

The U.S. truckload market can be complex.

**These infographics will help
make it easier to understand.**



The U.S. Truckload Market **IN 3 WORDS**



THE U.S. TRUCKLOAD MARKET IN 3 WORDS

1 MASSIVE

2 FRAGMENTED

3 **DYNAMIC**

The trucking industry is huge.

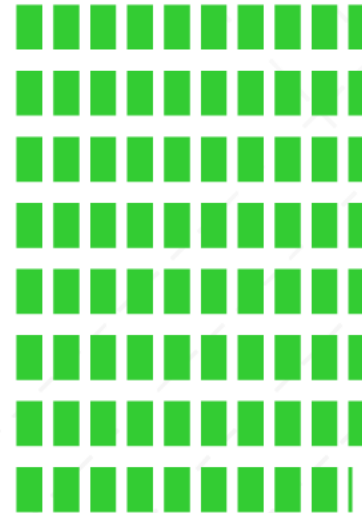
Hauling **72.5%** of all the nation's freight



Accounting for **80.4%** of the country's freight bill*

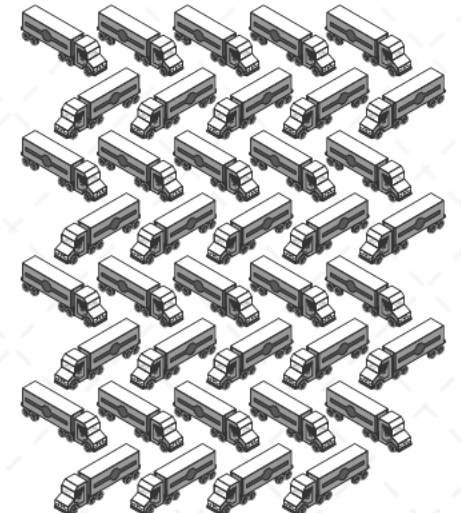


\$791.7B
in total revenue



■ = 10 billion USD

3.91M Class 8 trucks in operation



🚛 = 10 million trucks

*<https://www.trucking.org/economics-and-industry-data>


1 MASSIVE

2 **FRAGMENTED**

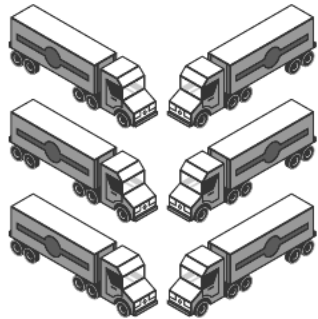
3 DYNAMIC

No single carrier — or group of carriers — controls the truckload market.

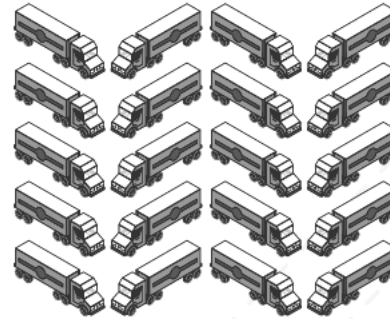


 = 100 thousand carriers

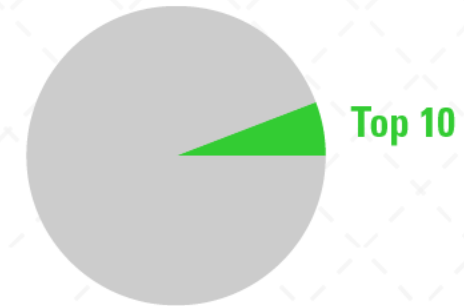
928,647
for-hire carriers



91.3% operate
6 or less trucks



97.4% operate
less than 20 trucks



Top 10 trucking companies
combine for about **6%** of
total market share*

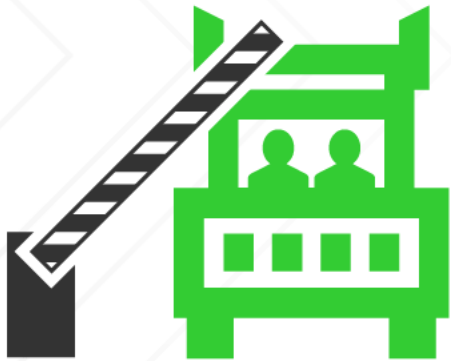
*<https://www.ttnews.com/top100/for-hire/2020>

1 MASSIVE

2 FRAGMENTED

3 **DYNAMIC**

The balance of supply (carrier capacity) and demand (shipper freight volume) is constantly shifting.



Low barriers to entry & exit



Limited government regulations



Hundreds of thousands of market participants (both shippers & carriers)

The 3 Cycles of the **U.S. Truckload Market**



THE 3 CYCLES THAT DRIVE THE U.S. TRUCKLOAD MARKET

In the U.S. truckload market, there are **three cycles running simultaneously** — this creates a chaotic environment where rates and capacity are constantly changing.

