

# GENERATIVE AI RADAR

## LOGISTICS AND SUPPLY CHAIN

Infosys  
topaz



# Generative AI Radar — Logistics and supply chain

## Generative AI is still new, yet enterprises are already exploring its transformative potential

This year will bring further developments in generative AI as organizations familiarize themselves with this transformative technology. So where are they now?

Through this study, we aimed to uncover how companies use generative AI, how much they spend on it, how it's being rolled out, and where it makes an impact. We looked at 3,000 companies across 12 industries:

- Automotive
- Consumer packaged goods
- Energy, mining, and utilities
- Financial services
- Healthcare
- High tech
- Insurance
- Life sciences
- Logistics and supply chain
- Manufacturing
- Retail and hospitality
- Telecommunications

**Many companies told us they are already spending significant sums of money - and are set to spend more this year. However, this pattern isn't the same across sectors. In this data book, we highlight how logistics and supply chain compare with the rest of the pack. All data used in this data book are from Generative AI Radar North America, Europe, and APAC.**

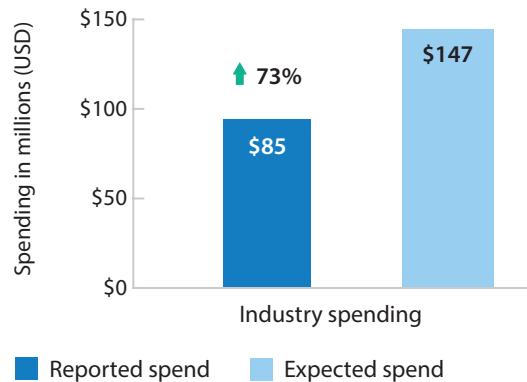
# Generative AI spending

## Logistics and supply chain generative AI spending set to grow in 2024

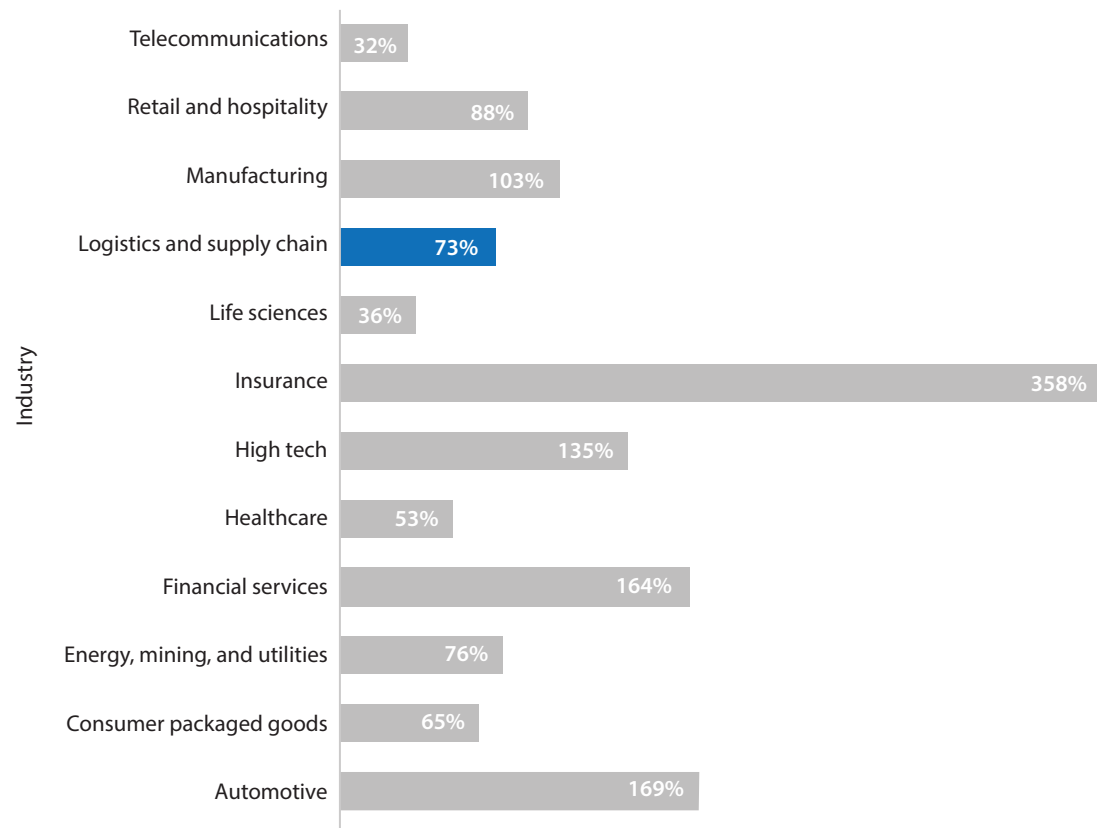
### Logistics and supply chain generative AI spending to grow —

