

# 15 MATERIAL HANDLING BUSINESS TRENDS 2025

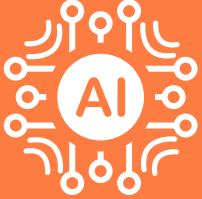
## 01 ECONOMY

The economic outlook presents a cautiously optimistic scenario in certain regions and industry segments while others continue to have an unpredictable recovery as the market normalizes.



## 02 ARTIFICIAL INTELLIGENCE

The integration of AI-driven technologies, such as autonomous robots, predictive analytics, and real-time supply chain visibility, is transforming traditional processes and setting new standards for operational excellence.



## 02

## 03 CASH FLOW

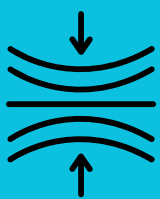
The industrial truck segment is experiencing cash flow pressure due to increased inventory, interest rates, tightening credit conditions, and extended payment terms along with a reduction in rental utilization and used equipment values.



## 03

## 04 MARKET PRESSURE

The storage and handling segment is experiencing pressures from other segments entering their market and manufacturers' capacities outpacing customer demand.



## 04

## 05 EMERGING TECHNOLOGIES

Emerging technologies are requiring members to quickly develop tech driven solutions and integrate them into traditional automation solutions.



## 05

## 06 CYBER SECURITY

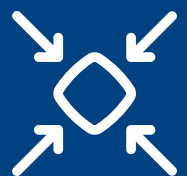
Heightened cybersecurity risks are impacting companies' ability to safeguard sensitive data and to ensure customer trust, supply chain continuity and business stability.



## 06

## 07 CONSOLIDATION

Consolidation continues with acquisitions by private equity firms, manufacturers and distributors.



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## 08 CORPORATE GOVERNANCE

There are increased demands from customers and suppliers for members to adhere to environmental, social, and corporate governance requirements.



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## 09 HEALTH & WELLNESS

Employees are facing increased pressure and look to employers for financial and mental health services.



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## 10 REQUIREMENTS

Requirements continue to increase for permitting and engineering as well as contractor licensing and safety.



## 10

## 11 ELECTRIFICATION

Equipment electrification, mobile robots and automated guided vehicles (AGV) will continue to impact member sales and aftermarket operations.



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## 12 GEOPOLITICS

The volatile geopolitical environment creates risks to global markets and business operations.



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## 13 TALENT GAP

The talent gap continues to grow, increasing the challenge of hiring skilled employees for members.



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## 14 PARTNERSHIPS

Strategic partnerships between manufacturers and distributors are more important than ever as demand for direct consumer business increases.



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## 15 IMPORTED PRODUCTS

There is an increase in low cost imported products putting pressure on margins for both distributors and manufacturers.



## 15