

**APRIL  
2025**



**MARKET  
UPDATE**

**UNIServe**  
your global business



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# US TRADE TARIFFS UPDATE

## Tariff Trade War Intensifies: US and China Escalate Measures

The ongoing tariff trade war between the United States and China has escalated significantly, introducing new complexities for global trade and supply chains.

### Below is the latest update, as of 11th April 2025, incorporating recent developments:

On Friday 11th April, China raised tariffs on US goods to 125% as the trade war with the US escalates. This follows the US increase to 145% of all Chinese goods imported to the US. China says it 'will not respond' to additional US tariffs.

On Wednesday 2nd April, President Donald Trump announced a sweeping 10% tariff on all imported goods, effective April 5. On Wednesday 9th April, the White House initiated a 90-day pause to the higher rate tariffs of between 11-50% which is likely to have an impact on the air freight and sea freight volumes as countries look to take advantage of the reprieve.

On Thursday 10th April, the situation intensified further:

- **US Tariffs on China:** The White House has increased tariffs on Chinese imports to a staggering 125% on top of the 20% imposed, effective immediately.

Advisors have suggested this move is part of a broader strategy aimed at pressuring China into negotiations.

These developments have triggered the White House's threatened escalation - a potential additional 50% duty on Chinese imports - further exacerbating uncertainty for US importers regarding future landed costs.

### Impact on Global Trade and Shipping

The unpredictable tariff environment presents significant challenges for US importers and exporters:

- **Trade Flow Disruptions:** Container bookings from China to the US have dropped by 67% in the past week, while export bookings are down by 40%. These sharp declines indicate severe disruptions in trade flows.
- **Carrier Responses:** Ocean Network Express (ONE) has suspended the launch of its Premier Alliance PN4 Pacific service, signaling potential blank sailings in the coming weeks.

### Non-Tariff Measures and Broader Implications

China's retaliation extends beyond tariffs, including export restrictions on rare earth materials, additions to its Export Control List, and suspensions of certain

“The ongoing tariff trade war between the United States and China has escalated significantly, introducing new complexities for global trade and supply chains.”



# US TRADE TARIFFS UPDATE

US agricultural imports. These measures aim to exert additional pressure on US industries reliant on Chinese supplies. Furthermore, both nations have filed complaints with the World Trade Organisation (WTO), challenging each other's actions.

## Strategic Considerations for Businesses

In this volatile environment, businesses face critical decisions:

- Ship now and risk overpaying if tariffs are rolled back.
- Delay shipments and potentially face higher duties later.

To mitigate risks, companies can leverage tools like Free/Foreign Trade Zones, bonded warehousing, temporary import bonds (TIBs), and carnets to delay customs clearance until tariff rates stabilise.

For further updates or assistance navigating these changes, please contact our Customer Relationship Management team at **01375 856060** or email [crmteam@ugroup.co.uk](mailto:crmteam@ugroup.co.uk).

**“In this volatile environment, businesses face critical decisions.”**



# OCEAN FREIGHT UPDATE



## KEY HEADLINES

- April is shaping up to be a challenging month on the Asia–Europe trade lane, with rates remaining under pressure amid weak demand and ongoing market uncertainty.
- President Trump has introduced a series of new tariffs impacting all major U.S trading partners which will likely see a significant effect on global trade.
- DP World begins £1 billion expansion of London Gateway.



# OCEAN FREIGHT GLOBAL MARKET OVERVIEW

**April is shaping up to be a challenging month on the Asia–Europe trade lane, with rates remaining under pressure amid weak demand and ongoing market uncertainty.**

Subdued cargo volumes and surplus capacity continue to weigh heavily on pricing. Ambitious General Rate Increases (GRIs) initially planned for April have largely been put on hold, as carriers come to the realisation that current market conditions simply don't support upward rate movements. With soft demand persisting, efforts to raise rate levels have proven unrealistic. The only factor working in carriers' favour is the continuation of aggressive blank sailings. Around 68 sailings are expected to be withdrawn across April, as carriers attempt to limit available capacity and stabilise rates. These blank sailings are also strategically timed to coincide with the finalisation of annual service contracts, with ocean carriers looking to maintain some leverage during shipper negotiations. Adding further pressure to the market is the global political backdrop. The recent announcement of Trump's landmark reciprocal tariffs is expected to have a significant impact on the ocean freight sector in the months ahead. These new trade measures are

likely to reshape demand patterns, reroute cargo flows, and inject further uncertainty into an already fragile market environment. On top of this, heightened geopolitical tension, particularly following U.S. military action against Houthi rebels in the Red Sea, are adding to instability across key shipping lanes. The risk of disruption, rising fuel costs, and reduced supply chain confidence remains high. As April progresses, carriers face a delicate balancing act: managing excess capacity, finalising long-term contracts, and navigating a volatile global trade landscape.

