

Forever Altered: The Future of Logistics Real Estate Demand

Research key takeaways

1. The structural growth rate of logistics real estate demand has risen. This research investigates what is happening to market fundamentals. E-commerce not only impacts logistics but also influences urbanization trends, digitalization, demographics, rising consumer expectations and economies of scale.

2. New e-commerce forecast. There is limited insight available on how supply chain investments will reinforce a new sales trajectory. Prologis Research has begun developing its own proprietary forecast as a result, taking into account emerging hallmarks like the stickiness of consumer habits and lack of physical retail options.

3. New data necessary on the need for modern stock. Prologis Research expects the adoption rate of modern logistics space to increase alongside globalizing supply chain best practices, driving the need for an additional 3-4 billion square foot of space globally by 2030.

[Read the full research >>](#)

“As economies reopen, our goal is to advise our customers and investors on durable market insight by filtering out short-term trends.”



Dirk Sosef
Vice President
Research & Strategy

Further questions and interview requests?

Please contact:
David de Smit
Bright8
david@b8.nl

Key infographic

150bps/yr

Forecast e-commerce growth over next 5 years



Technology and demographics are transforming retail

4,6m²

Logistics space needed per consumer household by 2030



More logistics space predicted for e-commerce by 2030

20%

E-commerce as a proportion of retail goods



Options and convenience help propel e-commerce adoption

50%

Reduction in transportation emissions



Urban fulfillment centres can cut transport emissions

[Read the full research >>](#)