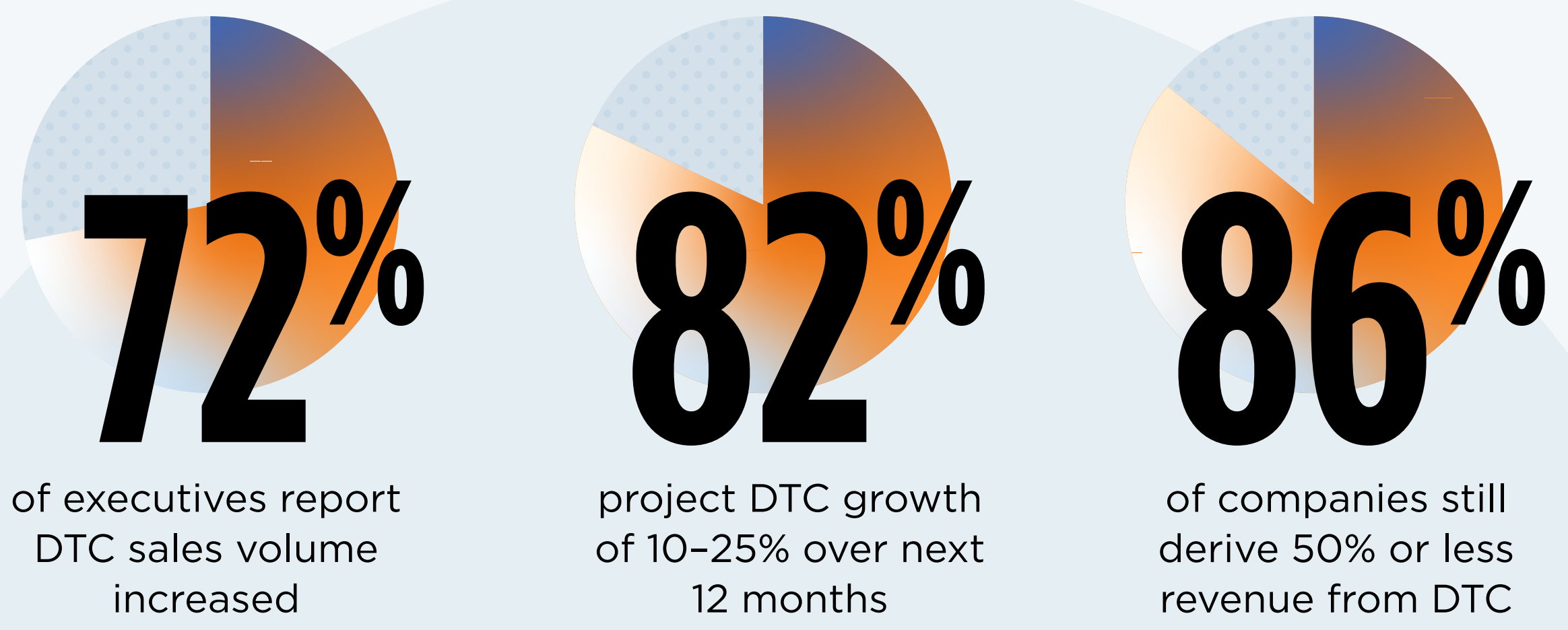


# DTC SUPPLY CHAIN REPORT 2025

Market Evolution, Challenges & Strategic Technology Investments

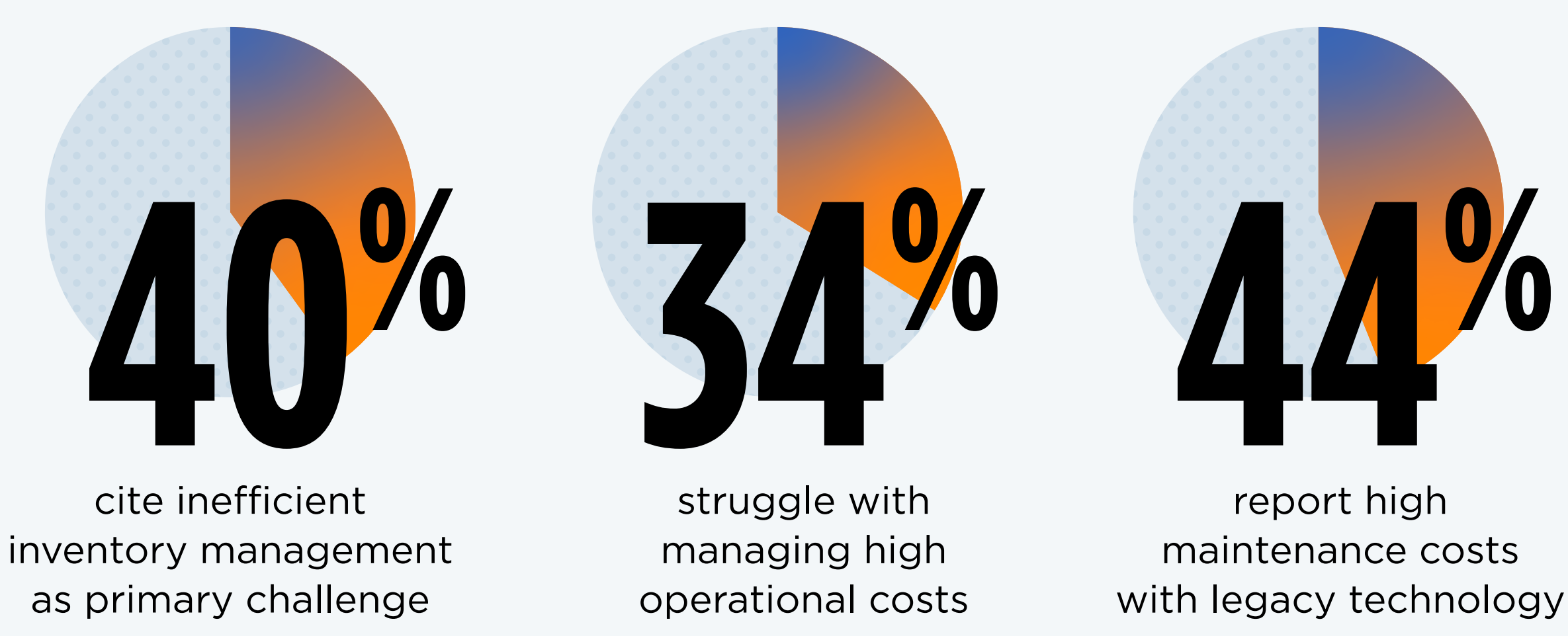
## MARKET GROWTH STABILIZATION



### KEY INSIGHT

The market has evolved from explosive growth to more predictable, sustainable patterns in the 10-25% range, indicating maturation and massive untapped potential.