Generative AI spending by logistics and supply chain companies expected to grow to \$147 million in 2024. However, it is among the five slowest-growing sectors in terms of AI adoption.

### Logistics and supply chain generative AI spending



### Expected generative AI spending growth in 2024 by industry

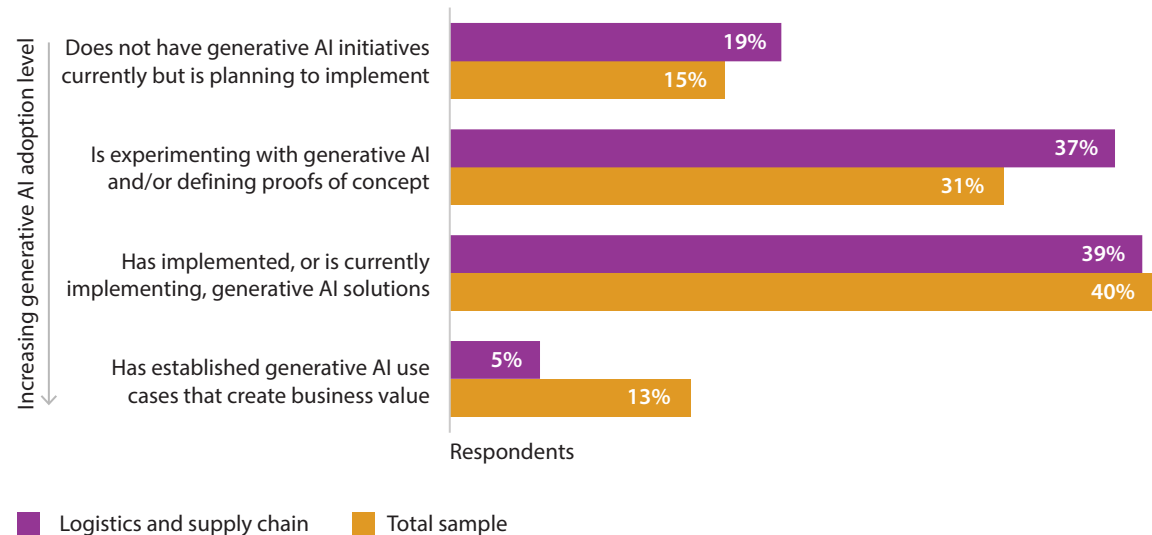


# Generative AI adoption

More than 80% of logistics and supply chain companies have started their generative AI journey

**Most logistics and supply chain companies have initiated generative AI efforts** — More than 80% of logistics and supply chain companies have embraced generative AI in some form. However, only 5% have established use cases.

Generative AI adoption by proportion of respondents



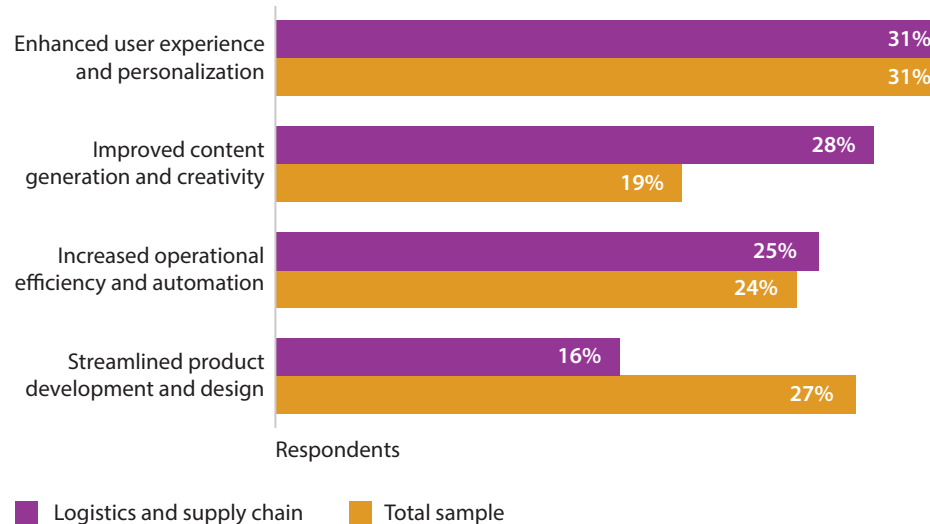
| Note: Percentages do not add up to 100% because of rounding.