**President Trump has introduced a series of new tariffs impacting all major U.S trading partners which will likely see a significant effect on global trade.**

Firstly, a Universal Import Tariff, which is a baseline 10% tariff that has been imposed on all imports into the United States. Chinese imports will be hit with a 145% tariff. The reciprocal tariffs do not apply to certain goods, including copper, pharmaceuticals, semiconductors, lumber, gold, energy and certain minerals that are not available in the United States. Trump aims that tariffs will return strategically vital manufacturing capabilities to the United States as well as address the trade

**“Ambitious General Rate Increases (GRIs) initially planned for April have largely been put on hold.”**



**Steve Ireland,**  
Director of Surface Freight  
Operations  
[si@ugroup.co.uk](mailto:si@ugroup.co.uk)



# OCEAN FREIGHT GLOBAL MARKET OVERVIEW

deficit balance. However, it's feared they could slow the global economy, raise the risk of recession, and increase living costs for the average U.S. family by thousands of dollars. Tariff concerns have already slowed manufacturing activity across the globe, while also increasing the likelihood of retaliatory measures from those countries hit hardest by the tariffs.

## **A powerful 7.7 magnitude earthquake struck central Myanmar on 28th March, with the epicentre near the central city of Mandalay.**

Such is the severity of the quake, Thailand's capital Bangkok, some 1000km away was also severely affected by the earthquake. At this stage the death toll has reached at least 3000 with it expected to continue to rise in the coming weeks. In Bangkok, the earthquake caused buildings to sway, prompting mass evacuations. Metro and light rail services were partially suspended with Thai Prime Minister Paetongtarn Shinawatra calling an emergency meeting and declaring Bangkok a disaster area. Bangkok's two major airports, Suvarnabhumi (BKK) and Don Mueang (DMK), as well as their two major seaports, Bangkok Port and Laem Chabang Port had operations initially suspended whilst safety checks were complete to access the

damage, although no significant damage was reported to the infrastructure and operations resumed not long after the earthquake had initially struck.

## **DP World begins £1 billion expansion of London Gateway.**

DP World has confirmed that construction on a £1 billion expansion of London Gateway will begin in May, shortly after the port welcomed its first vessel under the Gemini Cooperation, a new shipping alliance between Maersk and Hapag-Lloyd. The first ship to call at London Gateway under the agreement was the Maersk Stadelhorn, operating on the Gemini ME2 / IEX India-Europe service. DP World has announced that the London Gateway expansion project will add two additional 400-metre all-electric berths and a second rail terminal. Once completed, the terminal will be able to accommodate six of the world's largest container ships simultaneously. The expansion will be completed within four years and the development is expected to create 1,000 construction jobs and 400 permanent roles at the port.

**“Trump has announced a Universal Import Tariff, which is a baseline 10% tariff that has been imposed on all imports into the United States.”**



**Shruti Jain,**  
Senior Regional Global  
Manager  
[shj@ugroup.co.uk](mailto:shj@ugroup.co.uk)



# OCEAN FREIGHT GLOBAL MARKET OVERVIEW

## INDIAN SUBCONTINENT

**Volatility and Stabilisation:** The market is projected to stabilise in April 2025 following disruptions caused by post-Lunar New Year slowdowns, carrier alliance reshuffles, and capacity shortages earlier in the year.

**Freight Rates:** Rates on key routes, such as Asia-Europe and Asia-North America, remain above pre-pandemic levels but are expected to stabilise as capacity constraints ease.

**Capacity Challenges:** Despite record increases in nominal capacity from new vessel deliveries, effective demand continues to outpace supply due to container shortages and diversions via the Cape of Good Hope

**Carrier Alliances:**

- The Gemini Cooperation between Maersk and Hapag-Lloyd launched in February 2025, bringing 3.7 million TEUs of shared capacity focused on East-West trade lanes.
- The OCEAN Alliance Day 9 Product will be introduced in April 2025, deploying around 390 vessels with a total nominal capacity of over 4 million TEUs.

**Indian Initiatives:** India has launched the Bharat Container Line with 100 ships, aiming to reduce reliance on foreign carriers and enhance maritime infrastructure.

