



# Transportation Industry Outlook With FreightWaves Forvis Mazars & HUB International

May 2026



# Agenda

1. Industry insights from SONAR (FreightWaves)
2. Findings from HUB International's 2026 Transportation Outlook
3. Forvis Mazars' insights on leveraging technology to compete in a volatile market





# SONAR

**Transportation Industry Outlook**

# Why is SONAR's Data Different?

**Data Fidelity:** High Frequency Supply Chain Data

**\$1.7 Trillion Dollars In Annual Freight Spend**

**1,500+ UNIQUE MARKET DATA SOURCES**

**Multimodal:** Truck, Rail, Ocean, and Air



**North America FTL**



**Global Ocean Container**

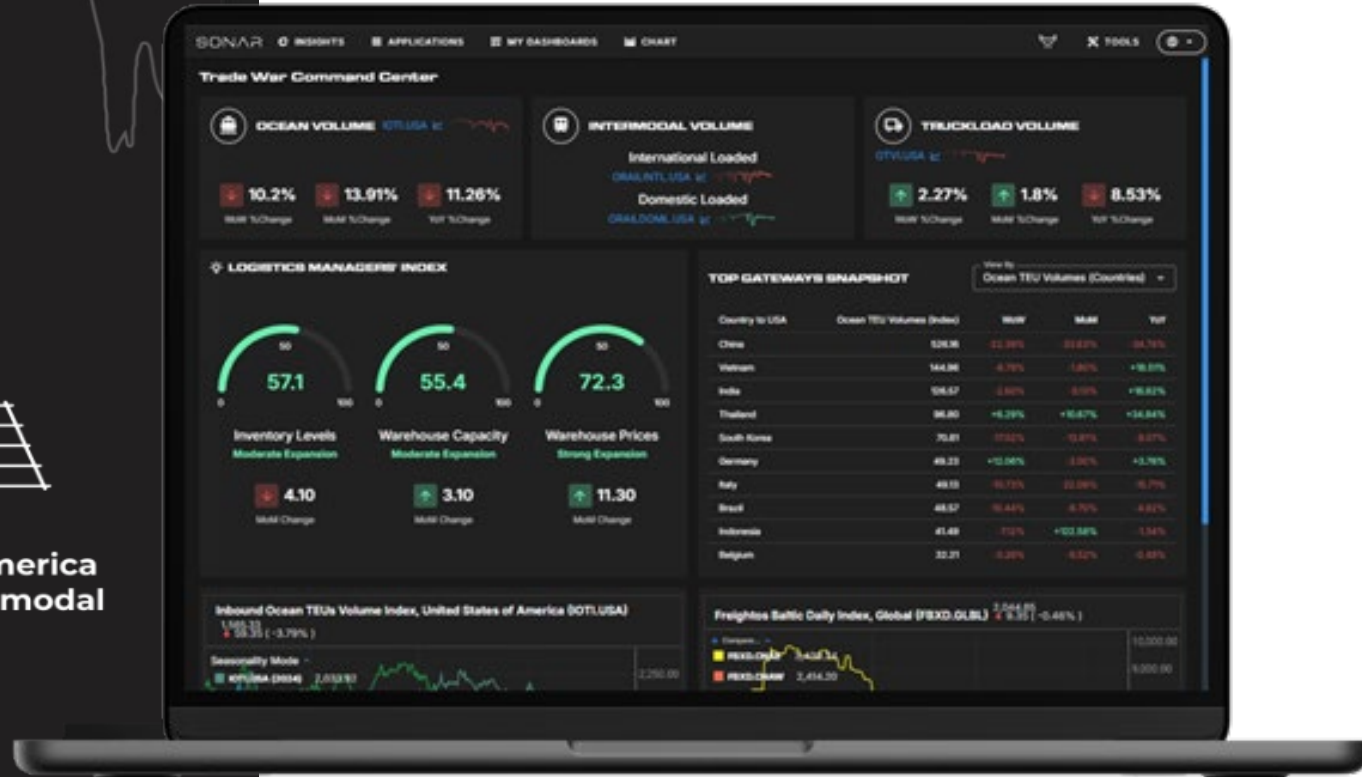


