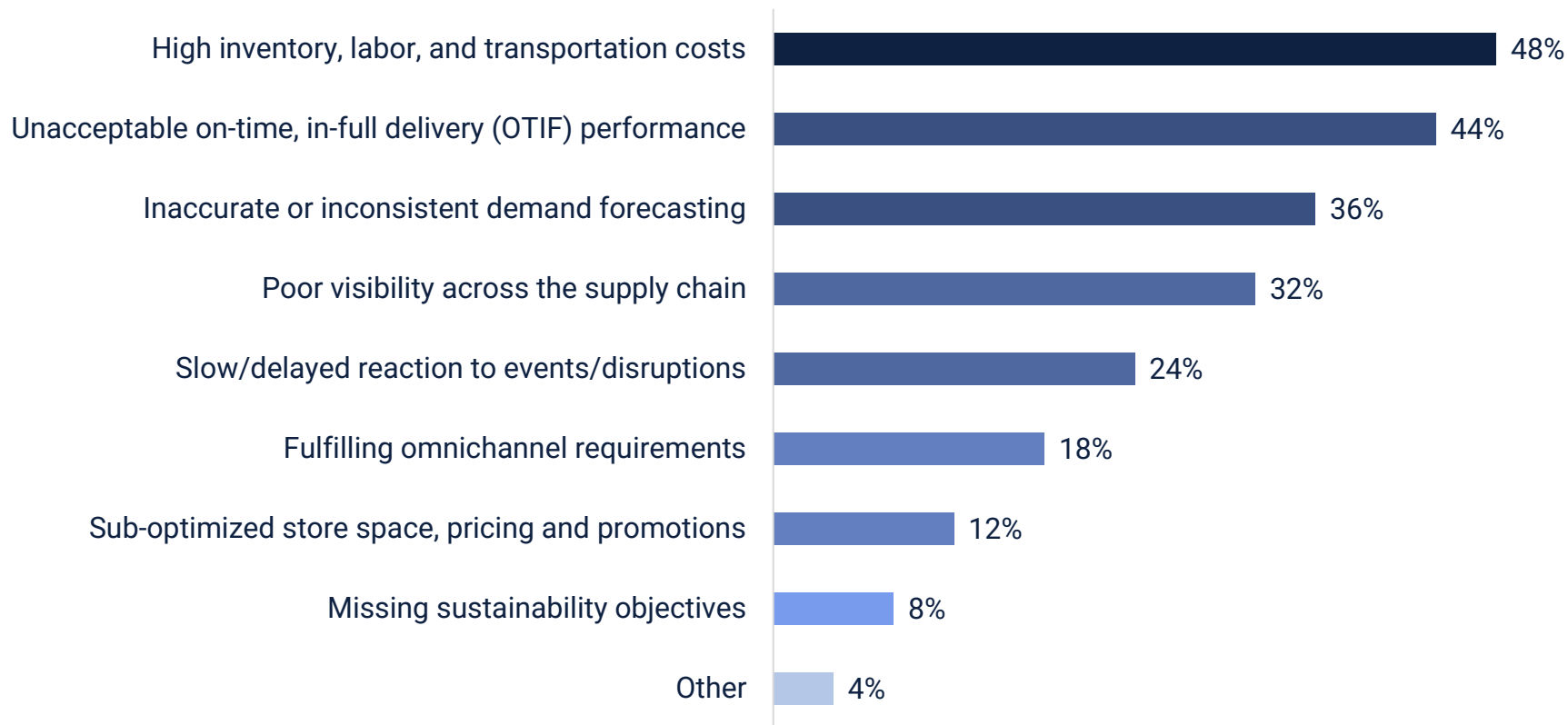
More than half have already started their improvement initiatives.

Who determines which supply chain initiatives will move forward?



Typically, leadership is in charge of when initiatives move forward. A fifth of respondents are part of a team that makes these decisions, and 14% make supply chain initiative decisions themselves.