Two of the cycles are easy to observe and relatively predictable:

1. Seasonal Demand



These are pre-planned surges in shipper volume.

Examples: **produce season** in the southeast, **Christmas tree** shipping in the pacific northwest, and **Q4 retail peak season**.

2. Annual Procurement



Every year, businesses take their forecasted shipping needs to their carrier network, hosting a bid (or RFP) to secure annual, “contract” pricing on their high-volume lanes.



One Cycle to Rule Them All

3. Market Capacity Cycle



The shifting balance of carrier supply and shipper demand cause constant changes in capacity and rates.

Though it seems complex, with enough data and insight, it's possible to find a cyclical pattern to the market's chaos.

This third cycle — **the market capacity cycle** — is the key to understanding the industry.

We measure the market capacity cycle using the **Coyote Curve**®.



With the Coyote Curve, you can:

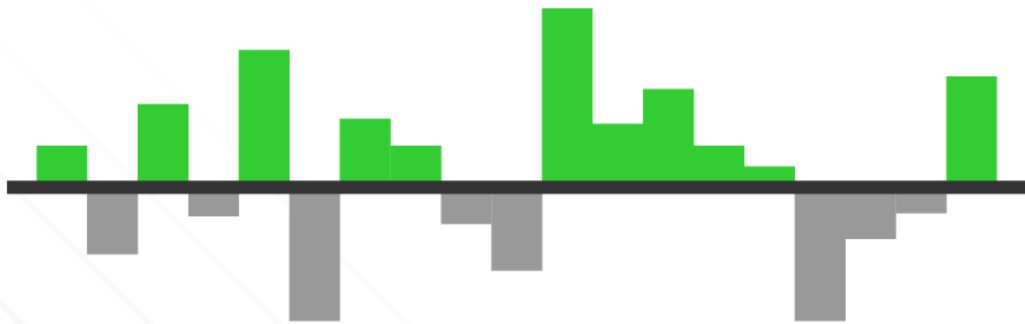
- View a snapshot of the balance between carrier supply and shipper demand
- Map out truckload market capacity cycles
- Get a simple forecasting framework to guide your strategy

The 7 Stages of a **Truckload Market Cycle**



THE 7 STAGES OF A TRUCKLOAD MARKET CYCLE

The U.S. truckload market is **massive**, **fragmented** and **dynamic**.



Its sheer size (\$800B) and number of participants (thousands of shippers and carriers) cause constant shifts in rates and capacity.



Though it seems chaotic, the market actually moves in a reoccurring pattern, called a truckload market capacity cycle.



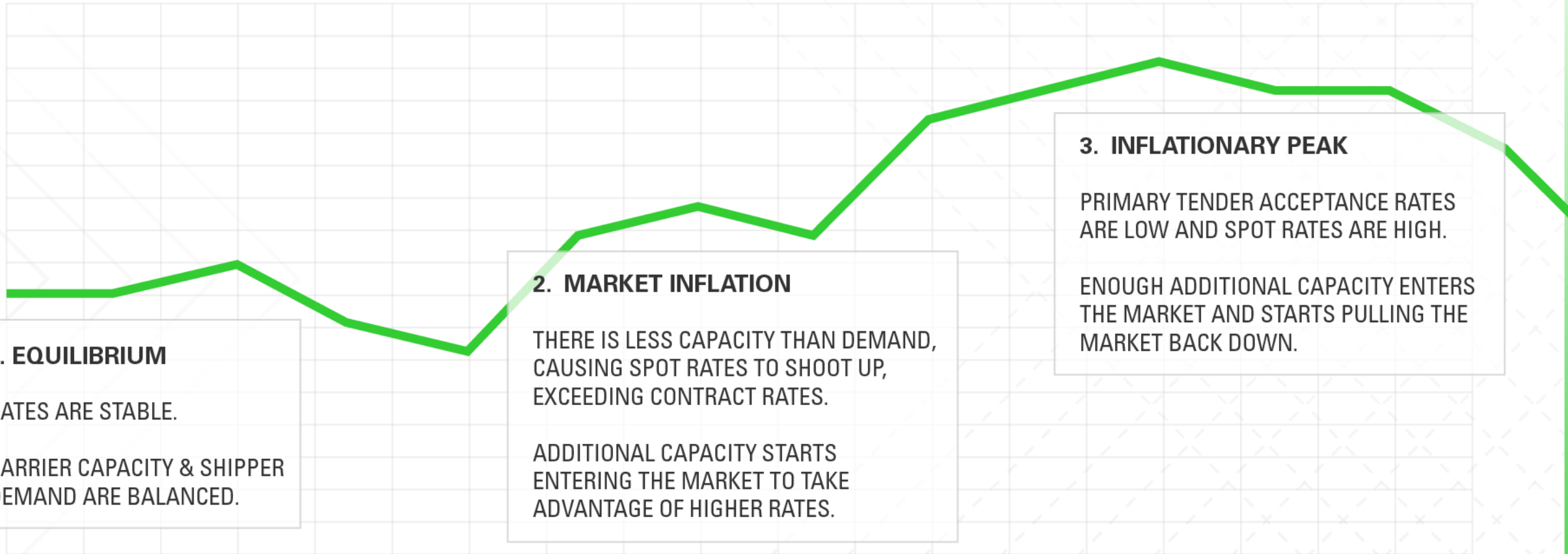
It's a story of **supply (carriers)** and demand (**shippers**).