**Global Air Freight**



**North America Rail/Intermodal**

**Context:** Have a deeper understanding of the meaning and significance of the data



# RESILIENCY & FORESIGHT IN YOUR SUPPLY CHAIN REQUIRES UPSTREAM MARKET INSIGHTS



## Forecast

financial projections in the most accurate and up-to-date supply chain data



## Monitor

Improve partner collaboration regardless of freight market dynamics



## Analyse

Create dynamic pricing strategies based on freight market data



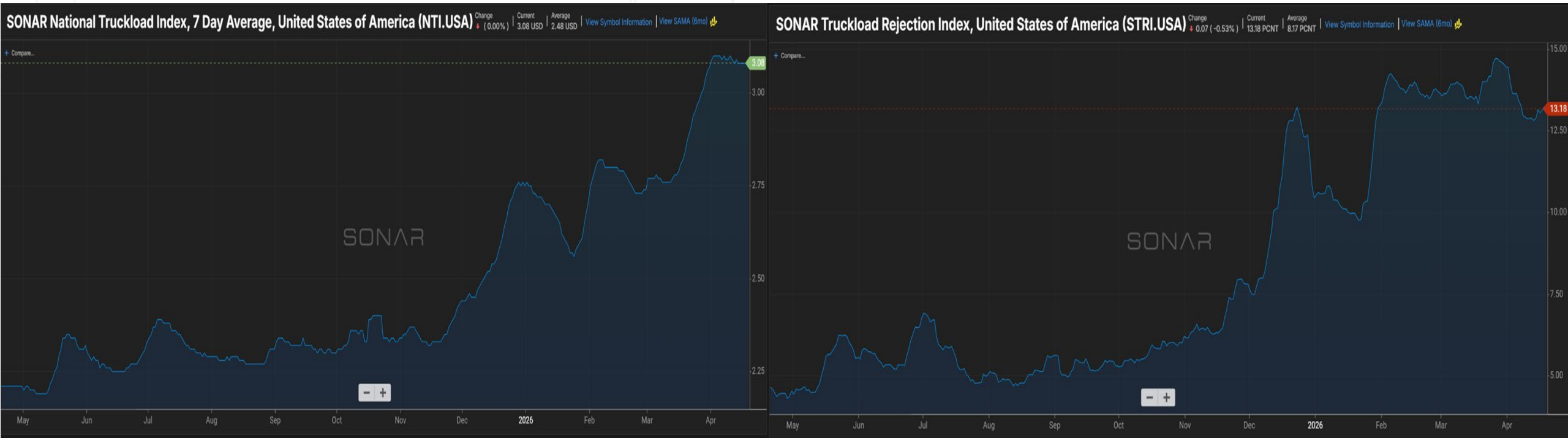
## Benchmark

Optimize transportation spend while mitigating future service delivery risks

# WHO LEVERAGES SONAR?

Shippers	Financial Institutions & Consultants	Transportation & FreightTech Providers

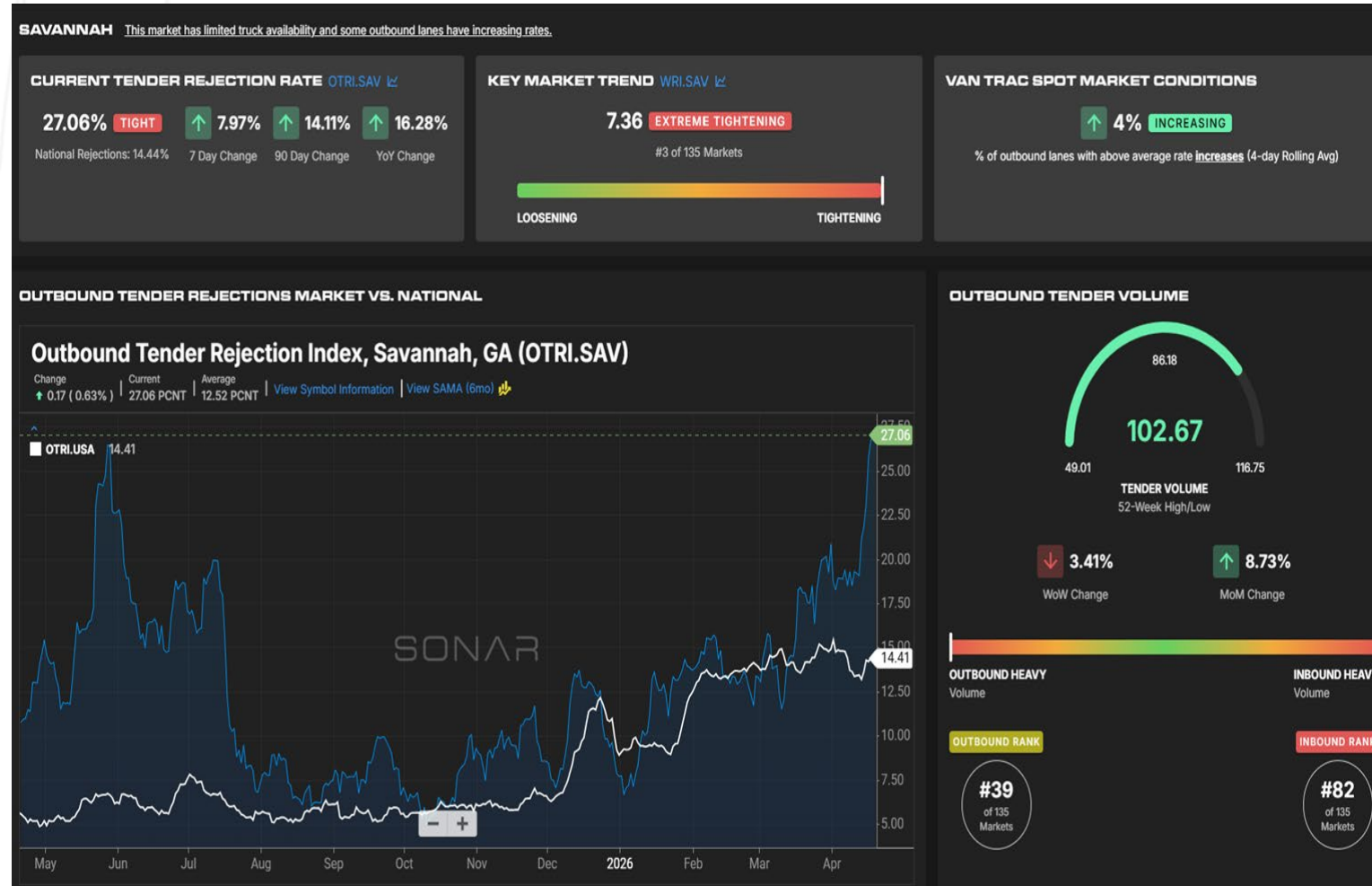
# SONAR - Supply-Side Capacity Challenges