**“The market is projected to stabilise in April 2025 following disruptions caused by post-Lunar New Year slowdowns, carrier alliance reshuffles, and capacity shortages earlier in the year.”**



**Shruti Jain,**  
Senior Regional Global  
Manager  
shj@ugroup.co.uk



# AIR FREIGHT UPDATE



## KEY HEADLINES

- Air freight rates ex-Far East are expected to continue to increase through April, with upward pressure starting to build despite a challenging market backdrop.
- Trump has closed the “de minimus” loophole, which allowed goods worth under \$800 to be imported to the US duty-free.
- The UK government has set out its measures to reach carbon-free shipping by 2050.



# AIR FREIGHT GLOBAL MARKET OVERVIEW

Air freight demand remained strong through March, with traditional year end deadlines helping volumes. Rates increased quite significantly from the China region but e-comm volumes remained subdued keeping them below carrier expectations. The ISC is seeing some upturn driven by seasonal retail volumes, though the feeling is rates will remain level, rather than see any significant rise.

Of course, the World is changing as we are hearing a lot currently and the US tariffs and de minimus rules might create some rush to the US, causing prices to increase on transpacific trade for a period. However, it's hard to see this change in policy not having an impact on the large e-comm movers. They may pivot to EU and UK sales where import rules remain more favourable, which in turn could strain pricing on these routes. We have to keep monitoring this

We are keen to help you understand the changes and help you through this period. Please reach out and we will work with you.

**Air freight rates ex-Far East are expected to continue to increase through April, with upward pressure starting to build despite a challenging market backdrop.**

Low sea freight rates continue to suppress

air cargo demand, with shippers favouring more cost-effective ocean options. This has limited the shift toward air, keeping volumes in check across many lanes. At the same time, the implementation of new tariffs by the Trump administration is creating uncertainty, particularly for the U.S. market. While the direct impact will be most noticeable in American trade flows, the wider effects on global commerce and supply chains are expected to be significant, as businesses adapt to shifting costs and trade restrictions. Geopolitical tensions are further compounding market challenges. Recent U.S. military strikes on Houthi rebels in the Red Sea region have heightened instability, raising concerns over the security and reliability of key trade corridors. These developments are weighing on confidence, especially for Asian exporters relying on time-sensitive or direct-to-consumer shipments. E-commerce volumes remain soft, with the sector continuing to feel the impact of economic uncertainty and changing consumer patterns. As a result, while air freight rates are showing some signs of increase, the longer-term sustainability of this trend remains uncertain. Carriers and shippers alike will be watching closely as geopolitical events unfold and trade policy continues to evolve.

**“Low sea freight rates continue to suppress air cargo demand, with shippers favouring more cost-effective ocean options.”**



**Leighton Bonnett,**  
Director of Airfreight  
[lb@ugroup.co.uk](mailto:lb@ugroup.co.uk)



# AIR FREIGHT GLOBAL MARKET OVERVIEW

**E-Commerce sector hit as the “de minimus” loophole is closed, which allowed goods worth under \$800 to be imported to the US duty-free.**

More than 90% of all packages coming to the US enter via the de minimus regime, with about 60% of them coming from China. This exception had allowed fast-fashion companies like Shein and Temu to enjoy booming business in the US. Shein is the biggest e-commerce company in the US and contributed an estimated \$570m to the US economy in 2023. But it will see its business model cratered by the closing of the loophole, which takes effect on 2nd May. Imported goods sent through the postal network and valued at or under \$800 would now be subject to a duty rate of either 30% of their value or \$25 per item, with that rate increasing to \$50 per item starting June. The impact on the Air Freight remains a difficult one to predict, with it being in some parts propped up by the boom in E-commerce goods in recent years. Volumes are almost certainly expected to drop however there is a suggestion that with values of these goods so low, the overall costs won't be affected too significantly.

**The UK government has set out its measures to reach carbon-free shipping by 2050.**

Within the UK government's Plan for Change, the new maritime decarbonisation strategy intends to reduce Greenhouse Gas (GHG) emissions by 30 percent by 2030, 80 percent by 2040 and to zero by 2050. If accomplished, this will match the highest level of goals agreed at the International Maritime Organization (IMO) in its 2023 strategy on reduction of GHG emissions from ships. The shipping industry will soon be included in the UK emissions trading scheme (UK ETS), requiring operators of larger vessels to pay higher fees for their greenhouse gas emissions. Alongside this, there is a growing investment in green technologies, such as port charging stations and alternative fuels like hydrogen, electric, and ammonia-powered vessels.