# Improved content generation drive generative AI optimism

## More logistics and supply chain firms expect generative AI to increase content generation than the overall trend

**Logistics and supply chain companies expect more of improved content and creativity with generative AI** — 28% logistics and supply chain firms believe generative AI has a positive impact on content generation and creativity, more than the overall trend (19%).

Where companies expect generative AI to have the most positive impact



| Note: Percentages do not add up to 100% because of rounding.

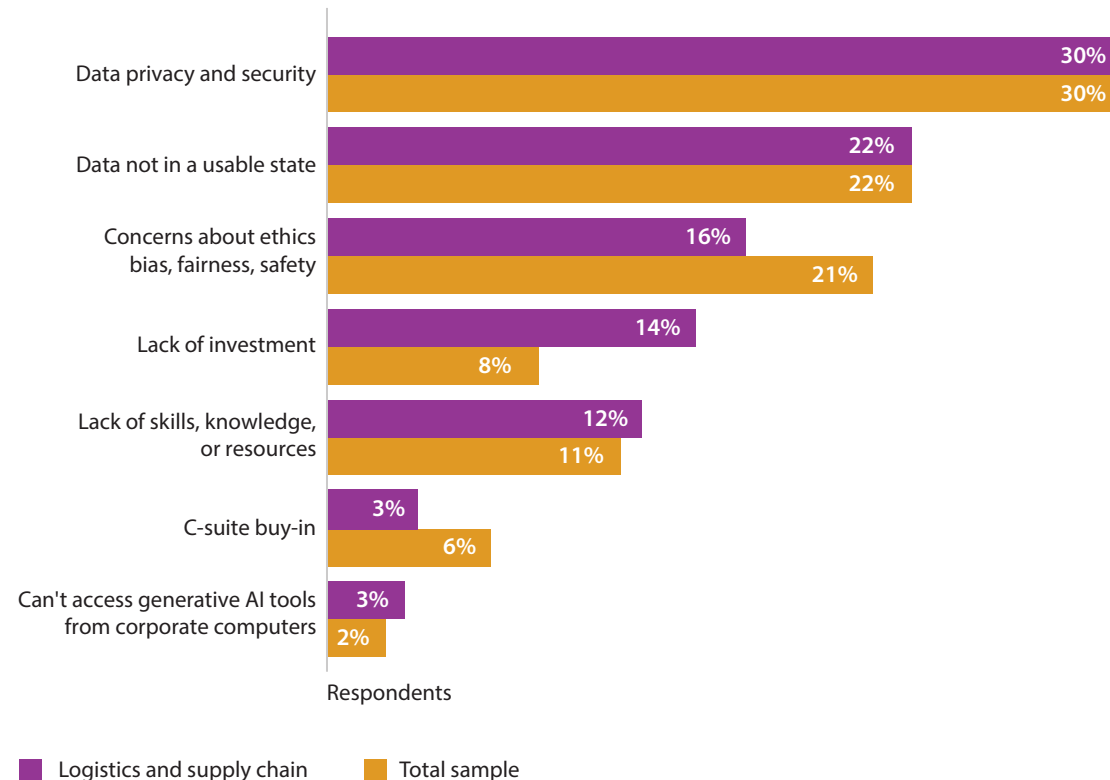
# Obstacles to generative AI adoption

## Data privacy is the biggest obstacle to generative AI adoption for logistics and supply chain companies

### Data privacy is the biggest barrier to generative AI adoption

— In line with the overall trend, 30% of logistics and supply chain companies identify data privacy and security as the primary challenge to AI adoption.

