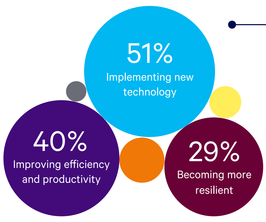
BlueYonder
Move beyond boundaries



2025 Supply Chain Compass:
How Supply Chain Leaders Are Navigating Complexity

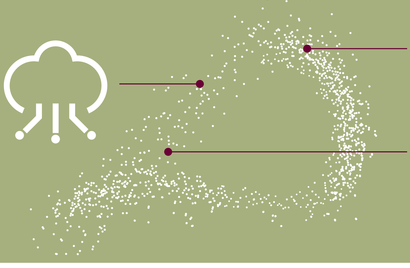
We surveyed **671 Supply Chain Executives** and here's what we learned:

Their top 3 Strategic Priorities are:



Implementing new technology	**51%**
Improving efficiency & productivity	**40%**
Becoming more resilient to risks & challenges	**29%**
Increase profitability	25%
Better real time management of our supply chain	24%
Faster/better decision making	24%
Sustainability (environmental and/or social)	24%
Improving our quality of service (e.g. through better/faster fulfilment)	17%
Building a more agile business	16%
Cross-functional operational excellence	14%
Becoming more customer-centric	14%
Expanding our geographical coverage	8%
Breaking silos, ensuring our supply chain is connected end-to-end	7%
Investing in our people	6%

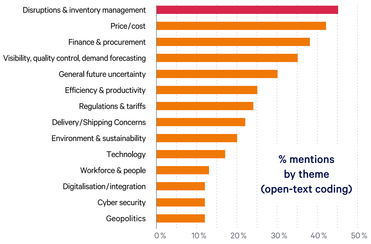
Technology, particularly AI, is at the core of Supply Chain transformation and growth



74%
say that AI is already changing the way their business operates

82%
of leaders agree that outdated technology will hinder their supply chain's potential

Top concerns for leaders are disruptions and inventory management.



However, there is confidence in the ability to deal with shocks with the majority of respondents saying they are able to effectively manage unexpected shocks or are fully prepared to

56%



Use of AI



Most respondents **(83%)** are using (or are implementing) AI-powered automation.

78% said the same of machine learning and predictive AI.

By contrast, just **36%** are using or implementing generative AI.

However, there is a clear pathway of opportunity being explored, with nearly half of businesses **(46%)** investigating the application of generative AI.

Only **16%** reported having no plans for implementing it at all.

Sustainability



68% of all leaders believe there is an onus on supply chain operators to help solve problems like inflation and climate change

Organizations who chose sustainability as a top three strategic priority are far more optimistic about their business performance.

The top 3 actions being taken to achieve sustainability goals:

37%	30%	28%
Sustainable packaging	Reducing waste across the manufacturing process	Recycling



49% have invested in Electric vehicles, with the majority of those **(50%)** being in small/medium vans

The survey was fielded by a third-party provider in January 2025. Blue Yonder spoke with over 670 senior supply chain leaders across Europe and North America operating in a range of industries within manufacturing, retail and logistics. This report gives detailed insight into the state of the supply chain, what leaders' priorities are, and their views on sustainability, AI and the future of the industry.

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