

2024 Supply Chain Executive Survey

Despite ongoing challenges, companies are investing in technology, including AI and sustainability.

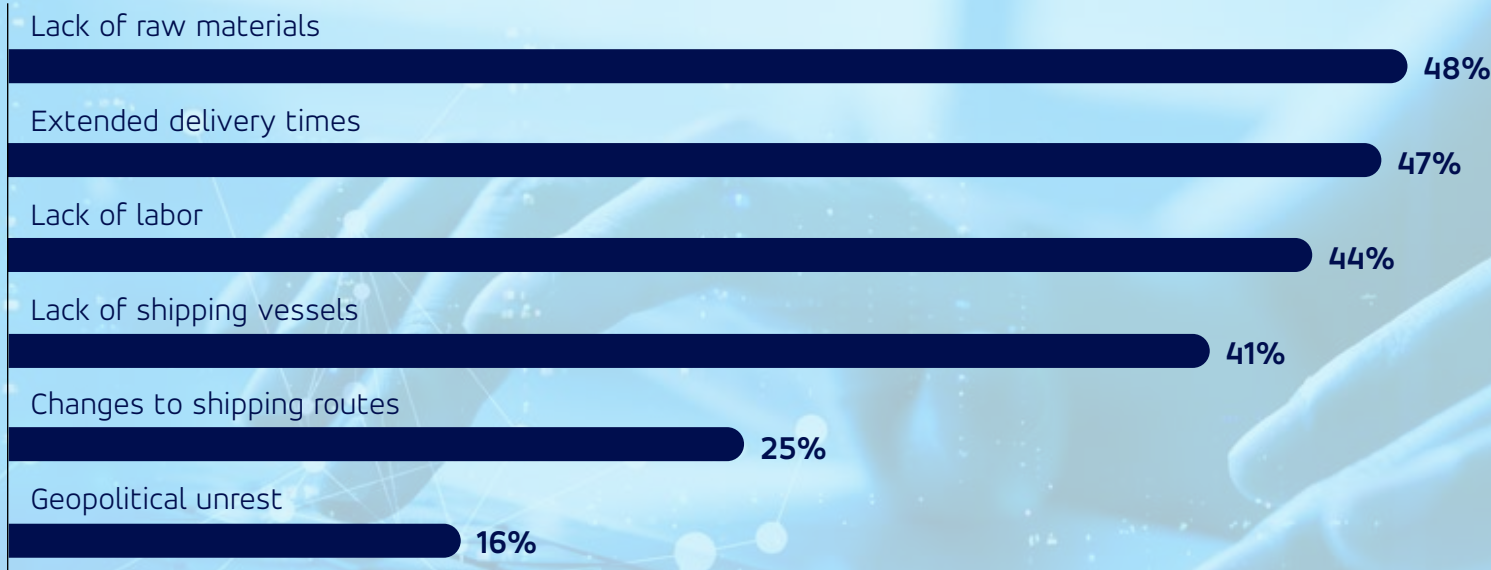
Supply Chain Disruptions Still Top of Mind

42%
reported delays

42%
reported stalled production

39%
faced regulatory challenges

What's Behind Disruptions



Costs Are Still Rising

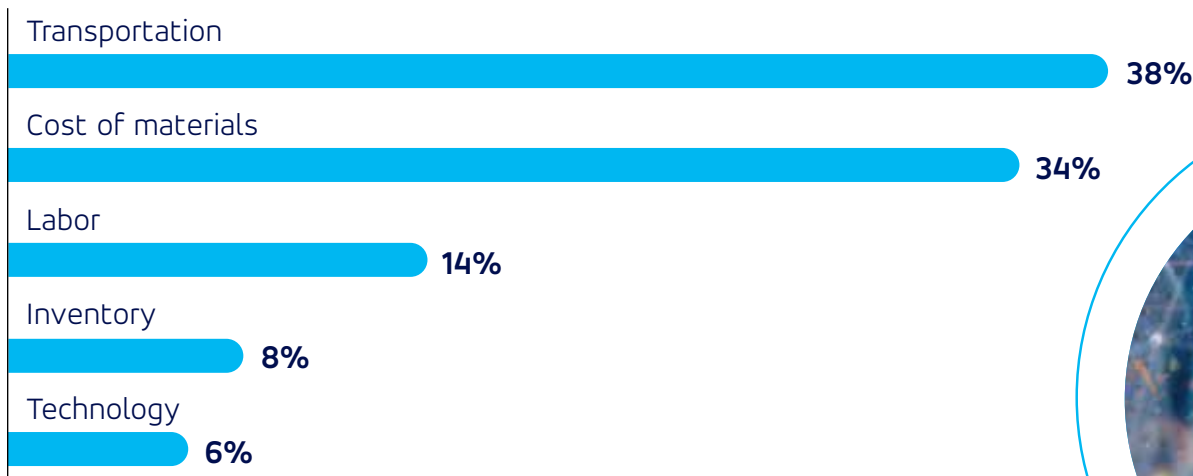
Global organizations reported changes in YoY profit margins:

