

## 2024 Supply Chain Priorities and Challenges: Insights From the Field

Supply chain teams across organizations and industries are reflecting on their 2023 successes and revisiting their strategies for improvement. Examine how supply chain teams are preparing their key strategic priorities and challenges for a successful 2024.



Improving the customer experience, increasing cost efficiency and increasing productivity are top priorities for supply chain leaders in 2024



Personnel cuts and geopolitical uncertainty will be key challenges in 2024



Supply chain leaders are confident they will have a positive impact on organizational success this year

Data collection: Oct 13, 2023 - Feb 14, 2024

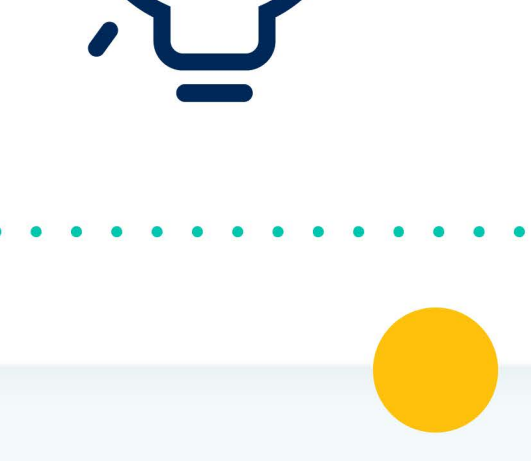
Respondents: 100 Supply Chain leaders

### About Gartner Peer Community One-Minute Insights:

Gartner Peer Community is for technology and business leaders to engage in discussions with peers and share knowledge in real time.

Surveys are designed by Gartner Peer Community editors and appear on the Gartner Peer Community platform. Once the respondent threshold is met, survey results are summarized in a One-Minute Insight.

The results of this summary are representative of the respondents that participated in the survey. It is not market representative.



### Supply Chain Leaders look to improve customer experience and overall efficiency

Among surveyed supply chain leaders, **improving the customer experience (55%)**, **increasing cost efficiency (39%)**, and **increasing productivity (39%)** are three of the most commonly selected strategic priorities for 2024.

Based on your personal knowledge of your supply chain department's goals, what are most likely to be your department's top three strategic priorities for 2024? (Select three)

Reduce enterprise risks **33%** | Optimize supply chain operations **27%** | Ensure business continuity and resilience **21%** | Improve data management **19%** | Improve the employee experience **17%** | Ensure legal and regulatory compliance **16%** | Strengthen supply chain security **15%** | None of these **0%** | Other text **0%**

“Right-sizing the current supply base to remove tail spend and poor performers. This allows us to leverage spend with deserving partners and reduce supply chain complexity.”

Manager, manufacturing industry, 10,000+ employees



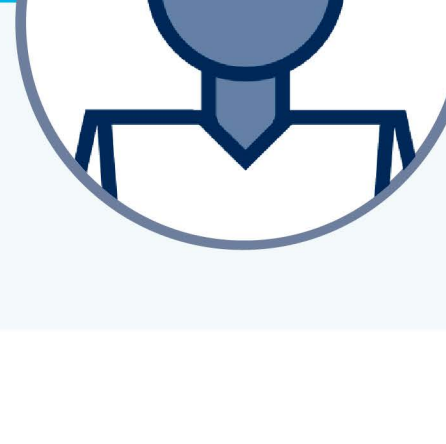
“We have plans for 2024 to consolidate some international operations that traditionally were not controlled by our central departments. It will be a big goal for us.”

C-suite, utilities industry, 10,000+ employees



“I'm really looking forward to using smart computer predictions in 2024 to better plan delivery routes and make our shipping process run smoothly. By making smarter choices when handling shipments, we will be able to save money, avoid delays, and make our customers even happier.”

