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[Logistics Market Snapshot - November 2014](#) [1]

On 19 Nov, 2014

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A few encouraging statistics from this month's edition are as follows...

- For the second consecutive year, Georgia has been ranked the #1 state in the nation for business by *Site Selection Magazine*. In earning the top spot, the publication cited the state's many logistical advantages and cutting edge work-force training programs. The overall ranking is based on a survey of corporate site selectors and a set of criteria that includes the number of qualified new projects. (Source: *Site Selection Magazine*)
- Online sales in China are expected to more than DOUBLE from \$303.3 billion in 2014 to \$652.9 billion in 2016-2017, powered mainly by urban multi-channel shoppers and the newly emerging middle class. China's mobile shopping market is expected to reach \$163.2 billion by the end of 2017. (Source: *EnterpriseInnovation.net*)
- The average holiday shopper will spend \$804.42 this year, up nearly 5% over last year. Approximately 56% of shoppers plan to shop online, up from 51.5% in 2013, and the most in the survey's 13-year history. On average, shoppers will do 44% of their holiday shopping online. (Source: *National Retail Federation*)
- October 2014 was the best month in history for U.S. rail intermodal, originating 1,381,749 containers and trailers. Intermodal traffic in October was 4.9% higher, year-over-year, and rose 1.2% from the previous month. Intermodal loadings have experienced year-over-year gains for 59 straight months. (Source: *AAR.org*)
- Orders for heavy-duty Class 8 trucks in North America are expected to total 45,795 units in October 2014, the second-highest order month ever recorded. October orders were 87% higher than the previous month and 76% higher year-over-year. Class 8 truck orders have now had 22 consecutive months of year-over-year increases. (Source: *FTR Associates/ftassociates.com*)
- The U.S. GDP increased 3.5% in the third quarter of 2014 according to the first estimate released by the Bureau of Economic Analysis. (Source: *US BEA*)
- The Consumer Confidence Index increased to 94.5 in October 2014, up 5.5 points from the previous month. (Source: *The Conference Board*)

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