**“Within the UK government's Plan for Change, the new maritime decarbonisation strategy intends to reduce Greenhouse Gas (GHG) emissions by 30% by 2030, 80% by 2040 and to zero by 2050.”**



**Myles McGeown,**  
Regional General Manager  
mm2@ugroup.co.uk



# AIR FREIGHT GLOBAL MARKET OVERVIEW

## INDIAN SUBCONTINENT

Ex ISC space & pricing outlook for April 2025 is stable due to EID Holidays and slow down after financial year closing.

Ex SR & PK expect continued stability or slight adjustments in air freight rates based on seasonal demand and global market conditions.

Overall, India's air cargo sector is experiencing robust growth, with total international cargo handled reaching approximately 1.93 million tonnes, a 17.2% surge compared to the prior year.

Third Terminal at Hazrat Shahjalal International Airport (HSIA): The newly built Terminal 3 at HSIA is set to transform Bangladesh's air cargo capacity. This terminal will increase the airport's annual export cargo handling capacity to 546,941 tonnes and import capacity to 273,470 tonnes, more than doubling the previous capacity of the first two terminals combined. It is expected to be fully operational by October 2025.

**“India’s air cargo sector is experiencing robust growth, with total international cargo handled reaching approximately 1.93 million tonnes, a 17.2% surge compared to the prior year.”**



**Shruti Jain,**  
Senior Regional Global  
Manager  
shj@ugroup.co.uk



# WAREHOUSING & TRANSPORT UPDATE



## KEY HEADLINES

- As a supplier for Crown Commercial Services (CCS), Uniserve Group has pledged to achieve Net Zero emissions by 2050.
- The logistics industry is witnessing a broader shift towards sustainable practices. Companies are adopting green warehousing by implementing energy-efficient lighting, installing solar panels, and optimising inventory management.

**UNI**uk



# WAREHOUSING & TRANSPORT MARKET OVERVIEW

## **Uniserve focuses on sustainability through strategic initiatives in transport and warehousing.**

In the evolving landscape of global logistics, sustainability has become a pivotal focus, with companies striving to reduce their environmental footprint. Uniserve Group exemplifies this commitment through strategic initiatives in our transport and warehouse departments, aligning with the industry's shift towards a greener future.

### **Commitment to Net Zero Emissions**

As a supplier for Crown Commercial Services (CCS), Uniserve Group has pledged to achieve Net Zero emissions by 2050, actively participating in the Race to Zero campaign. This commitment underscores our dedication to integrating sustainable practices across all operations.

### **Sustainable Warehousing Practices**

Uniserve's warehousing division, UniUK, manages over 2 million square feet of modern facilities. To enhance sustainability, we have invested in energy-efficient technologies, including LED lighting and advanced HVAC systems, reducing

energy consumption and minimising environmental impact.

### **Green Transportation Initiatives**

In our transportation sector, we are currently exploring the integration of electric and alternative fuel vehicles to decrease reliance on fossil fuels. We are also investing in optimised route planning and collaborative logistics to reduce emissions and improve efficiency.

### **Industry-Wide Sustainability Trends**

The logistics industry is witnessing a broader shift towards sustainable practices. Companies are adopting green warehousing by implementing energy-efficient lighting, installing solar panels, and optimising inventory management. The transition to electric and alternative fuel vehicles is gaining momentum, contributing to reduced emissions and a smaller carbon footprint.

Read more about Uniserve's sustainability plans and our Group company values [here](#).

**“We have invested in energy-efficient technologies, including LED lighting and advanced HVAC systems.”**



**David Barry,**  
Director of Warehouse  
& Transport  
dlb@ugroup.co.uk



# EUROPEAN TRANSPORT UPDATE

## KEY HEADLINES

- Road Freight Strike Postponed in Italy.
- EU Driving Licence Reform to Ease Driver Shortages and Attract Talent.



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# EUROPEAN TRANSPORT MARKET OVERVIEW

## Road Freight Strike Postponed in Italy

The five-day national freight transport strike, originally set for 31 March to 4 April 2025, has been postponed, Trasportounito announced. Instead, hauliers will hold a TIR demonstration in Rome's Piazza Porta Pia on 14 April to highlight the sector's crisis. The union cited a "sense of responsibility" towards the economy as the reason for the postponement. Trasportounito continues to demand urgent government action on rising costs, driver shortages, and foreign competition. The demonstration is now viewed as essential to making hauliers' concerns heard. Italy's road transport unions had initially planned a large-scale strike aimed to bring nationwide freight operations to a standstill.

