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Retailers: Thinking Outside the Box to Address Driver & Equipment Shortages

According to the American Trucking Association, there is a current shortage of about 51,000 drivers which is impacting U.S. retailers, and it is predicted to get worse in the coming years. The driver shortage is leading to delayed deliveries and higher prices.

Also coupled with driver shortages are equipment shortages, including in the maritime container/chassis environment. Many, if not most, retailers are subject to seasonal cycles where timely delivery is key to a “make it or break it” year. Other retailers, such as e-commerce retailers and other lesser known industry groups (the animal feed industry, for example) do not have seasonal peaks, but a substantial percentage of these industry segments have same day or next day delivery requirements essentially on an on-going basis. The retailer industry, including e-retailers, are looking to different solutions for addressing these real bottom-line issues—i.e., getting all kinds of goods to customers in a timely manner.

Carlos Rodriguez addresses these concerns in this white paper.