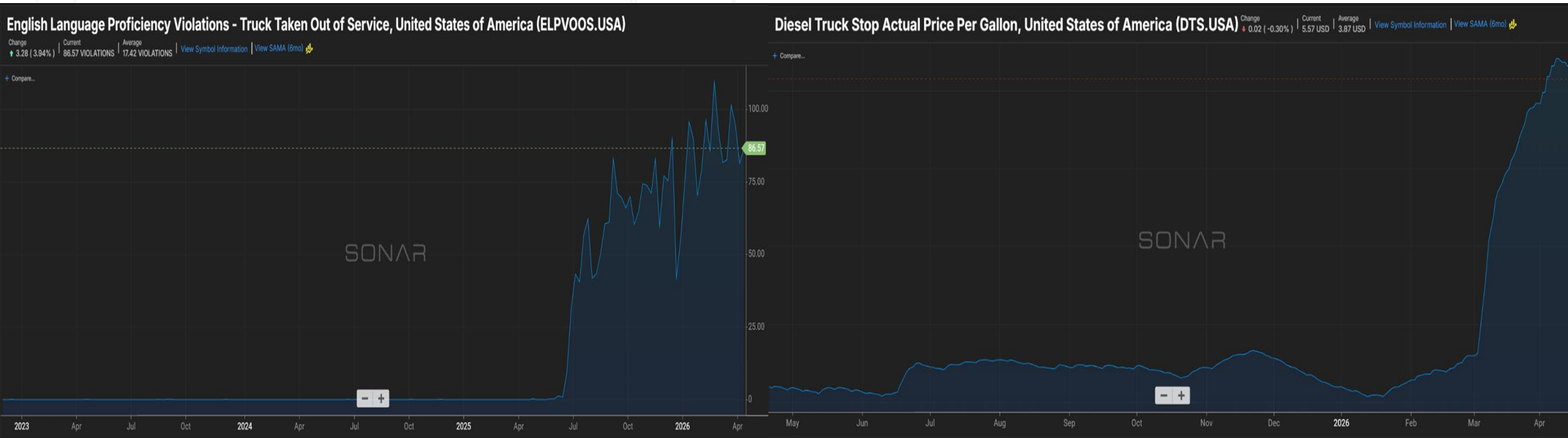
- Both National Spot Rates & Rejection Rates are the highest they have been since COVID
- Some lanes & equipment types are rejecting over 50% of the available loads
- The slow but consistent exit of capacity given the market conditions of the last years are now being felt

# Zooming in on a Market - Savannah

- Not all markets or lanes are created equal
- Savannah at 27% Rejections
- Capacity is Extremely Tight
- Volumes are on the rise
- Rates & Rejections are likely to continue to increase



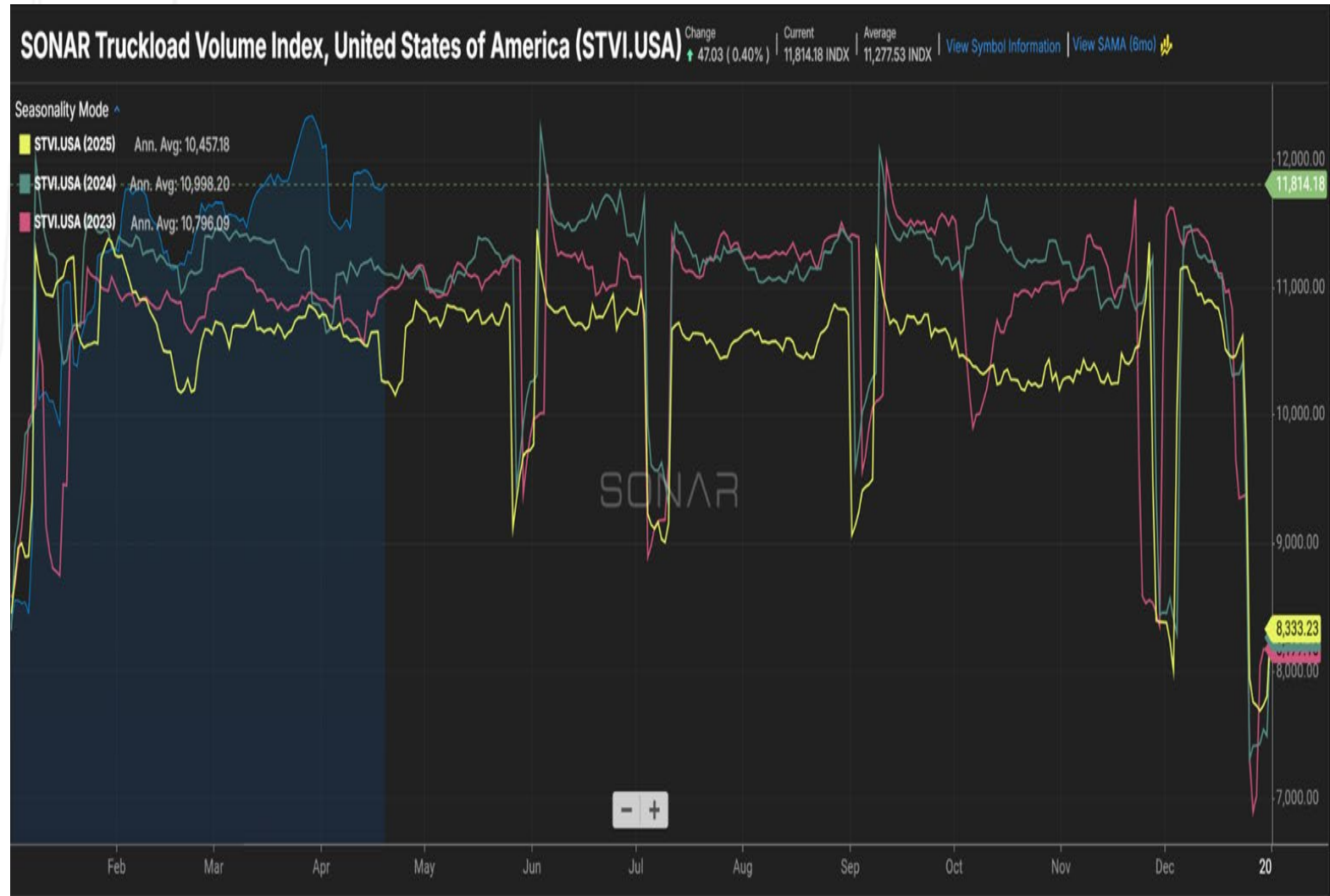
# SONAR - External Factors Making Major Impacts



