



## Contract Logistics in Italy 2011

**Contract Logistics in Italy 2011** is a uniquely positioned research report that combines Analytiqa's sizing and forecasting of contract logistics markets with analysis, ranking and benchmarking of 3PLs, on a financial, operational and service level basis.

The market data provided within this report is extracted from the much larger Western European Logistics 2011 report. It is not estimated, based upon GDP figures, or aggregation of a number of 3PL company revenues – it is based upon insight gained from leading 3PLs and supply chain professionals across Europe, combined with Analytiqa's experienced analysts and proprietary databases. Use the report to:

- > Benchmark market size and growth between five industry sectors 2007-2015
- > Track current and future outsourcing trends
- > Identify and target the fastest growing markets for new business opportunities
- > Identify leading 3PLs and analyse financial, operational and service information and data

### How can this report benefit your business?

- > Access the latest up-to-date market data
- > Delivers in-depth understanding of both market dynamics and 3PL performance
- > Trusted research methodology and market analysis

As a supplier, service provider to the sector or a 3PL, the unique data set will enable you to:

- > Increase revenues by the selected targeting of faster growing logistics markets
- > Win new customers, by focusing on markets and industry sectors where outsourcing is growing
- > Prioritise customer targeting, leading to quicker revenue wins, by identifying faster growing in-house or outsourced markets
- > Achieve higher ROI on investments by prioritising and aligning strategies with highly performing markets
- > Produce highly focused marketing campaigns, boosting customer retention and contract wins, by demonstrating understanding of market dynamics

### Report summary

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**Report Title:** Contract Logistics in Italy 2011  
**Report Price:** £795 / €895  
**Publication Date:** June 2011  
**Geographic coverage:** Italy

**Audience:** Logistics Providers, Freight Forwarders, Road Hauliers, Supply Chain Service Providers, Retailers, Manufacturers, Government Agencies, Professional Services Companies

**Market coverage:** Contract Logistics (Outsourced and In-house Markets)

**Key report benefits:** Unique market data - Evaluate the dynamics of the contract logistics market - Analyse and forecast market growth to 2015 - Understand outsourcing rates - Identify market size, and growth by industry sector - Track leading 3PLs and rank performance

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