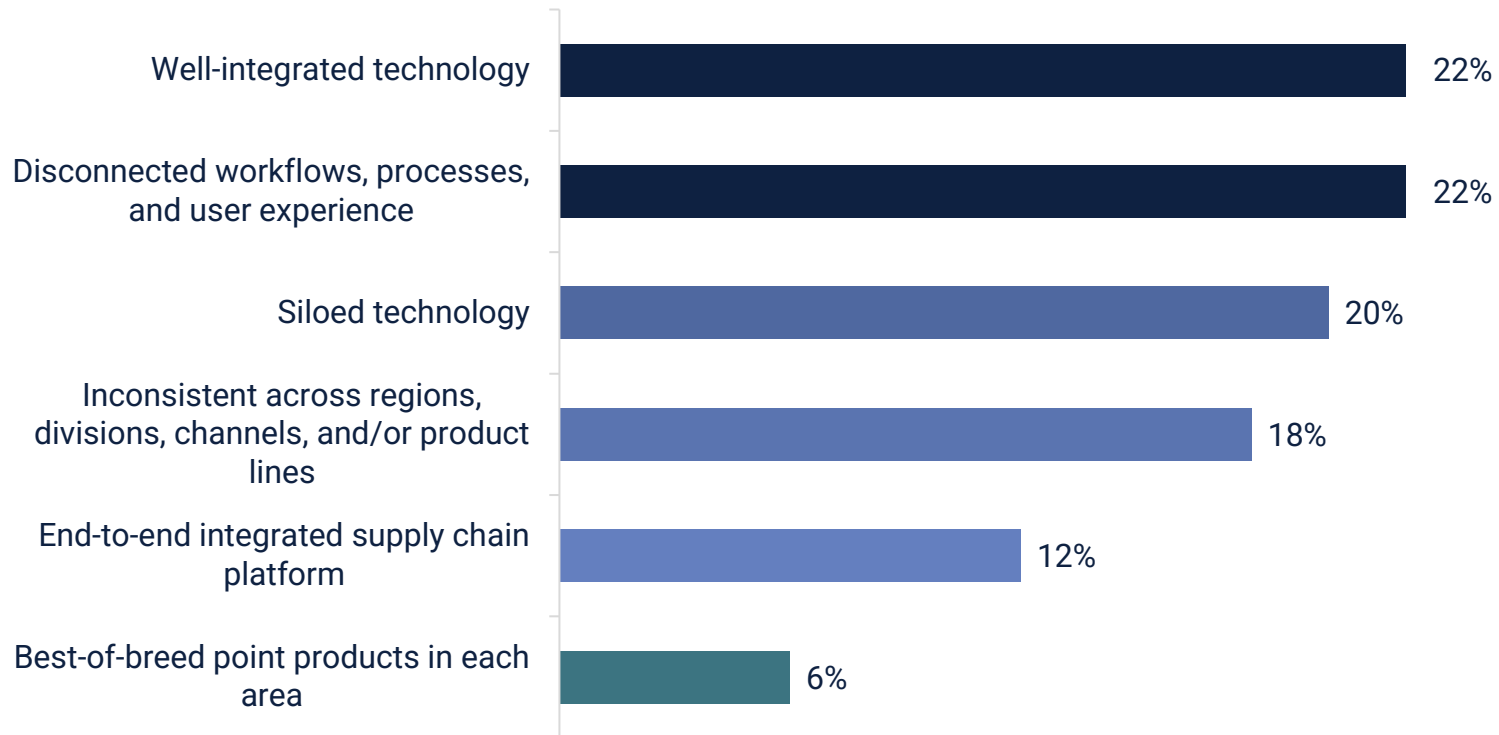
What are the top challenges you are seeking to address with your initiatives?



Current initiatives are primarily targeting challenges related to high costs (48%), delivery performance (44%), and issues with demand forecasting (36%). Limited visibility surfaces as a fourth challenge, indicating the reason that 38% cited visibility improvement initiatives.

