



BACK IT UP

Monthly Review on All Things Market,
Economy and Transportation.

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At PGT Services, we want you to have the information you need to make educated decisions. These bite-sized market updates allow you to spend less time digging through news outlets and more time focusing on your core competencies.

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DECEMBER 2024

The transportation market experienced significant shifts in December as it prepared for the challenges of 2025. Anticipation of President-elect Donald Trump's tariff plan drove a surge in import activity, raising concerns about its potential impact on freight demand between suppliers. Refrigerated tender rejection rates (ROTRI) surpassed 14%, reflecting tightening capacity in the reefer market during the critical "protect-from-freeze" season. Cargo thefts in Mexico also escalated, with violent hijackings concentrated in states like Puebla and Guanajuato, particularly targeting food and beverage shipments.

In December, SONAR launched its new Broker Tool Kit featuring the AI-powered Coverage Guide, which streamlined decision-making for freight brokers by offering real-time insights into rates, trends, and load prioritization. Safety innovations included Netradyne's DMS Sensor, which addressed the ongoing issue of driver fatigue. FreightWaves experts pointed to rising contract rates and tightening capacity as signals of a shift in pricing power to carriers, marking the end of the freight recession and urging shippers to prepare for higher transportation costs in the new year.

TRUMP'S TARIFFS: A BOOST FOR DOMESTIC TRUCKING DEMAND

The anticipation of President Elect Donald Trump's tariff plan has led to a surge in import activity. Discover what these tariffs might mean for the freight needs between suppliers.

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REEFER MARKET TIGHTENS: RISING TENDER REJECTIONS SIGNAL SHIFTING DYNAMICS

Refrigerated tender rejection rates (ROTRI) have surged above 14% since October, compared to 8% in 2023, signaling a tightening reefer market ahead of the critical "protect-from-freeze" season. While spot market rates remain stable, higher rejection rates indicate increased difficulty securing reefer capacity in the contracted market, with regional volatility playing a key role.

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BORDERLANDS MEXICO: VIOLENCE AGAINST TRUCKERS SURGING IN CARGO THEFTS

Cargo thefts in Mexico surged during Q3, with 83% involving violence, according to Overhaul. Drivers face frequent hijackings and assaults, especially in states like Mexico, Puebla, and Guanajuato, with food and beverage shipments being top targets.

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SONAR RELEASES COVERAGE GUIDE, AN AI-POWERED FREIGHT MARKET INTELLIGENCE OFFERING FOR BROKERS

SONAR has introduced the Coverage Guide, an AI-powered tool within its new Broker Tool Kit, designed to streamline decision-making for freight brokers. This innovative application offers real-time insights into rates, market trends, and load prioritization, helping brokers maximize efficiency and profitability.

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NEW NETRADYNE SENSOR WORKS TO ELIMINATE DROWSY DRIVING

Driver fatigue poses significant safety and financial risks, with drowsy driving linked to 18% of fatal crashes and costing carriers an estimated \$20 billion annually. Netradyne's new DMS Sensor aims to combat this issue by detecting drowsiness cues in real time and providing in-cab alerts to keep drivers alert.

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BRACING FOR TIGHTER TRUCK CAPACITY, SHIPPERS REBID CONTRACTS

As the freight market tightens in 2025, shippers are adjusting contracts, with pricing power shifting to carriers and contract rates rising. FreightWaves experts note that tender rejections and higher transportation costs signal the end of the freight recession, urging shippers to prepare for budget impacts.

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