PREDICTIONS 2024

Perspectives and Strategies for Supply Chain 2024 and Beyond

Full report available to Zero100 members

In an era of rapid digitization and global volatility, Zero100's latest research report looks ahead to what supply chain and operations leaders can expect in 2024 – and how they can capitalize on opportunities both now and in the future.

Bringing together Zero100 data and insights, use cases, and research on emerging developments, this report lays out **ten predictions** for the forthcoming year relating to top-of-mind priorities, including GenAI, evolving technology stacks, the fusion of supply chain and IT, talent, and reducing GHG emissions. It will inform and influence your strategy for 2024 and beyond.

> ❝ *The report spans the themes in our discussions at Unilever... some of the predictions are already a part of our reality. They sometimes confirm our thinking, sometimes inform it, sometimes challenge it. At the moment, for example, we're two years into Prediction Ten with the creation of Unilever Business Operations, which created a closer partnership to unlock greater ways of working with our supply chain and IT teams."*

Steve McCrystal
Chief Enterprise and Technology Officer

You can hear more from Steve as well as Fred Laluyaux, President and CEO at Aera Technology, in this conversation, where they debate the Zero100 predictions, share their experiences as global leaders, and offer perspective on what the year ahead will bring in the world of supply chain and operations.

THE TEN ZERO100 PREDICTIONS

1   **10%** of supply chain professionals become well-versed in **Generative AI** and list it as a skill on their LinkedIn profile

2   **1/3** of all supply chain job postings mention **problem-solving** alongside **AI/ML** experience

3   **Three CSCOs** publicly share that they are building their own **LLMs**

4   Salesforce acquires SAP and releases a new **supply chain tech stack**

5   Sourcing leapfrogs planning, with a **200%** increase in AI implementation use cases

6 Five instances of companies cutting GHG emissions by **50%+** using **breakthrough tech**

7 A **25% growth** in supply chain material scientists as **"regenerating supply"** shows promise

8 **10x growth** for corporate supply chain roles in **India**, **Mexico**, and **Africa** despite no HQ presence

9 100 earnings calls cite supply chain as the **catalyst for growth**

10 Ten global brands have a major organizational shake-up, **fusing supply chain and IT**

Predictions 2024 is intended as a forward-looking roadmap, one based on data and offering practical strategies and recommendations on how to capitalize on the opportunities presented by digitization in a time of radical change.

To access the full report, visit members.zero100.com.

If you are not a Zero100 member, please email hello@zero100.com to enquire about membership and report access.

ABOUT ZERO100

The world's most influential and forward-thinking chief supply chain and operations officers partner with Zero100, a membership-based research and intelligence organization, to accelerate progress on digital supply chain transformation.

Zero100's approach combines unique IP-led research and data, intimate executive-level events, personalized guidance, and access to an extensive community of influential thinkers and voices from within and beyond supply chain.

By joining forces and collaborating with leaders across industries, we can scale and accelerate our path toward **Zero Percent Carbon, 100% Digital Supply Chains**.
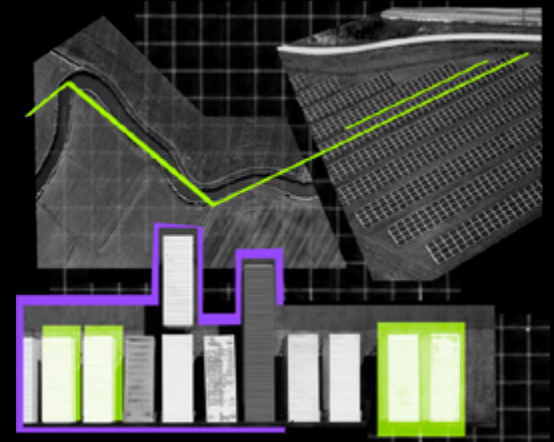
ABOUT OUR RESEARCH

Our team of experts helps companies advance critical supply chain and operations priorities through proprietary, industry-leading insights, reports, and personalized guidance.

Zero100's data and analytics are a combined effort between our data scientists and research analysts. We provide data-first insights matched with our own research-backed points of view and bring this analysis to life via real-world case examples being led by supply chain practitioners today.

Our research is designed to treat your time as a precious commodity, to provoke your thinking, and to be easily leveraged with your team. It is built on a content architecture that ties every research asset back to how we deliver on the Zero100 mission and is rooted in the belief that the Community is smarter than any single voice or subject matter expert.