## EU Driving Licence Reform to Ease Driver Shortages and Attract Talent

The EU has reached a provisional deal on revising driving licence rules, supporting driver shortages and skills attraction. The agreement includes improved recognition of qualifications, making it easier for non-EU drivers to work in Europe. It lowers the minimum driving age to 18 for professional drivers and introduces digital licences. The IRU welcomes the move, saying it helps tackle the driver shortage and improves road safety. Special allowances for young drivers with additional training will also apply. Final approval from the European Parliament and Council is pending.

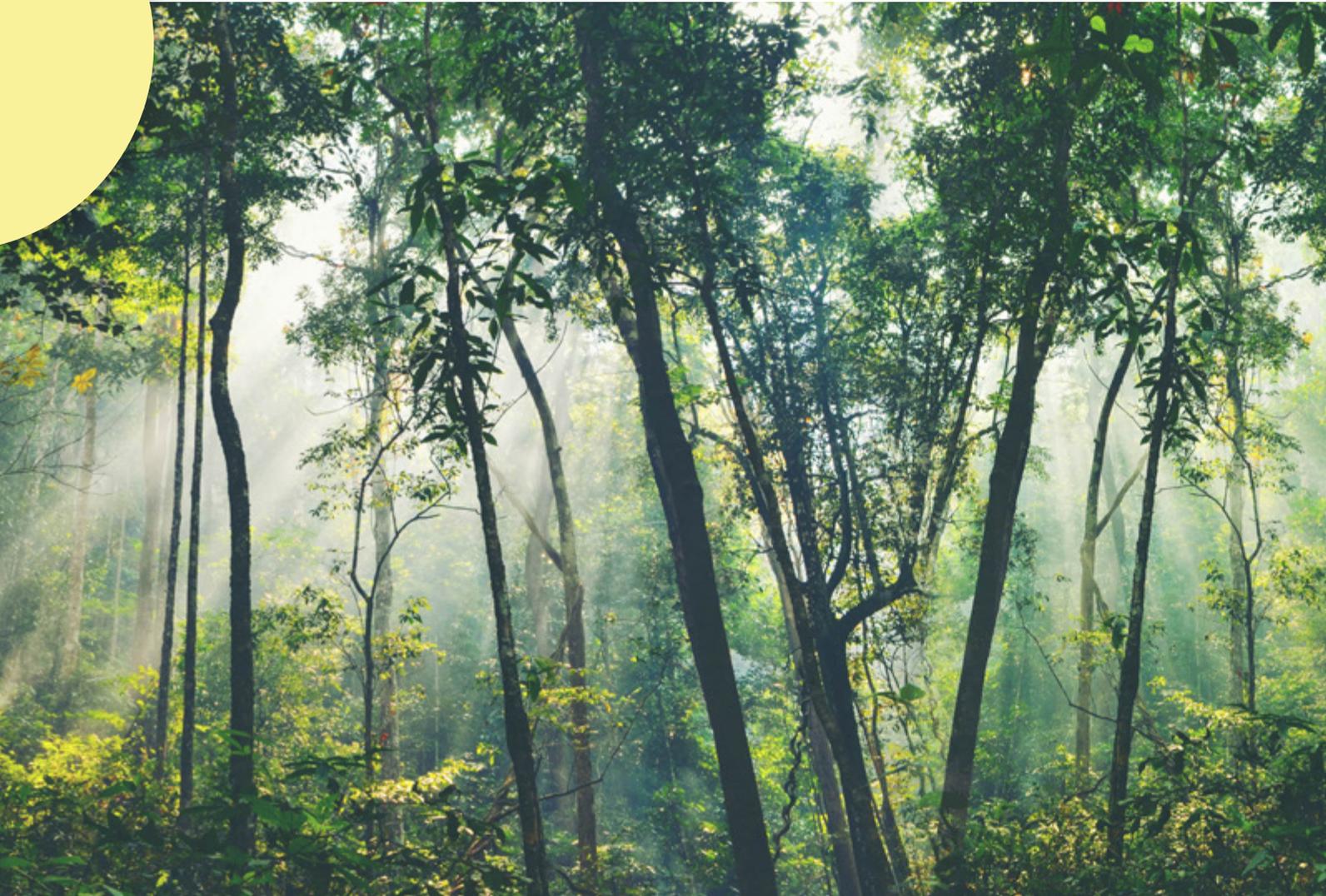
**"The EU has reached a provisional deal on revising driving licence rules, supporting driver shortages and skills attraction."**



