Material transportation automation investment increases as it becomes the top strategic priority

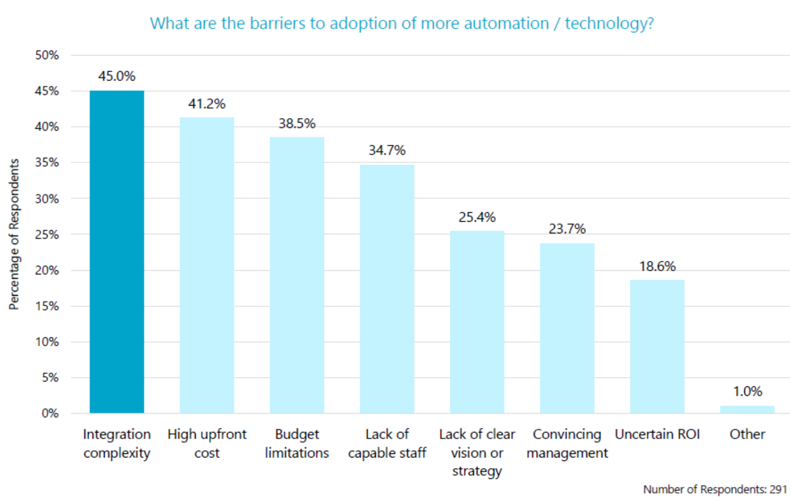
- **Automation CapEx set to increase in 2026**
- **Americas & Europe most optimistic, while APAC region stagnating**
- **Integration complexities are a bigger barrier than cost**

London, 26th June 2026 – Growth momentum among customers to automate their material transportation is accelerating in 2026, with automation spend and capital expenditure (CapEx) increasing from 2025, according to the latest research by Interact Analysis. Companies saw orders increase and anticipate a larger rise in 2026, with this order growth unlocking positive momentum throughout the value chain. However, respondents to the market intelligence company's Voice of Market survey cited integration complexities as the biggest barrier to adopting more automation technology.

Integration complexity is a bigger barrier than costs

Research as part of the market study found that 45% of interviewees found integration complexities, rather than financial constraints, are the biggest barrier to adoption of more material transportation automation/technology. This is ahead of high upfront costs (41%) and budget limitations (38%). It is also apparent that lack of capable (35%) and clear vision (25%) are also significant challenges.

Through the research, it is apparent that companies are adopting phased rollout strategies to integrate automation into their systems. Many companies are starting with processes that need minimal WMS integration in order to simplify deployment.



Integration complexity rather than initial cost is the largest barrier to investment in material transportation automation and technology

While there is overall growth in investment among material transportation customers, it differs by region. Predicted growth in the Americas is much higher in 2026 than in 2025, with 39% of respondents expecting investment to grow by more than 15%. Similarly, in Europe, the growth rate is 16%-20%, with 37% of respondents forecasting growth of more than 15%. In contrast, customers in the APAC region were less optimistic, with 32% not expecting a change in the value of investments during 2026. Those who foresee growth have predicted the growth rate will be lower than last year.

Monica Sanchez, Senior Research Lead for Voice of Market at Interact Analysis, says: *"While automation CapEx will increase in 2026, priority varies widely between companies, job roles, and industries, as well as by region. The results from our research show there's higher importance placed on automation by decision makers, parcel & e-commerce businesses, and larger companies."*

About this report:

Interact Analysis' Voice of Market is a twice-yearly syndicated quantitative and qualitative study, which delivers impartial insights from decision-makers and influencers who are involved in the use, selection and purchase of automation technology for their facilities. These insights include market health, sentiment, investment appetite, vendor perception, pain points and emerging trends.

About Interact Analysis:

With over 200 years of combined experience, Interact Analysis is the market intelligence authority for global supply chain automation. Our research covers the entire automation value chain – from the technology used to automate factory production, through inventory storage and distribution channels, to the transportation of the finished goods. The world's leading companies trust us to surface robust insights and opportunities for technology-driven growth. To learn more, visit www.InteractAnalysis.com