Manager, finance industry, <1,000 employees

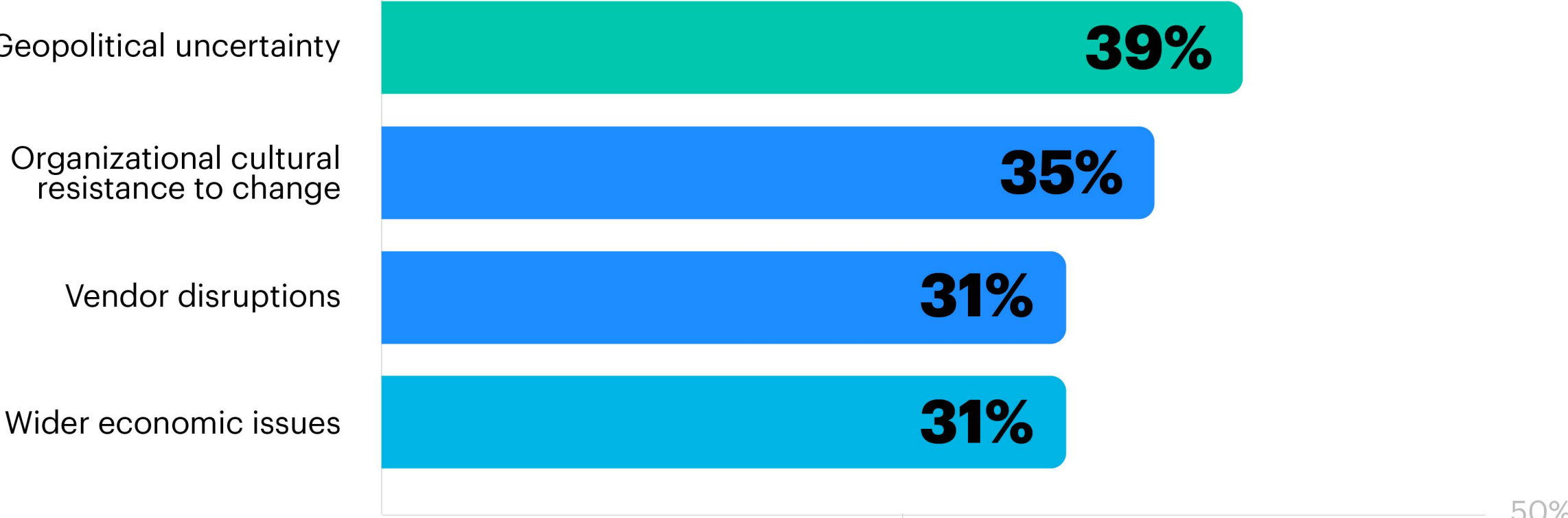


Question: What 2024 project or priority are you most excited about, and why?

### Internal pressures and external uncertainty are the primary barriers to success in 2024

Supply chain leaders cite **personnel cuts (41%)**, **geopolitical uncertainty (39%)** and **organizational resistance to change (35%)** as the biggest challenges to achieving their strategic priorities in 2024.

Which of the following do you think pose the biggest challenges to achieving those priorities in 2024? (Select all that apply)



Budget restrictions **29%** | Talent issues **29%** | Executive leadership alignment **27%** | Climate change **23%** | Regulatory changes **11%** | Team morale **6%** | None of these **1%** | Other\* **0%**

n = 100

“We shouldn't just wait until disruptions happen to react. We should be constantly looking for ways to improve the resilience and efficiency of our supply chains.”