**Lauren Liddell,**  
European Network  
Development Manager  
lal@ugroup.co.uk



# ENVIRONMENTAL COMPLIANCE UPDATE



## KEY HEADLINES

- The European Commission define textiles products through The Waste Framework Directive (WFD) as 'products containing at least 80% by weight of textile fibres, include leisure apparel and clothing accessories, household/interior textiles as well as technical textiles'.
- WRAP's (Waste and Resources Action Programme) Textiles 2030 initiative aims to accelerate the UK's move towards a circular textile economy.

**BEYONDLY**



# ENVIRONMENTAL COMPLIANCE MARKET OVERVIEW

## Shifting landscape of compliance: Textiles

Understand what is classified as a textile, the associated environmental impacts of the industry and how this is impacting regulatory developments across the UK and wider EU.

### What are textiles?

Textiles are materials made of natural or synthetic fibres and have a broad range of applications across products ranging from apparel, homeware, automotive and healthcare. The textile sector is a significant contributor to the global economy and continues to grow rapidly with the European Parliament estimating the global textile fibre production will have doubled from 2000 to 2030.

The European Commission define textiles products through The Waste Framework Directive (WFD) as 'products containing at least 80% by weight of textile fibres, include leisure apparel and clothing accessories, household/interior textiles as well as technical textiles'. A definition for textiles in the UK is not yet formally confirmed.

### The textile industry has a number of environmental impacts:

- Water pollution and use – textile production can be extremely water intensive, while production and washing can lead to water degradation with chemicals and microplastics. To make a single cotton t-shirt, 2,700 litres of fresh water is needed, which equates to one person's drinking water for 2.5 years.
- Intensive land use – the production of raw materials used to produce textiles like cotton are extremely land intensive. According to the European Parliament the textile sector is the third largest source of land use in 2020.
- Significant carbon impact - complex supply chains and energy-intensive production methods, mean textiles generate 8 -10% of global carbon emissions, more emissions than the aviation and shipping industries combined.
- Over consumption of natural resources – the growing demand for clothing exacerbated by the proliferation of the fast fashion business model, means there is a consistent throughput of natural resources required to meet demand.
- Low reuse and recycling levels – textile waste management does not align with the waste hierarchy, leading to environmental harm via increased greenhouse gas emissions from incineration and landfilling. Less than 22% of post-consumer textile waste is collected separately for re-use or

**“The textile sector is a significant contributor to the global economy and continues to grow rapidly.”**



**Emily Baker,**  
Marketing Leader  
emily.b@beyond.ly



# ENVIRONMENTAL COMPLIANCE MARKET OVERVIEW

recycling, while only 1% of used clothes are recycled into new clothes.

## What is being done to manage textile impact?

### Action to tackle the textile problem has been slow, for England and wider UK:

- The [Resource and Waste Strategy England](#), 2018 sets priority for a textile extended producer responsibility (EPR) for at least all clothing as well as other household and commercial textiles like bed linens. The strategy also references aligning with the EU for concepts like 'eco-design' and collaborative textile reuse.
- Scotland's [Circular Economy Road Map](#), 2024 considers textiles a priority product, with consultations on collections and modernisation of recycling services noted.
- The [Beyond Recycling Strategy Wales](#), 2021 discusses strengthening infrastructure and collection networks for textiles, focusing on investment in handling, sorting and reprocessing infrastructure. The Welsh government also focus on introduction of EPR for textiles.
- [Draft Environment Strategy for Northern Ireland](#), 2022 references textiles as an important sector for transition to

circular economy.

## What is textiles extended producer responsibility (EPR)?

In line with the polluter-pays principle, producers placing textiles on the market take the financial responsibility for their management at their end-of-life. This will provide incentive to reduce waste and increase circularity for textile products.

### Alternatively, some voluntary initiatives in the UK have been instigated:

The UK Fashion and Textile Association has projects to develop:

- An industry-led pilot to develop a model for an [Extended Producer Responsibility \(EPR\) scheme for textiles](#)
- A [sorting and recycling demonstrator](#)
- An industry-led Circular Fashion [Innovation Network](#).

WRAP's (Waste and Resources Action Programme) Textiles 2030 initiative aims to accelerate the UK's move towards a circular textile economy. It focuses on designing products for longevity, improving recycling processes, and fostering collaboration across the supply chain to reduce environmental impacts.