- Enforcement has compounded the capacity crunch: Non-Domicile CDLs, English Language Proficiency
- Delilah Law: May impact 60,000 drivers or 20% of the market
- Increased fuel rates are causing disruptions & affecting margins

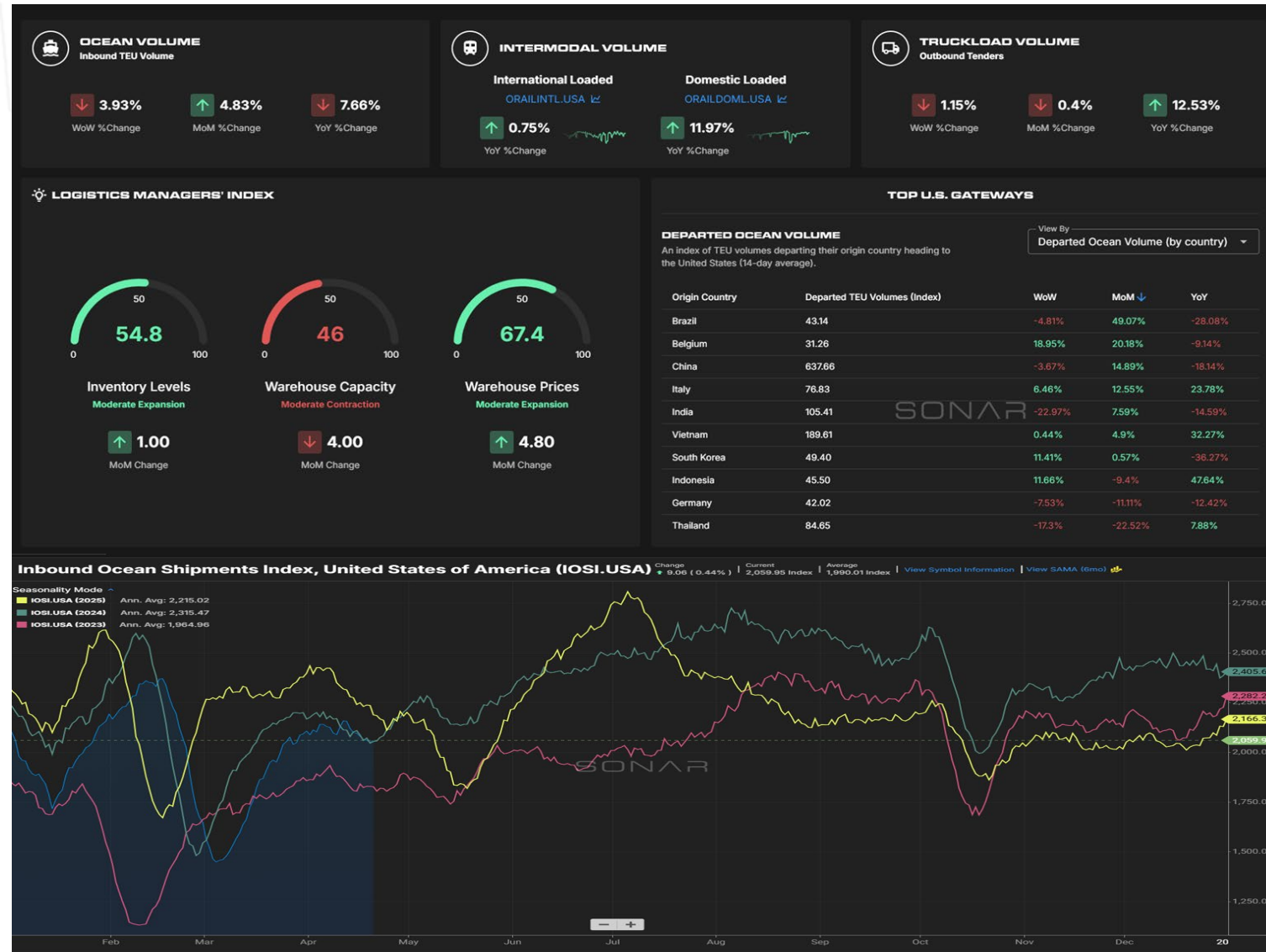
# SONAR - Tender Level Volume Index

- The x-factor seems to be volume. A surge in demand can create a super-cycle
- YTD 2026 demand has been consistently above 2023, 2024, & 2025 levels, but it has not spiked
- An additional wave of tariffs may create another pull forward