## CRITICAL OPERATIONAL CHALLENGES



## WORKFORCE STRATEGY

2024

46% needed to hire more technically skilled staff

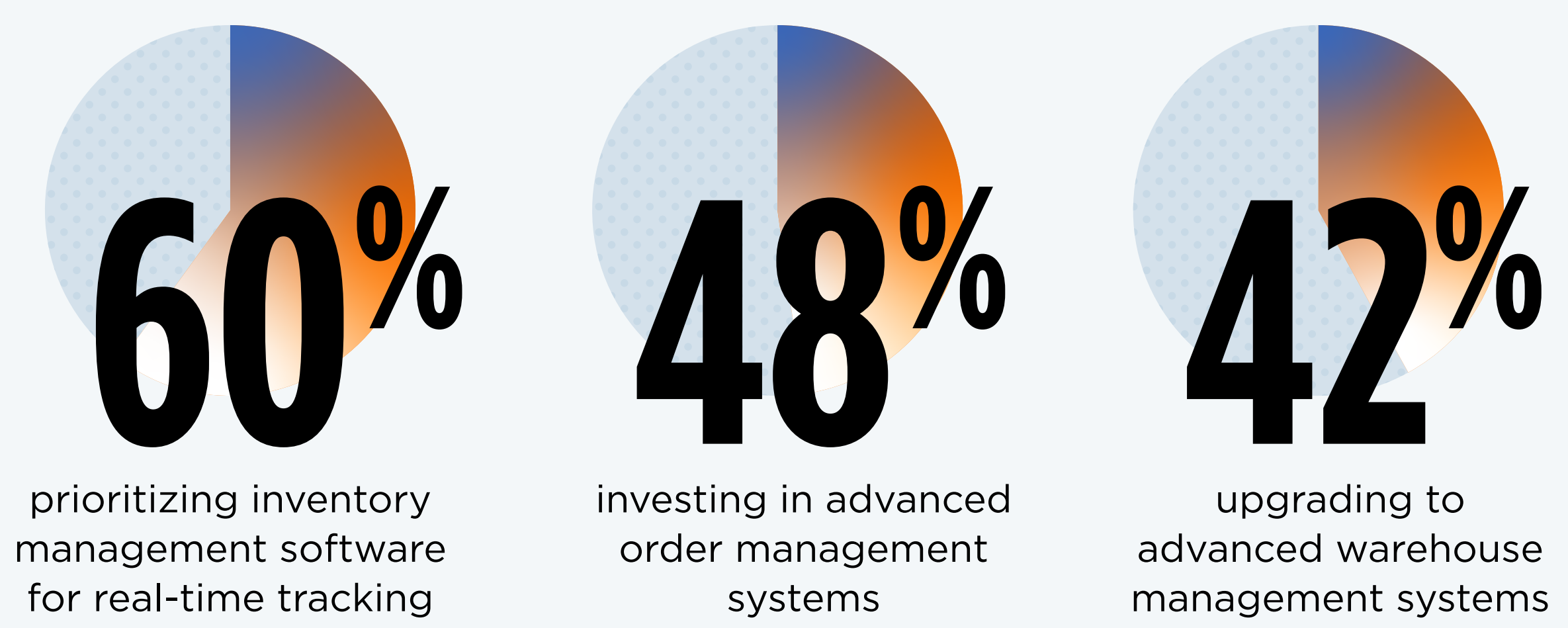
2025

34% focus on cross-training initiatives  
32% developing new workforce skills  
30% providing career advancement

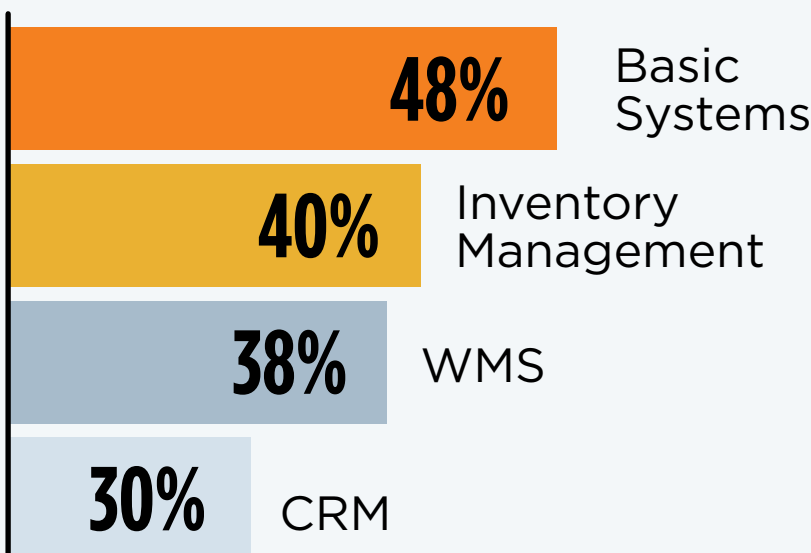
### THE REALITY

Companies are moving beyond hiring to strategic workforce development, while legacy systems create mounting maintenance costs and operational inefficiencies.

