

Digital Freight Forwarding Market Trends, Innovations, and Global Industry Insights to 2031 | DataM Intelligence

Digital freight forwarding is transforming global logistics with AI, real-time tracking, and tech-driven platforms across diverse industries.

NEW YORK, NY, UNITED STATES, August 7, 2025 /EINPresswire.com/ -- [Digital Freight Forwarding Market](#) is

witnessing exponential growth due to a confluence of dynamic drivers, strong growth factors, and increasingly diverse applications. The continuous evolution of global trade, rising demand for real-time supply chain visibility, and the exponential growth of e-commerce have fundamentally reshaped traditional freight forwarding. With global businesses now requiring faster, smarter, and more agile logistics solutions, digital freight forwarding platforms are streamlining operations by leveraging technologies such as AI, big data



Digital Freight Forwarding Market

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Digital freight forwarding isn't just a trend, it's the logistics revolution redefining global trade through transparency, automation, and data-driven decision-making”

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analytics, blockchain, and IoT. These platforms are addressing critical supply chain inefficiencies, enhancing end-to-end visibility, and reducing manual documentation errors, which were common in traditional systems. Furthermore, the increasing adoption of SaaS-based transportation management systems, rising global internet penetration, and smartphone usage are propelling the need for digital platforms that enable seamless communication, instant booking, and freight tracking. SMEs are especially benefiting from these innovations, as digital freight solutions lower entry barriers, offer

transparent pricing models, and improve access to global markets. Applications extend across multiple industries including retail, automotive, electronics, pharmaceuticals, and FMCG, all of which demand greater shipment reliability, cost efficiency, and operational transparency. As global trade continues to rebound and digitization reshapes logistics, the digital freight

forwarding market is positioned as a strategic enabler of global supply chain resilience.

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Digital freight forwarding Market Latest Innovations and Technology Advancements :-

August 2025: Flexport launched a new AI-powered shipment planning tool integrated with predictive analytics, enabling real-time disruption management and route optimization for shippers.

July 2025: Forto introduced a digital customs clearance module across its EU operations, automating compliance checks and reducing processing times by 40%.

June 2025: Zencargo announced its integration with Amazon Freight and Maersk Flow, allowing users to plan, book, and monitor shipments directly via a single digital interface.

May 2025: Freightwalla upgraded its freight rate comparison engine, enhancing AI capabilities to deliver more competitive and real-time rate options for customers across Asia-Pacific.

Digital freight forwarding Market Acquisitions and Mergers :-

The digital freight forwarding market has seen a surge in strategic acquisitions, driving competitive consolidation and innovation. In April 2025, Flexport finalized its acquisition of Boxnbiz, aiming to strengthen its operational footprint in the Indian and Southeast Asian markets. Similarly, in February 2025, Forto Logistics SE & Co. KG acquired a minority stake in Freightwalla, reinforcing its commitment to collaborative platform development and technological sharing. These mergers are catalyzing new synergies in AI integration, shipment visibility, and multi-modal freight optimization.

Digital freight forwarding Market Opportunities :-

The evolving logistics landscape presents substantial growth opportunities for digital freight forwarders. First, the emergence of green logistics and pressure for decarbonization opens doors for digital platforms to offer carbon tracking and optimization solutions. Second, cross-border e-commerce is surging, especially in regions like Southeast Asia, Latin America, and Africa, offering underpenetrated markets for expansion. Third, there is a rising demand for freight visibility and risk mitigation, especially post-pandemic, making SaaS-enabled platforms invaluable. Finally, with the expansion of blockchain and AI applications, the market is ripe for innovation in secure documentation and smart contract usage, revolutionizing traditional freight documentation processes.

Digital freight forwarding Market Key Players :-

The competitive landscape is shaped by innovative digital freight forwarding companies, including:

Flexport, Inc. – A pioneer in digital freight services offering end-to-end logistics, predictive analytics, and carbon-offset tools.

Forto Logistics SE & Co. KG – Focused on sustainability and digitized customs and freight operations in Europe and Asia.

Agility – Offers flexible digital logistics solutions integrated with real-time shipment visibility and AI-powered forecasting.

Saloodo! GmbH – A Deutsche Post DHL subsidiary, it connects shippers and carriers through a unified digital platform.

iContainers – Specializes in online freight booking services for ocean freight, targeting SMEs globally.

Freightwalla – India-based forwarder using automation to offer transparent, real-time pricing and end-to-end tracking.

Boxnbiz – Known for its multi-modal freight solutions and advanced logistics management system in India.

Zencargo – UK-based platform combining freight forwarding with supply chain collaboration features.

Kappal – A growing player in Southeast Asia, offering real-time tracking and predictive shipping analytics.

DiLX – A digital logistics innovation lab that builds custom freight automation tools for clients across verticals.

Digital freight forwarding Market Segmentation :-

By Service Type:

Freight Booking

Freight Tracking & Visibility

Documentation & Compliance

Warehousing Services

Insurance Services

Other Value-Added Services

By Transportation Mode:

Sea Freight

Air Freight

Land Freight

By Deployment:

Cloud-Based

On-Premise

By End-User Industry:

Automotive

Retail & E-commerce

Manufacturing

Consumer Goods

Healthcare & Pharmaceuticals

Electronics

Others

By Region:

North America

Europe

Asia-Pacific

South America

Middle East & Africa

Latest News – USA

In August 2025, Flexport announced its strategic partnership with Walmart to pilot AI-powered shipping optimization, aimed at reducing domestic transportation costs and improving fulfillment lead times by up to 25%. In June 2025, the Port of Los Angeles began integrating blockchain-based documentation solutions from DiLX to improve cross-border customs processes and enhance container turnaround time. Meanwhile, Zencargo opened its first U.S. fulfillment operations center in Dallas, marking its official expansion into North America.

Latest News – Japan

As of July 2025, Kappal has secured a joint venture with a prominent Japanese logistics firm,

facilitating digital freight services across Tokyo, Yokohama, and Nagoya. In May 2025, Japan's Ministry of Land, Infrastructure, Transport and Tourism announced new regulatory incentives for logistics companies adopting cloud-based freight management systems. Furthermore, Saloodo! GmbH recently began pilot operations in Japan to assess viability in the highly-regulated but technologically mature Japanese logistics ecosystem.

Conclusion :-

The digital freight forwarding market is undergoing a revolutionary transformation, driven by the convergence of real-time data, cloud computing, AI, and the growing demand for transparency and efficiency in logistics operations. As the global economy reorients towards digitization and resilience post-pandemic, digital freight forwarders are emerging as critical agents of change, enabling seamless connectivity, automation, and supply chain optimization. The increasing appetite for intelligent logistics solutions across both developed and emerging markets provides a fertile ground for innovation and expansion. Strategic partnerships, tech-driven platforms, and customer-centric models will define the future trajectory of the market. With key players intensifying their investments and innovation efforts, the digital freight forwarding landscape is poised to reshape global trade dynamics in the years to come.

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Sai Kumar

DataM Intelligence 4market Research LLP

+1 877-441-4866

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