

# Forever Altered: The Future of Logistics Real Estate Demand

## Research key takeaways

- 1. The structural growth rate of logistics real estate demand has risen.** This research investigates what is happening to market fundamentals. E-commerce not only impacts logistics but also influences urbanization trends, digitalization, demographics, rising consumer expectations and economies of scale.
- 2. New e-commerce forecast.** There is limited insight available on how supply chain investments will reinforce a new sales trajectory. Prologis Research has begun developing its own proprietary forecast as a result, taking into account emerging hallmarks like the stickiness of consumer habits and lack of physical retail options.
- 3. New data necessary on the need for modern stock.** Prologis Research expects the adoption rate of modern logistics space to increase alongside globalizing supply chain best practices, driving the need for an additional 3-4 billion square foot of space globally by 2030.

[Read the full research >>](#)

“As economies reopen, our goal is to advise our customers and investors on durable market insight by filtering out short-term trends.”



**Dirk Sosef**  
Vice President  
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## Further questions and interview requests?

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## Key infographic

150<sub>bps/yr</sub>

Forecast e-commerce growth over next 5 years



Technology and demographics are transforming retail

4,6<sub>m²</sub>

Logistics space needed per consumer household by 2030



More logistics space predicted for e-commerce by 2030

20%

E-commerce as a proportion of retail goods



Options and convenience help propel e-commerce adoption

50%

Reduction in transportation emissions



Urban fulfillment centres can cut transport emissions

[Read the full research >>](#)