Challenges in implementing generative AI



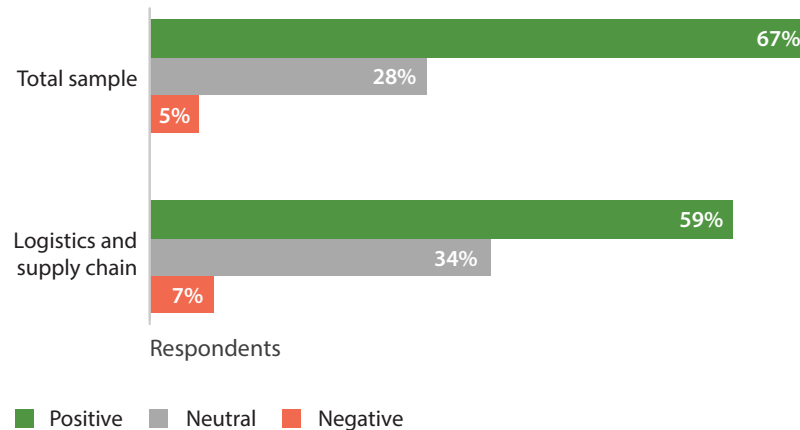
| Note: Percentages do not add up to 100% because of rounding.

# Workforce generative AI readiness

## Logistics and supply chain companies have lower confidence for generative AI than the overall trend

**Logistics and supply chain firms have lower confidence in their workforce’s readiness for generative AI** — Logistics and supply chain firms show less confidence in their workforce’s readiness for generative AI, with only 59% expressing optimism, compared to the overall trend of 67%.

Sentiment on workforce readiness to adopt generative AI by proportion of respondents



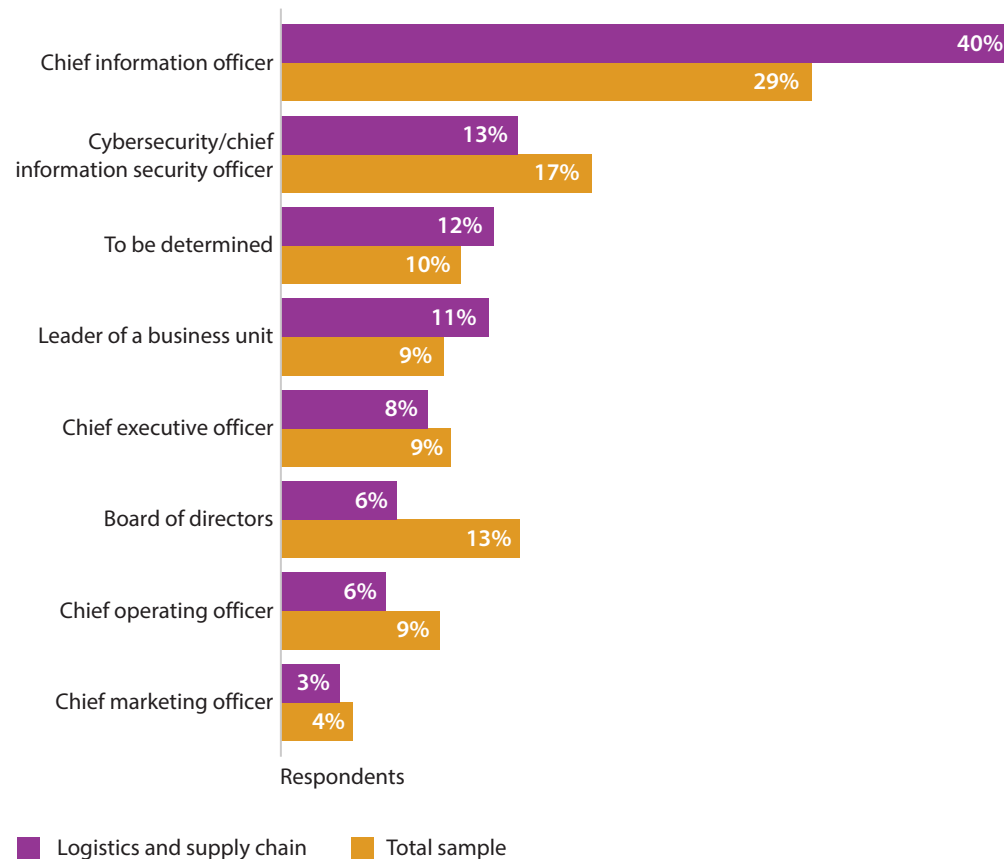
| Note: Percentage numbers do not add up to 100% because of rounding.