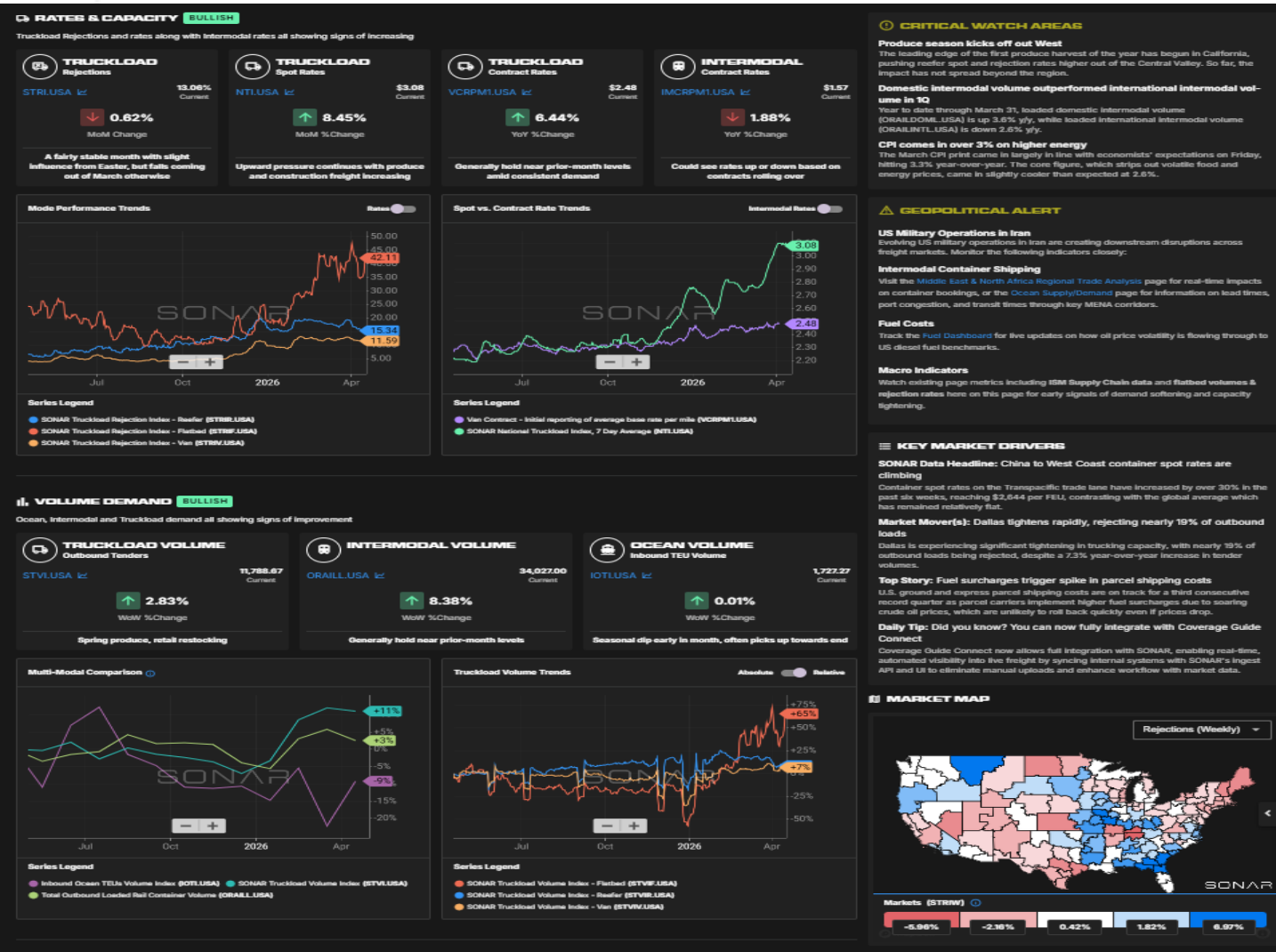
# SONAR - International Trade will Impact Domestic Freight

- Ocean Volumes hovering around 2024 levels but well below 2025
- Key Trading Partners such as Brazil, China, & India are showing strong signs of recovery
- A surge in international volumes will apply further pressure on the Intermodal & Trucking sectors



# SONAR - The Market Has Turned

- Post-Covid Supply Churn
- Weather, Enforcement, & Global Events
- Volumes starting to move
- Continued Global Uncertainty
- Additional Enforcement
- This is no longer a wait & see event, the Market has indeed turned & continues to morph





Risk & Insurance | Employee Benefits | Retirement & Private Wealth

# HUB International 2026 Outlook

Transportation



# Agenda

- 1. HUB 2026 North American Outlook  
Executive Summary**
- 2. Industry Insights**
- 3. Moving Your Organization Forward**
- 4. About HUB**

# HUB 2026 North American Outlook: From Reactive to Ready

## What is risk maturity?

An organization's ability to anticipate & manage risks with agility & awareness.

## Executive Summary

HUB's North American Outlook spotlights the top risks shaping organizational resilience & profitability each year.

As 2026 approaches, leaders surveyed across ten industries cite rising costs, cybersecurity, & regulatory risk as top threats—yet most aren't evolving fast enough to keep pace.

Only **5%** of organizations have achieved advanced risk maturity, & just **15%** believe risk management is a shared responsibility across all employees.

Building risk readiness strengthens organizational resilience & long-term performance.



**48%** of organizations lack formal business continuity plans.

Rising macro-economic pressures reinforce the need to strengthen Enterprise Risk Management (ERM) & continuity plans.



**92%** of organizations fear rising operating & labor costs, yet only **22%** feel fully confident managing them.

Heightened costs & coverage gaps call for stronger organizational protection & oversight.



**Fewer than half** of organizations meet with their broker twice a year or less.

As the risk curve steepens, regular conversations with brokers strengthens agility & confidence.



# HUB 2026 North American Outlook: From Reactive to Ready

Where are you on the risk maturity curve?