Action to tackle textiles in the EU has been slightly more comprehensive:

Some member states have already

**“WRAP’s (Waste and Resources Action Programme) Textiles 2030 initiative aims to accelerate the UK’s move towards a circular textile economy.”**



Emily Baker,  
Marketing Leader  
[emily.b@beyond.ly](mailto:emily.b@beyond.ly)



# ENVIRONMENTAL COMPLIANCE MARKET OVERVIEW

established textile EPR schemes, this includes France, Netherlands and Hungary. For more information regarding these specific schemes, please contact [solutions@beyond.ly](mailto:solutions@beyond.ly).

Textiles are considered within the EU WFD, which acts as the core waste legislation for the EU setting basic concepts and definitions relating to waste management.

The EU WFD was revised in 2018 to implement circular economy action plan, increase recycling targets, strengthen the concept of EPR, and mandate separate textile waste collections by 1 January 2025, requiring municipalities to divert textiles from general waste.

A proposed revision was published in 2023 the European Commission proposed a [targeted revision of the Waste Framework Directive](#), with a focus on textiles waste & implementing textiles EPR. The 2023 revision is expected to be approved in mid/late-2025. EU Member States will then have 18-months to transpose into national law and implement textiles EPR schemes (likely to be in 2027, although exact date is still undecided).

## **What are EU Member States required to do under the revised Waste Framework Directive?**

It is likely producers will start to see EU member states implement these actions

from 2027.

- Define roles and responsibilities. Including specific obligations for online platforms.
- Establish a/multiple Producer Responsibility Organisation/s (PRO/s).
- Establish a national register of producers, which links to other national registers across EU states.
- Establish fee mechanism, for producers to cover costs. Potential for fees to be modulated based on Ecodesign for Sustainable Products Regulation (ESPR) criteria – tbc.
- Carry out a compositional survey of collected mixed municipal waste every 5 years.
- Textile reuse and recycling performance targets to be set, yet to be determined at EU level.
- Collect data from producers on textiles products made available on the market annually.
- Establish separate collection system for used and waste textiles, across the territory, for re-use, preparation for re-use, and recycling.
- Share information with consumers on sustainable consumption, re-use, and end-of life management of textiles.
- Take corrective action based on the

**“Textiles are considered within the EU WFD, which acts as the core waste legislation for the EU setting basic concepts and definitions relating to waste management.”**



**Emily Baker,**  
Marketing Leader  
[emily.b@beyond.ly](mailto:emily.b@beyond.ly)



# ENVIRONMENTAL COMPLIANCE MARKET OVERVIEW

results of compositional survey.

In the EU textiles are also captured in scope of the Ecodesign for Sustainable Products Regulation (ESPR) to enhance durability and recyclability and enhanced product lifecycle data reporting under Digital Product Passports (DPPs). During the first half of 2025 the European Commission will adopt an ESPR working plan, prioritising products for development of product rules. Although exact requirements are still to be determined, it is confirmed each textile product sold in the EU will need a basic DPP by 2027.

Beyondly are affiliate members of WRAP's Textiles 2030 initiative, offering a range of services both international and UK focused to support textile focused businesses achieve compliance and prepare for incoming regulations. If you are part of the textiles industry and want to talk to our resource and waste experts, please reach out to Beyondly at [solutions@beyond.ly](mailto:solutions@beyond.ly)

**“During the first half of 2025 the European Commission will adopt an ESPR working plan.”**



**Emily Baker,**  
Marketing Leader  
[emily.b@beyond.ly](mailto:emily.b@beyond.ly)



# ONE WORLD GTM TECHNOLOGY UPDATE

## KEY HEADLINES

- In the dynamic landscape of modern business, supply chain management has emerged as a critical determinant of organisational success.
- Understanding where your organisation stands on the supply chain maturity curve is the first step toward improvement.

ONE  WORLD



# ONE WORLD GTM MARKET OVERVIEW

## Elevating Supply Chain Maturity: Through the lens of Collaboration, Visibility, and Traceability

In the dynamic landscape of modern business, supply chain management has emerged as a critical determinant of organisational success. As companies strive to meet escalating consumer expectations and navigate complex global networks, the maturity of their supply chain processes, particularly in areas like collaboration, visibility, and traceability, becomes paramount. Achieving higher levels of maturity in these domains not only enhances operational efficiency but also fortifies resilience against disruptions.