46%
lower profit margin

35%
increased profit margin

20%
stayed the same

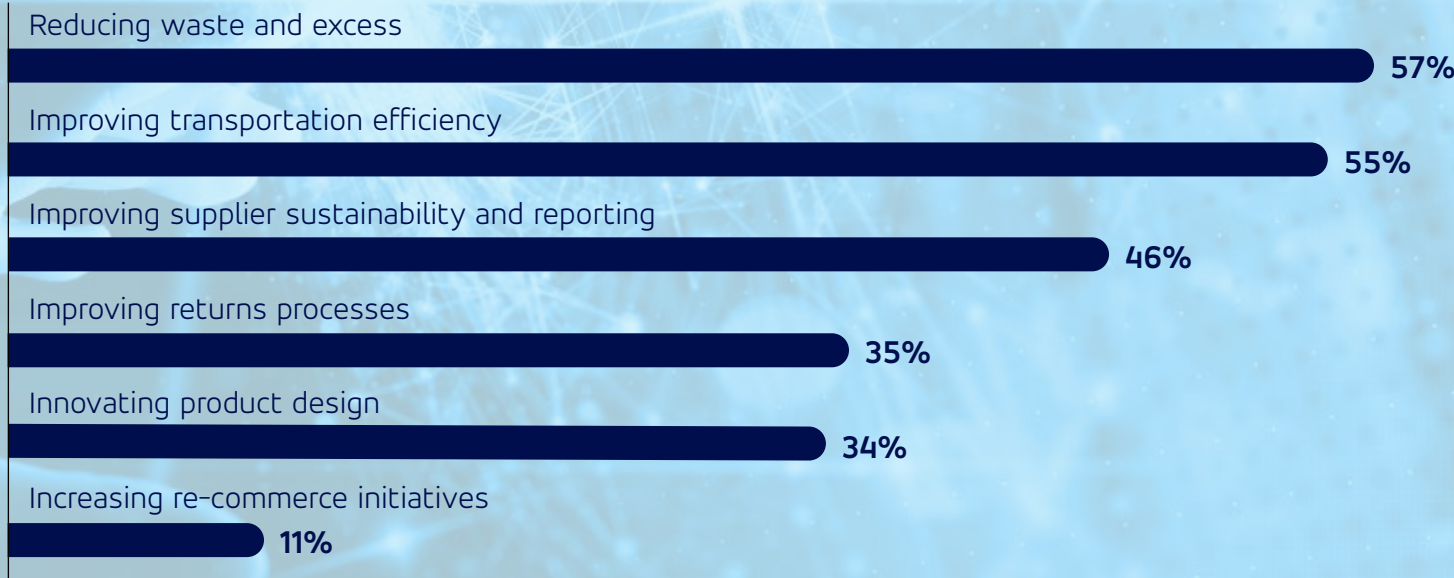
Most impacted areas by rising costs:



Sustainability Initiatives Increasing Across the Globe

44% of global organizations increased sustainability initiatives last year

Global organizations plan to maximize sustainability via:

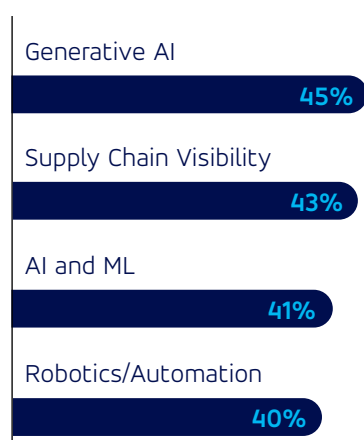


Key Investment Areas

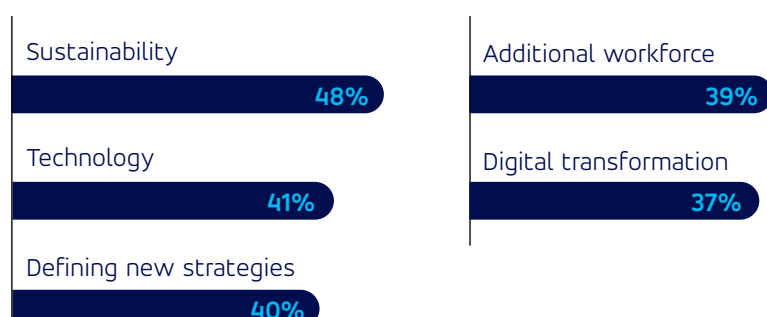
79% of global organizations increased investments in supply chains

51% of global organizations invested more than \$10 million in supply chains

Most sought-after technologies:



Top areas of investment globally:



AI & Supply Chain

80% of global organizations have piloted/implemented generative AI in supply chains

91% of global organizations that have used it say generative AI is effective in optimizing supply chain processes and decision-making

Generative AI improved KPIs in:



2024 Supply Chain Executive Survey E-Book

Read how the survey explored how global senior executives across manufacturing, retail, third-party logistics (3PL), and government plan to use technology, including AI and ML, to tackle supply chain challenges in the year ahead.

[Read the E-book Today](#)

Blue Yonder is committed to helping our customers navigate supply chain disruptions by developing solutions that keep operations up and running – no matter the challenge. To learn more about how intelligent supply chains can help you manage threats, [click here](#).

Blue Yonder's 2024 Supply Chain Executive Survey was fielded by a third-party provider and conducted from March 1-15, 2024. Responses were collected from more than 600 C-suite and senior executives across manufacturing, retail, third-party logistics, and government, with responsibility for supply chain strategy, supply chain planning, logistics and manufacturing operations in the U.S., UK, DACH (which includes Germany, Austria and Switzerland), and France/BENELUX (which includes Belgium, the Netherlands, and Luxembourg).