Manager, healthcare industry, <1,000 employees

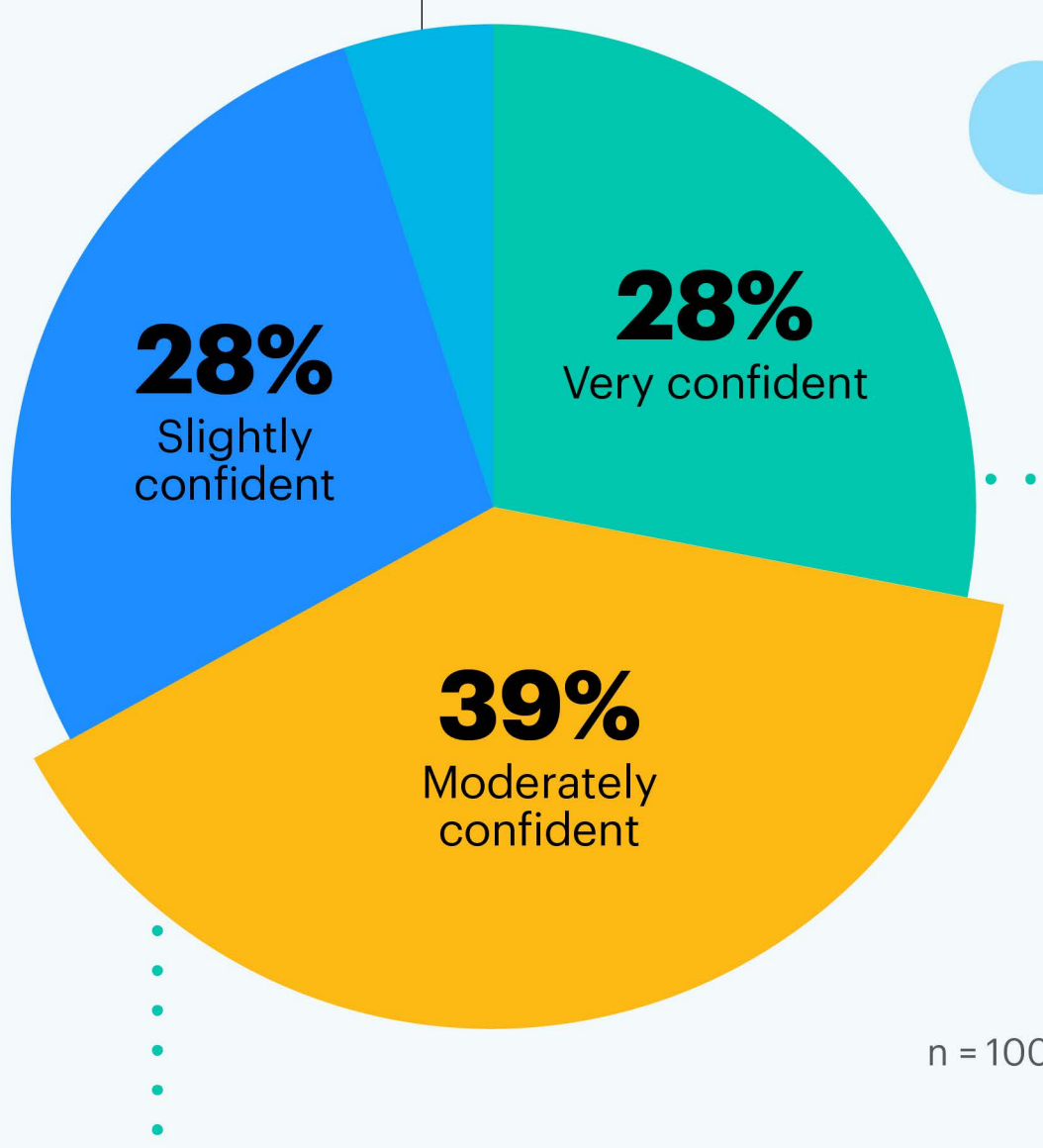


Question: Do you have any final thoughts or personal opinions to share about your supply chain department's priorities and planning for 2024?

### Supply chain leaders are confident their departments will lead organizational success in 2024

**67% of respondents say they are moderately (39%) or very (28%) confident** that their supply chain department will play a pivotal role in their organization's success in 2024.

How confident, or not confident, are you that your supply chain department will play a pivotal role in your organization's success in 2024?



n = 100

“We have planned to reinforce our supply chain by utilizing the latest innovations and being environmentally conscious. We want to be extremely adaptable and creative in our work so that we can handle whatever comes our way. Our strategy is to combine new technology with green ideas to improve operations while keeping up with what people want.”

Manager, finance industry, <1,000 employees



Question: Do you have any final thoughts or personal opinions to share about your supply chain department's priorities and planning for 2024?

### In their own words...

“Supply chain management is not just a supply chain department problem. It's a problem that affects the entire business. We need to work closely with other departments, such as sales, marketing, and product development, to ensure that the supply chain is aligned with the overall business strategy.”

- Manager, transportation industry, <1,000 employees

“In a slow economy, cost cut/controls are hindrance to process innovations. Priorities need to be made and that is always tough.”

- Director, manufacturing industry, <1,000 employees

“ESG will grow in importance, resources and activity in 2024 and I anticipate further investment based on the changing environment and regulations.”

- Director, manufacturing industry, <1,000 employees

Question: Do you have any final thoughts or personal opinions to share about your supply chain department's priorities and planning for 2024?

Figure 1: Supply chain management is not just a supply chain department problem. It's a problem that affects the entire business. We need to work closely with other departments, such as sales, marketing, and product development, to ensure that the supply chain is aligned with the overall business strategy.

Figure 2: In a slow economy, cost cut/controls are hindrance to process innovations. Priorities need to be made and that is always tough.

Figure 3: ESG will grow in importance, resources and activity in 2024 and I anticipate further investment based on the changing environment and regulations.

Figure 4: We have planned to reinforce our supply chain by utilizing the latest innovations and being environmentally conscious. We want to be extremely adaptable and creative in our work so that we can handle whatever comes our way. Our strategy is to combine new technology with green ideas to improve operations while keeping up with what people want.

Figure 5: We shouldn't just wait until disruptions happen to react. We should be constantly looking for ways to improve the resilience and efficiency of our supply chains.

Figure 6: Based on your personal knowledge of your supply chain department's goals, what are most likely to be your department's top three strategic priorities for 2024? (Select three)

Figure 7: Which of the following do you think pose the biggest challenges to achieving those priorities in 2024? (Select all that apply)

Figure 8: How confident, or not confident, are you that your supply chain department will play a pivotal role in your organization's success in 2024?

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