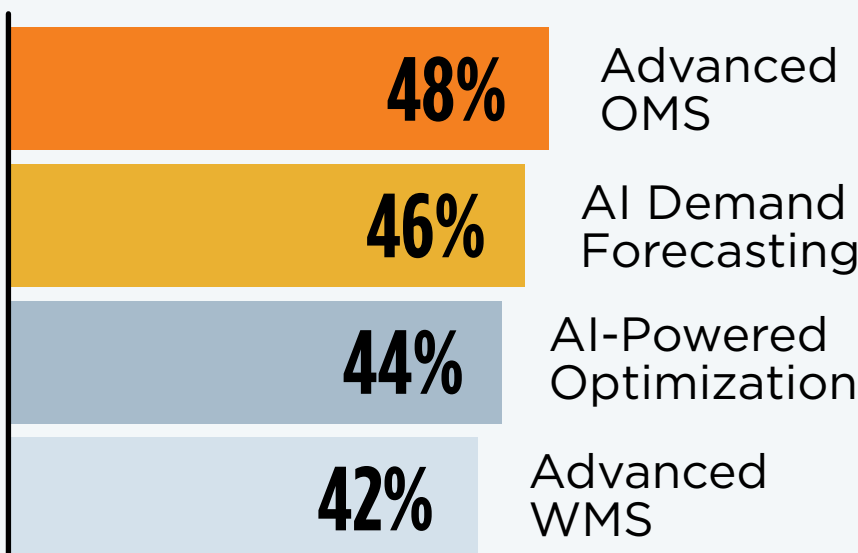
## STRATEGIC TECHNOLOGY INVESTMENT SURGE



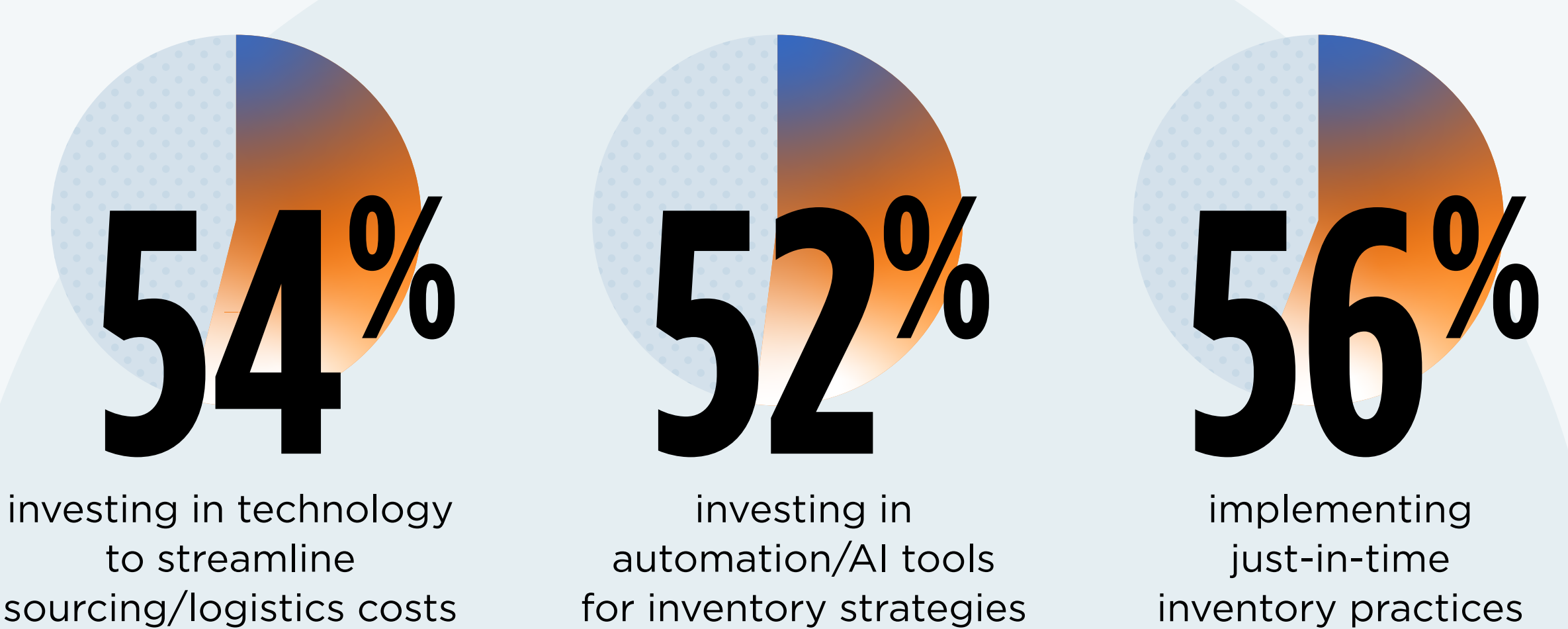
### 2024 TECH FOCUS



### 2025 TECH EVOLUTION



## MARKET GROWTH STABILIZATION



### STRATEGIC SHIFT

Rather than simple cost-cutting, companies are making strategic technology investments in WMS and OMS solutions to build resilient, efficient operations that can adapt to economic volatility.

## BOTTOM LINE

Supply chain leaders are recognizing that advanced WMS and OMS technology isn't just a nice-to-have—it's the strategic foundation for capturing the massive DTC growth opportunity while solving critical operational challenges and building resilient, cost-effective operations.

### ABOUT DEPOSICO

Deposco's AI-powered supply chain platform maps out your success, accelerates execution, and navigates your growth journey, driving unparalleled efficiency and cost savings.

To learn more about how Deposco can support your warehouse evolution, visit [deposco.com](https://deposco.com).