As the risk maturity curve steepens, **organizations that strengthen maturity today will be best equipped to lead tomorrow.**



## The Challenge: Closing the Risk Readiness Gap

**73%** of organizations operate with only basic risk management traits, & just **5%** have reached advanced maturity.

Low readiness leaves organizations **struggling to stay agile** in an environment where resilience is critical to success.



## The Opportunity: Advancing Risk Maturity & Confidence

As risks grow more complex, organizations that manage risk **holistically** & partner closely with advisors enhance decision-making & **position themselves to lead with confidence.**



## The Solution: Risk Management as a Strategic Advantage

HUB helps organizations anticipate exposures & **turn risk management into a strategic advantage** by:



Identifying gaps across risk areas



Strengthening governance & reporting



Building a culture of awareness & agility

# Key Takeaways: Transportation

As cost & retention challenges persist, embracing technological innovation & accelerated risk maturity can be differentiators.



**Continued cost & workforce retention pressures** create challenges, but they also create opportunities to strengthen resilience & competitiveness.



**Rising insurance premiums & operating costs** highlight the need for smarter, data-driven risk strategies.



**Technology adoption & analytics** are redefining expectations for safety, performance, & profitability.



Success in 2026 depends on how well transportation carriers **advance their risk maturity** & align operational, workforce, & technology strategies.



Downloadable Report

Outlook 2026

## Transportation

As cost and retention challenges persist, embracing technological innovation and accelerated risk maturity can be differentiators.



# Profitability

**More than half**  
of transportation companies  
said rising operating  
& labor costs  
are the biggest threat  
to their profitability.

Source: HUB International's 2026 Profitability & Resiliency Executive Survey polled 350 industry leaders & executives across North America on the issues facing them on profitability & resilience.



Data-driven insurance strategies can help offset rising costs & profitability threats.

**Rising operating & labor costs** remain the greatest threat to profitability across the industry.



**Litigation-driven premium increases continue to pressure margins**, though new tort reforms offer some relief in key states.



**Companies investing in safety, compliance, & telematics** programs are better positioned to negotiate stronger insurance terms.



**Leveraging analytics, captives, & creative risk financing** can help uncover meaningful cost savings.



# Vitality

Driver turnover rates  
exceeded  
**90%**  
across the industry.

Source: Owner-Operator Independent Drivers Association, "[A Brief Look at the Roots of High Driver Turnover in U.S. Trucking](#)," accessed Aug. 8, 2025.



Low-cost wellness & incentive programs can address driver shortage & retention challenges.

**Sustaining a healthy, committed workforce** remains one of the industry's biggest challenges.



Generational shifts call for benefits strategies that emphasize **mental health, financial wellness, & flexibility.**



**A Total Worker Health (TWH) approach** can strengthen safety, morale, & long-term workforce stability.



**Low-cost wellness tools**, from telematics-based incentives to mobile fitness & nutrition apps, deliver real impact without heavy investment.



# Resiliency

Instances of cargo theft  
rose by a record

**27%**

in 2024 & are projected  
to increase by another

**22%**

by the end of 2025.

Source: NICB.org, "[NICB Warns of Increased Cargo Theft in 2025](#)," June 25, 2025.

Natural disasters & cyber threats demand innovative risk mitigation & insurance solutions.

**Climate-related disasters & cyber threats** are reshaping how transportation companies approach risk readiness.



**Severe weather, on-lot damage, & cargo theft** demand advanced weather modeling, route optimization, & coverage reviews.



**Strengthening cyber hygiene & incident response planning** is critical to protect operations & data.



Partnering with a broker who provides **benchmarking & risk profile assessments** helps identify vulnerabilities & prioritize improvements.



# Technology

Auto insurance rates rose by as much as **20%** in Q3.

Source: HUB International 2026 Rate Outlook.



Adoption & optimization of emerging tech is non-negotiable.

Technology adoption is now an imperative, not a differentiator.



Telematics, digital first notice of loss (FNOL) systems, & dual-facing cameras are improving safety, efficiency, & claims outcomes.



Underwriters increasingly expect technology integration when setting coverage terms & pricing.



Collaborating with your broker to analyze telematics data & manage cyber exposures ensures innovation drives protection, not new risk.



# Moving Your Organization Forward

HUB transportation insurance, risk management, & employee benefits specialists are ready to help your organization develop a tailored strategy that will protect the bottom line, support your workforce, & build resiliency for 2026. Here are key areas to prioritize:

1

## Utilize your data.

Companies that work with their broker to understand their data & analytics can use that information to mitigate their risk, as well as demonstrate a strong safety performance to carriers that can result in better terms & conditions.

2

## Listen to your drivers.

Personalized benefits tailored to the needs of your drivers can help increase recruiting & retention. Find ways to connect drivers to benefits beyond health insurance, like providing access to [personal insurance solutions](#) & establishing rewards programs to incentivize good driving behavior.

3

## Invest in technology.

Embracing cameras & telematics can improve your company's resiliency for the long haul. & integrating new technologies with traditional claims & first notice of loss system data can increase roadside safety & organizational efficiency.

4

## Be transparent with your broker.

Consistent communication with your broker will help identify & mitigate issues before renewal time & position the organization in the best light. Review exposures & insurance needs at least 90 days prior to policy renewal to allow your broker to find the best coverage for your organization's needs.


# Rate Guide

HUB International analyzes proprietary national survey data & interviews commercial insurance brokers & risk services consultants throughout North America to bring you our rate report each quarter.

Outlook 2026

## Transportation

As cost and retention challenges persist, embracing technological innovation and accelerated risk maturity can be differentiators.




**Transportation Rate Guide — U.S.**

HUB International's rate guidance comprises an analysis of proprietary national survey data and interviews with HUB commercial insurance brokers and risk services consultants who specialize in the transportation industry.