You can measure this balancing act with the **Coyote Curve**[®], our proprietary forecasting index.

THE 7 STAGES OF A TRUCKLOAD MARKET CYCLE

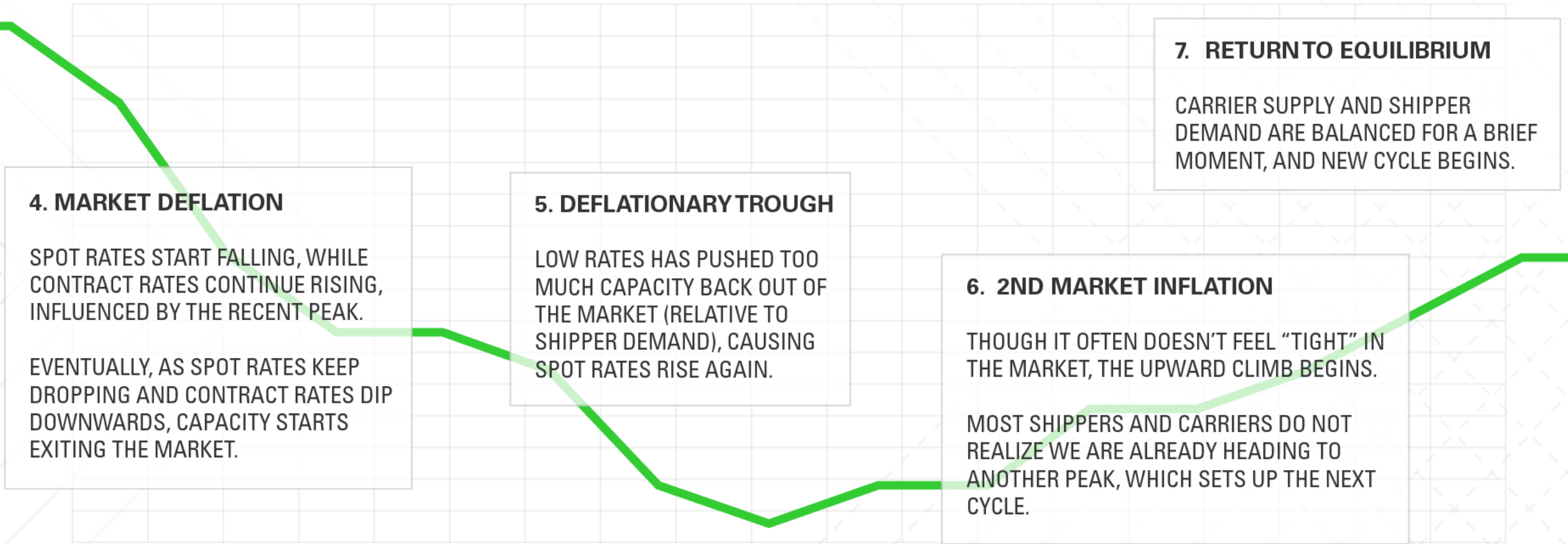
Breaking Down a Truckload Market Cycle (in 7 Steps)



1 Truckload Market Cycle = **Equilibrium > Peak > Trough > Equilibrium**

THE 7 STAGES OF A TRUCKLOAD MARKET CYCLE

Breaking Down a Truckload Market Cycle (in 7 Steps)



1 Truckload Market Cycle = **Equilibrium > Peak > Trough > Equilibrium**

More Truckload Market Resources

- [How Supply & Demand Work in the Trucking Industry](#)
- [Understanding the U.S. Truckload Market: The Complete Guide for Logistics Professionals](#)
- [Latest Coyote Curve Quarterly Market Guide](#)
- [Coyote Curve Freight Market Webinar](#)
- [Monthly Freight Market Update](#)

View all truckload market resources:
resources.coyote.com/coyote-curve