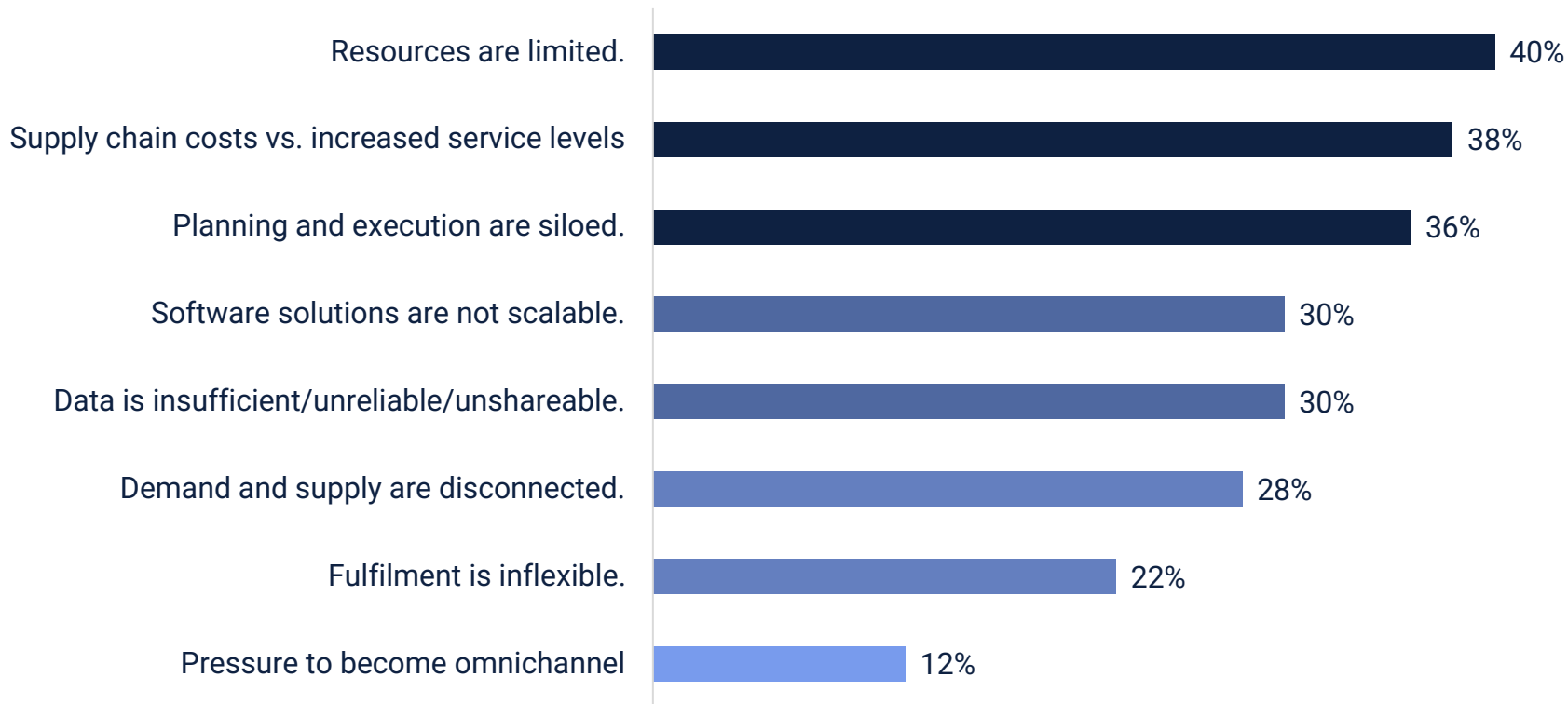
Summary Results | April 2025

How would you characterize your supply chain or e-commerce systems across your entire organization?