## Understanding Supply Chain Maturity Levels

Supply chain maturity models serve as frameworks that assess the sophistication and effectiveness of an organisation's supply chain processes. These models typically delineate stages that reflect the progression from basic, reactive operations to advanced, proactive strategies. A study by the MIT Forum for Supply Chain

Innovation and PricewaterhouseCoopers identifies four levels of supply chain maturity:

- 1. Reacting:** Organisations operate in a reactive mode, addressing issues as they arise without standardised processes.
- 2. Anticipating:** Companies begin to anticipate potential problems, implementing basic processes and planning.
- 3. Collaborating:** Firms actively collaborate with partners, sharing information to optimise the supply chain.
- 4. Orchestrating:** Organisations achieve seamless integration across the entire supply chain, leveraging advanced technologies for proactive management.

Progressing through these levels necessitates a concerted focus on enhancing collaboration, visibility, and traceability within the supply chain.

**“Achieving higher levels of maturity in these domains not only enhances operational efficiency but also fortifies resilience against disruptions.”**



Sarah Foster,  
Managing Director  
(Maternity Cover) at  
One World GTM  
sfo@owgtm.com



# ONE WORLD GTM MARKET OVERVIEW

## The Pillars of Advanced Supply Chain Maturity

- 1. Collaboration:** At advanced maturity levels, organisations foster deep partnerships with suppliers, distributors, and other stakeholders. This collaboration involves sharing forecasts, inventory levels, and real-time data to synchronise operations and mitigate risks. Such partnerships lead to improved demand planning, reduced lead times, and increased agility in responding to market changes.
- 2. Visibility:** Enhanced visibility entails having a comprehensive, real-time view of the entire supply chain. This includes tracking the movement of goods, monitoring inventory levels, and understanding the status of orders at any given moment. Increased supply chain transparency can help organisations secure and maintain valuable partnerships, improve brand reputation, and increase consumer confidence.
- 3. Traceability:** Traceability focuses on the ability to track products and their components backward and forward throughout the entire product lifecycle.

This capability is crucial for quality control, regulatory compliance, and responding effectively to recalls or safety concerns. A study highlighted in the Supply Chain Management Review emphasises that as traceability programs become a business requirement, implementing the right tools can enable companies to move beyond base-level traceability.

## Accelerating Maturity Through Technology

Advancing to higher levels of supply chain maturity is inextricably linked to the adoption of sophisticated technologies. Digital tools and platforms play a pivotal role in enhancing collaboration, visibility, and traceability:

- **Advanced Analytics:** Leveraging data analytics enables organisations to gain insights into supply chain performance, identify bottlenecks, and forecast demand with greater accuracy.
- **Internet of Things (IoT):** IoT devices facilitate real-time tracking of goods, environmental conditions, and equipment status, contributing to improved visibility and proactive maintenance.

“Advancing to higher levels of supply chain maturity is inextricably linked to the adoption of sophisticated technologies.”



# ONE WORLD GTM MARKET OVERVIEW

- **Artificial Intelligence (AI):** AI algorithms can predict potential disruptions, optimise routing, and automate decision-making processes, thereby increasing agility and responsiveness.

## Elevate Your Supply Chain Maturity with One World

At One World, we understand the complexities involved in advancing supply chain maturity. Our solutions are designed to enhance collaboration, visibility, and traceability across your supply chain network. By integrating our advanced technology platform, you can:

- **Streamline Communication:** Facilitate seamless information sharing among all stakeholders, fostering a collaborative environment.
- **Gain Real-Time Insights:** Access up-to-date data on inventory levels, shipment statuses, and demand forecasts to make informed decisions.
- **Ensure Product Authenticity:** Implement robust traceability mechanisms to verify the origin

and journey of products, ensuring compliance and quality assurance.

Partner with One World to accelerate your journey toward supply chain excellence. Our tailored solutions empower your organisation to navigate the complexities of modern supply chains, ensuring resilience, efficiency, and a competitive edge in the marketplace.

## Assess Your Supply Chain Maturity

Understanding where your organisation stands on the supply chain maturity curve is the first step toward improvement. At One World, we can help you identify your gaps and evaluate your current levels of collaboration, visibility, and traceability and opportunities for growth, ensuring you're on the right path to greater efficiency, resilience, and competitive advantage.

Get in touch at [owgtm.com](https://owgtm.com).

**“Understanding where your organisation stands on the supply chain maturity curve is the first step toward improvement.”**



# UNiSERVE

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