On average, commercial auto, excess liability and umbrella coverages are seeing the largest rate increases as carriers need additional premiums to support increased losses and expenses. Below are projections of rate increases that we anticipate in 2026. Discuss your business exposures with your insurance broker and understand what to expect well in advance of your next renewal.

Coverage	2026 Transportation Rate Guide	Insights
<b>Commercial Automobile: One to nine vehicles</b>	+10% to +20%	Insurers are increasingly focused on geographic exposure, particularly in jurisdictions known for elevated litigation risk. Clients with vehicle concentrations in these regions are likely to face higher rates and reduced insurer appetite.  Adoption of telematics is accelerating among fleet operators, and insurers increasingly expect these technologies to be in place for fleets with fewer than 10 vehicles. Their use can help improve risk profiles and, in many cases, offset potential rate increases.
<b>Commercial Automobile: 10 or more vehicles</b>	+5% to +15% or more	Rates are driven by individual loss experience for fleets with more than 10 vehicles as opposed to where they are located. Average loss severity continues to deteriorate, with claim values increasing across all size thresholds. This trend is driven by: <ul style="list-style-type: none"> <li>o Higher rates of litigation</li> <li>o Escalating legal defense and settlement costs</li> <li>o Increasing nuclear verdicts</li> </ul> Umbrella and excess carriers are tightening underwriting requirements, often mandating higher primary liability limits for large fleets and, in some cases, for smaller fleets. When higher primary limits or buffer layers are required, overall program costs may increase significantly.
<b>Physical Damage</b>	+10% to +15%	Rate increases remain necessary to offset rising costs tied to labor, new vehicle replacement and technology-enabled parts. Materials inflation is also contributing to higher claims severity, driving up both auto physical damage and broader property damage losses.
<b>Motor Truck Cargo</b>	+5% to +15%	Rising incidents of cargo theft continue to exert upward pressure on rates. While traditional physical theft remains a significant concern, underwriters are increasingly focused on more sophisticated forms of strategic theft, which often intersect with cybersecurity vulnerabilities. Carriers are generally seeking rate increases in response, though they may demonstrate flexibility for insureds with robust risk management protocols in place.
<b>Warehouse Legal Liability</b>	Flat to +10%	Rates in this line are relatively stable due to increased adoption of anti-theft technologies, such as enhanced fraud protection protocols and advanced camera surveillance. The moving and storage industry continues to be prone to more claims activity.

HUB International Transportation Outlook Report 2026 | 9

**Download**  
**the 2026 HUB**  
**Transportation Outlook**  
 which includes the Rate Report  
 to know what to expect  
 in advance of your  
 next renewal.

# About HUB Transportation



When you partner with us, you're at the center of a vast network of experts who will help you reach your goals. For more information on how to manage your insurance costs, reduce your risk, & take care of your employees, talk to a HUB Transportation insurance specialist.