While 22% of leaders report their supply chain is well-integrated across their organization, just as many struggle with disconnected workflows (22%) or siloed technology (20%) and inconsistencies (18%).

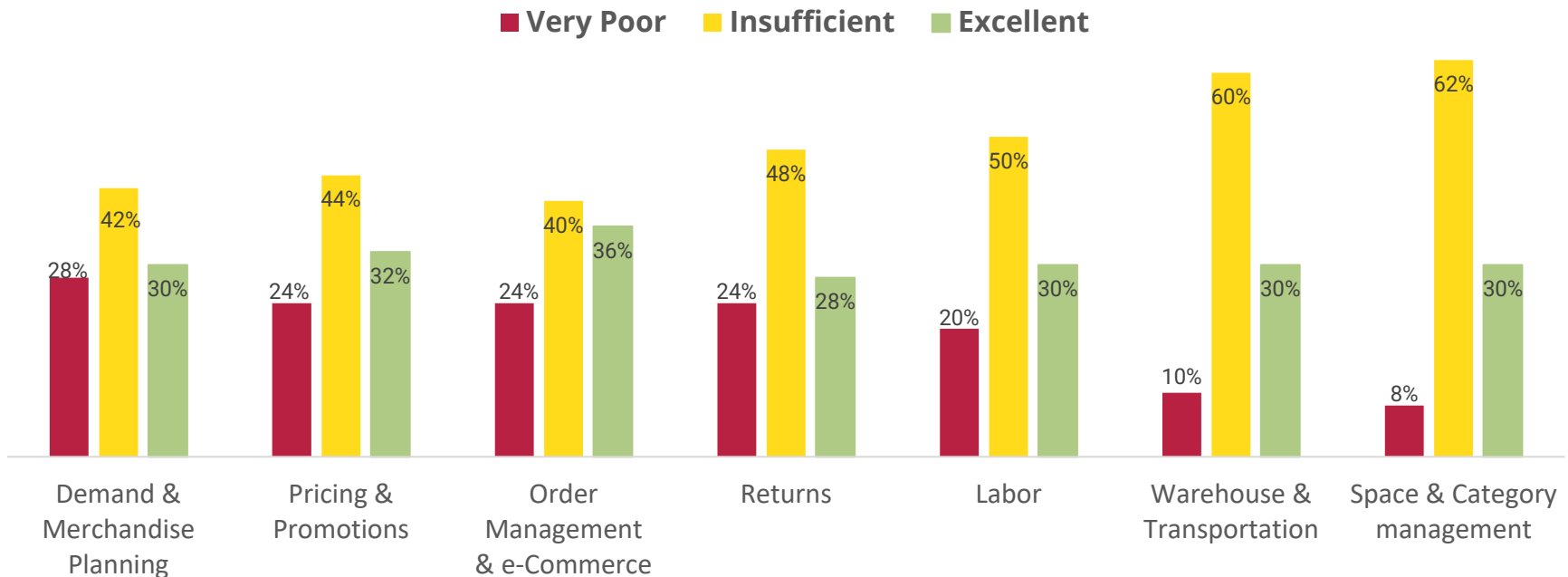
Do any of these issues impact your supply chain management operations?



While all these issues put a crimp in supply chain management operations, limited resources (40%), imbalance in costs to service levels (38%), and siloed planning and execution (36%) are the three most painful issues.