# Primary sponsor of generative AI initiatives

## CIOs lead the charge for generative AI

**CIOs are the biggest sponsor of generative AI** — 40% of logistics and supply chain companies reported CIOs as the primary sponsor of generative AI initiatives, significantly higher than the overall trend (29%).

Primary sponsor of generative AI initiatives by proportion of respondents



| Note: Percentages do not add up to 100% because of rounding.

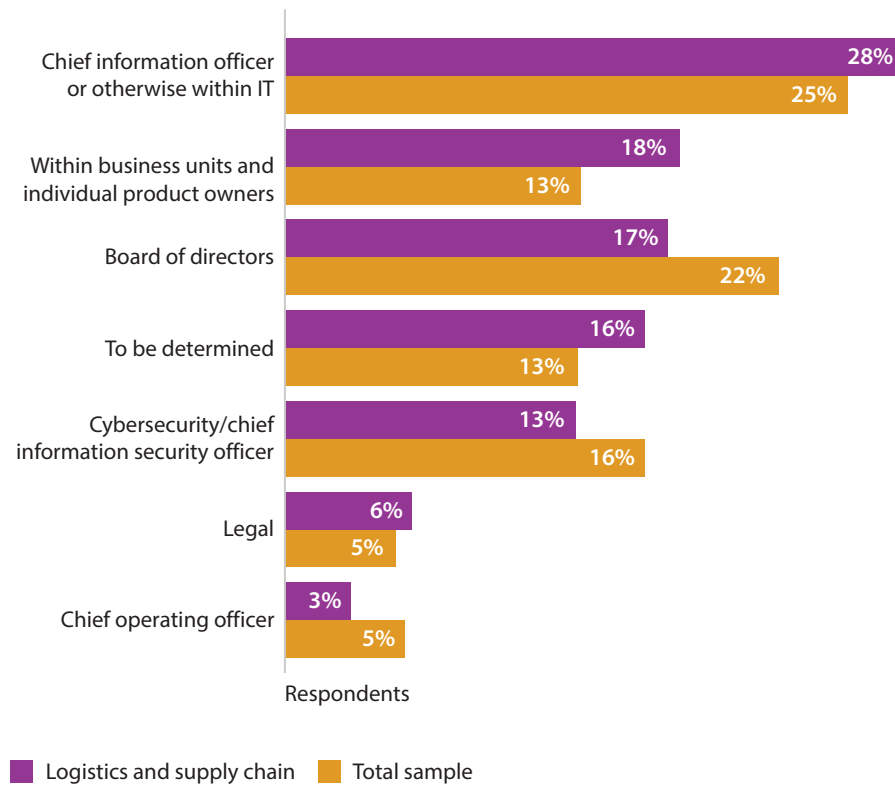


# Primary generative AI policymaker

## Policy creation comes from CIOs or IT most often

**CIOs take point on generative AI policy** — 28% of logistics and supply chain companies report CIOs as the primary policymaker, higher than the overall trend (25%).

Primary generative AI policy maker by proportion of respondents



| Note: Percentages do not add up to 100% because of rounding.

## About Infosys Knowledge Institute

The Infosys Knowledge Institute helps industry leaders develop a deeper understanding of business and technology trends through compelling thought leadership. Our researchers and subject matter experts provide a fact base that aids decision making on critical business and technology issues.

To view our research, visit Infosys Knowledge Institute at [infosys.com/IKI](https://infosys.com/IKI) or email us at [iki@infosys.com](mailto:iki@infosys.com).

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)



---

© 2024 Infosys Limited, Bengaluru, India. All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys acknowledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording or otherwise, without the prior permission of Infosys Limited and/ or any named intellectual property rights holders under this document.

[Infosys.com](https://www.infosys.com) | NYSE: INFY

Stay Connected 