



5 TRENDS IN Wholesale Distribution To look out for in 2021



Brexit

The regulatory impact of Brexit will set the road-map for wholesalers in 2021. Distributors will need to adapt in order to comply with any new rules that might impact supply, logistics and more, as well as staying on top of costs incurred.



Automation

Wholesalers are increasingly recognising the importance of Enterprise Resource Planning systems that are not only integrating their core business functions; inventory and supply chain management but also maximising efficiency across their processes.



Consumer Centric

Diversification over the course of 2020 drove more and more wholesalers to leverage eCommerce and embrace a direct-to-consumer approach on omnichannel platforms.



SAP® Qualified
Partner-Packaged Solution

Business Intelligence

Wholesalers are leveraging predictive business intelligence and analytics to optimise their business processes, and acting on recommendations by these technological solutions.



Hybridisation

Big players have leveraged digital expertise over traditional wholesalers, putting immense pressure on reliability, maintaining high-speed, personalised and low priced experiences.

