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## [Logistics Market Snapshot - July 2014](#) [1]

On 16 Jul, 2014



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Please click the image to view the July 2014 edition of the monthly “Logistics Market Snapshot” as submitted by the Georgia Center of Innovation for Logistics.

A few encouraging statistics pulled from this month's edition are as follows...

- CNBC has named Georgia as the #1 place for business in the nation! Georgia's best category, its workforce, was tops in the nation for the third year in a row. Georgia ties for first in logistics and infrastructure with America's busiest passenger airport and fourth busiest seaport.
- The U.S. 3PL market gross revenue grew 3.2% in 2013, year-over-year, and is expected to grow another 5.2% in 2014. Net revenues will rise 4.3% to 67.4 billion and Domestic Transportation Management is expected to increase 7.5% this year. (Source: *Armstrong & Associates*)
- Global spending on temperature-controlled pharmaceutical shipping will approach \$8.4 billion in 2014, a 12% increase year-over-year. Approximately \$5.6 billion will go to transportation services and storage, with the remainder spent on packaging, containers, sensors and other devices. Spending on commercial cold chain pharmaceutical shipments is projected to reach \$10.3 billion by 2018, a 37% increase over 2013. (Source: *Pharmaceutical Commerce*)
- Net absorption in the U.S. during Q1 2014 totaled more than +46.4 million square feet. Atlanta's overall absorption during the 1Q was the highest in the nation, totaling +5.8 million

- square feet. (Source: *Colliers International*)
- According to the new *Custora Mobile E-Commerce Report*, in the past four years the percentage of traffic to e-commerce sites from mobile devices (*phones and tablets*) jumped from 3% to nearly 37% from \$2.2 billion in 2010 to \$42.8 billion in 2013. This represents 1875% growth over these four years, and 111% 4-year CAGR. 2014 has already delivered \$12.2B in mobile e-commerce sales in Q1, and it is likely hit a record \$50B in sales in 2014. (Source: *Custora.com*)

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