

Market Insights

Covid-19 continues to have a ripple-effect on decision-making in transportation. For logistics professionals, the new-normal brings daily dilemmas on finding capacity, competitive rates, and whether to stick with short-term spot market moves versus strategic long-term contracts.

Market Insights is our new market intelligence solution. It provides in-depth, real-time insights into markets, lanes and their development over time. Get insights into the European Transport Market (FTL) with the only solution that provides real €/km rates for contract and spot loads.

As uncertainty persists, Market Insights is your reliable source for leading transport price indicators and current capacity situation.



CHALLENGES

BIASED INFORMATION

The European FTL market lacks neutral sources of pricing and capacity information – information asymmetry is harming everybody.

LACK OF PRICING BASELINE

Industry players desperately need an external reference point to verify their pricing (buy/sell) strategies.

NO LOGIC FOR PRICING DECISIONS

Only few companies are investing in data science and market intelligence to support pricing decisions. Too many decisions are still driven by gut instinct.

LIMITED RESOURCES

Logistics Managers are often not equipped to solve today's challenges due to lack of tools and available resources.

OUTDATED DATA

When information is supplied, it's often too late to use, leaving Logistics Managers at a huge disadvantage. Information supplied too late in the process severely disadvantages Logistics Managers.

UNDER PRESSURE TO PRESENT THE FACTS

Logistics Managers and decision-makers face pressure from all directions to demonstrate that strategic planning including savings and positive developments is based on facts, not a gut feeling.

FEATURES

CONTRACT RATES

› Average contract rate on >180 country-country corridors in Europe. The dataset is distance normalized and excludes outliers in terms of price and as well as loads within a certain range.

SPOT RATES

› Average weekly spot rate on >90 country-country corridors in Europe. The dataset is distance normalized and excludes outliers in terms of price and as well as loads within a certain range.

DIESEL PRICE

› Weekly updated diesel price per litre for all lanes shows developments over time and is readily comparable with other rates and indices.

REJECTION RATES

› Average weekly ratio of contract loads rejected by the carriers.

AVERAGE OFFERS PER SPOT LOAD

› Weekly development of the average offers received on the Transporeon platform for each spot load, on specific country-country lanes.

EU CAPACITY INDEX

› This blended index is updated once a month and provides insights into the truck availability development in Europe.

RATE ON DEMAND

› Easy-to-use price prediction tool that helps to better understand buy rates for FTL transports on the spot market.

NEUTRAL AND POWERFUL DATA

› Market Insights is powered by the richest dataset in Europe, derived from +100,000 transports per day on our platform.

HOW IT WORKS

MARKET INSIGHTS

Cost Insights, total cost of ownership data on market and lane level

Rate on Demand covering majority of EU-28

Contract & Spot Rate

Rejection Rate & Spot Offers

100.000+ FTL Transports per Day analyzed

180 Corridors for Contracted and 90 for Spot (country/country)

110 Corridors for Contracted and 60 for Spot (region/region)



Decisions are no longer made according to gut feeling, but based on facts.

Direct '€ per km' information

28 Mio Contracted / 3 Mio Spot analyzed

BENEFITS

- > Keep your finger on the pulse with greater market transparency
- > Enhance knowledge and understanding of the transportation market
- > Stay ahead of market activity with data-led indicators and access to trends based on real-time information
- > Make better decisions based on real data instead of gut feeling
- > Save on cost of resource by making better quality decisions, faster
- > Inform negotiations using neutral and comparable market price and capacity data
- > Easy to use thanks to intuitive design and functionality

“ Knowing the prices of the transports is crucial for our business. **With Market Insights you can choose exactly the lanes which you are interested in, and receive an overview of the market.** ”

FERDINANDO CITARELLA
LOGISTIC AND TRANSPORT DIRECTOR, BURGO GROUP

Ready to transform your decision-making with real-time data? Talk to one of our experts today to get started with Market Insights.

GET A DEMO