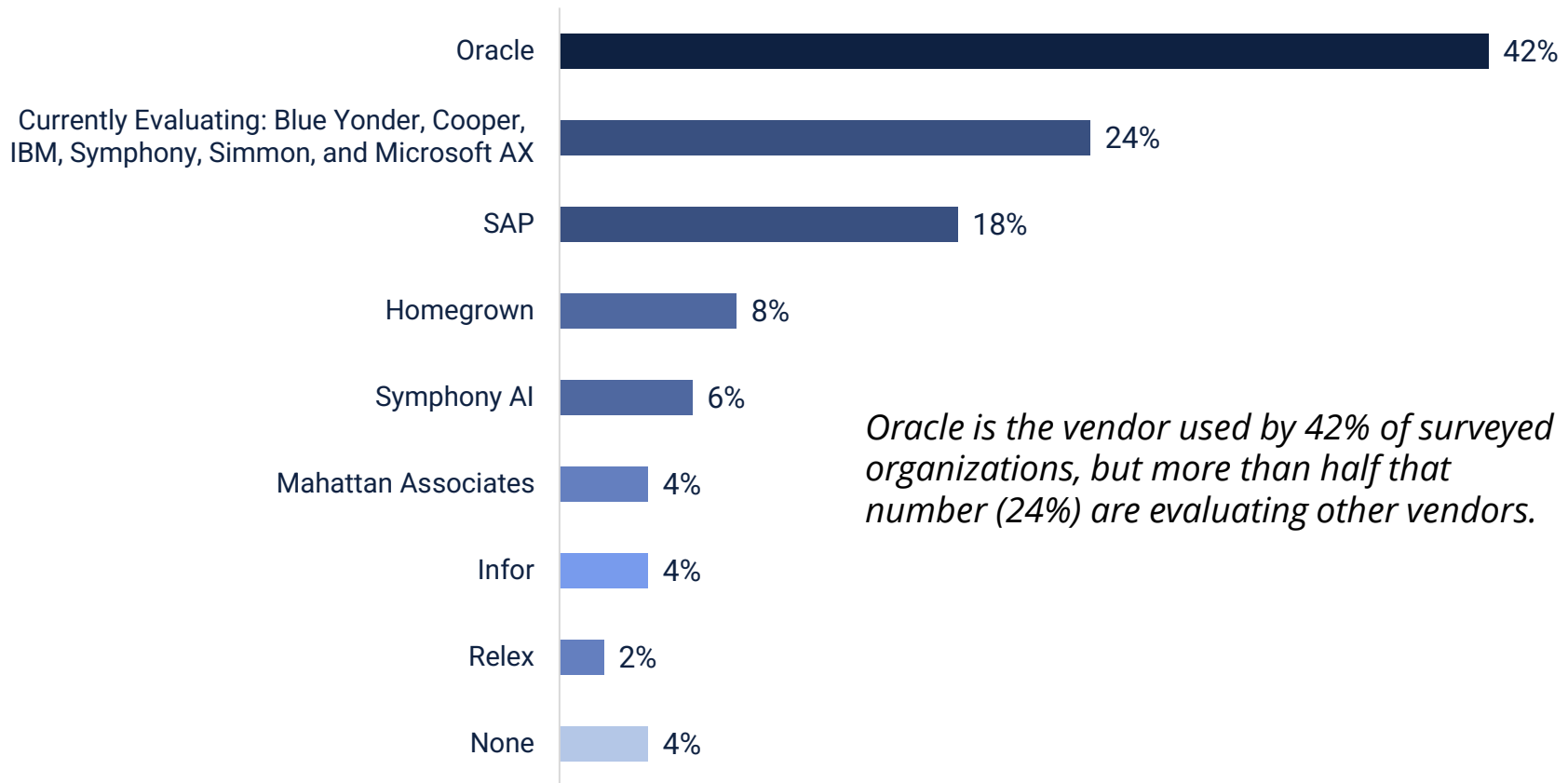
Summary Results | April 2025

How do you rate your technology solutions for the following supply chain management areas?



Every supply chain process needs stronger technological support than they have, say respondents. In no category did more than 36% give a strong rating to current tech capabilities. Between 8% and 28% rated their technology as very poor, while 40% to 62% indicated it is insufficient to meet their needs.

Are you using any third-party vendors for your supply chain or e-commerce systems?





About the Company

Blue Yonder offers an end-to-end digital supply chain and logistics platform to drive unprecedented efficiency, resiliency, agility, and better customer experiences.

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