**\$2.1B**

in commercial insurance premium brokered by HUB

**58,000**

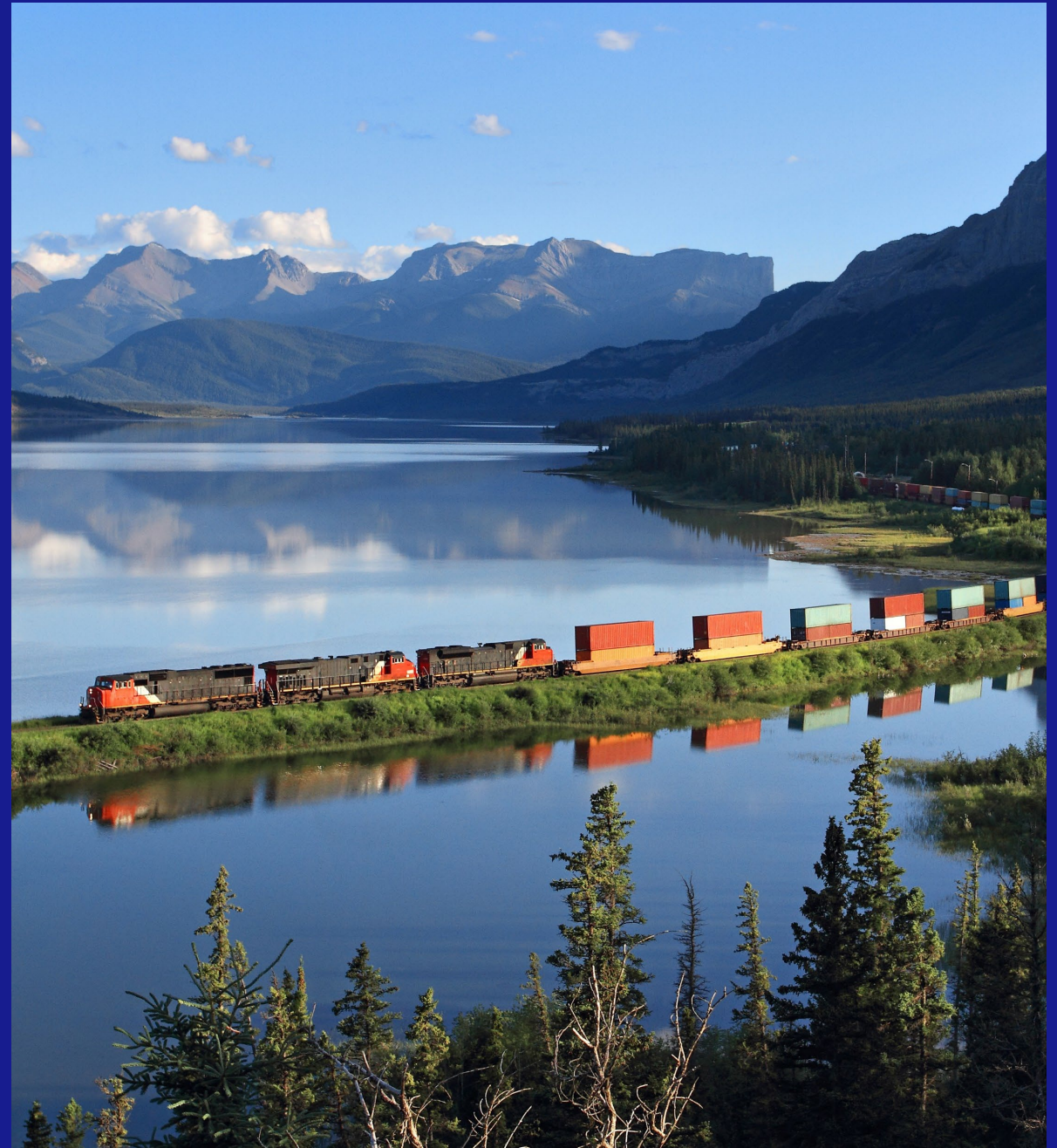
insurance policies managed

**24,000**

transportation clients

Visit [hubinternational.com](https://hubinternational.com) to learn more.

Leveraging technology to compete  
in a volatile market



# U.S. Presence

Leading U.S. Firm

**\$2.24B**

Revenue (FY 2025)\*

**76**

Markets

**30**

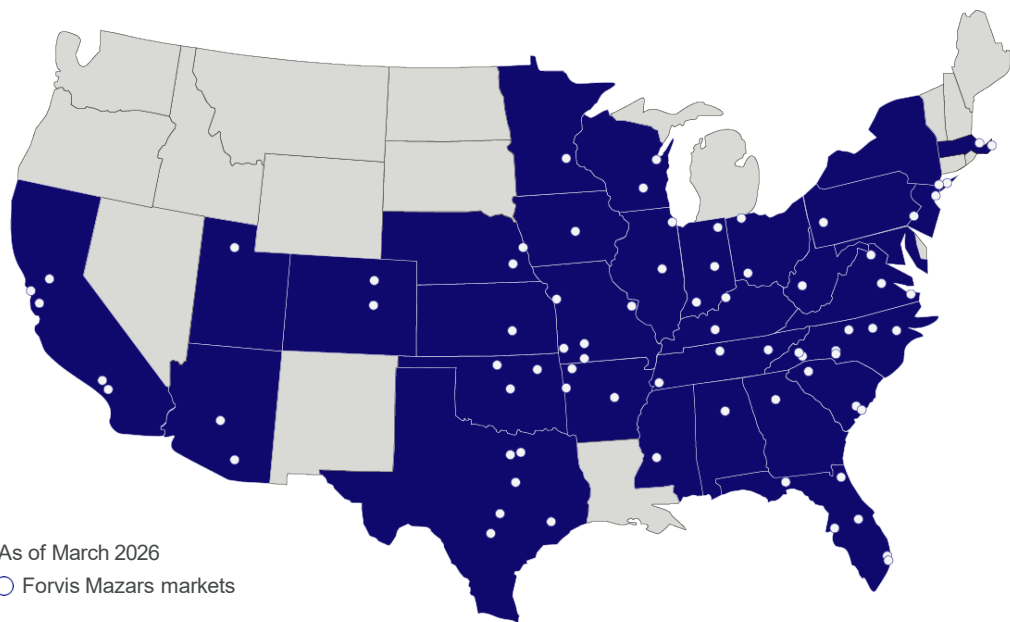
States

**600+**

Partners & Principals

**7,000+**

Employees



As of March 2026

○ Forvis Mazars markets

**Alabama**  
Birmingham

**Arizona**  
Phoenix  
Tucson

**Arkansas**  
Fort Smith  
Little Rock  
Rogers

**California**  
Irvine  
Los Angeles  
Sacramento  
San Francisco  
San Jose

**Colorado**  
Colorado Springs  
Denver

**Florida**  
Boca Raton  
Fort Lauderdale  
Jacksonville  
Orlando  
Tallahassee  
Tampa Bay

**Georgia**  
Atlanta

**Illinois**  
Chicago  
Decatur

**Indiana**  
Evansville  
Fort Wayne  
Indianapolis

**Iowa**  
Des Moines

**Kansas**  
Wichita

**Kentucky**  
Bowling Green  
Louisville

**Massachusetts**  
Boston  
Brewster

**Minnesota**  
Minneapolis

**Mississippi**  
Jackson

**Missouri**  
Branson  
Joplin  
Kansas City  
Springfield  
St. Louis

**Nebraska**  
Lincoln  
Omaha

**New Jersey**  
Iselin

**New York**  
Long Island  
New York City

**North Carolina**  
Asheville  
Charlotte SouthPark  
Charlotte Uptown  
Greensboro  
Greenville  
Hendersonville  
Raleigh

**Ohio**  
Cincinnati  
Toledo

**Oklahoma**  
Enid  
Oklahoma City  
Tulsa

**Pennsylvania**  
Philadelphia-  
Metro Area  
Pittsburgh

**South Carolina**  
Charleston  
Greenville  
Summerville

**Tennessee**  
Knoxville  
Memphis  
Nashville

**Texas**  
Austin  
Dallas  
Fort Worth  
Houston  
San Antonio  
Waco

**Utah**  
Salt Lake City

**Virginia**  
Norfolk  
Richmond

**Washington  
D.C. Metro  
Area**

**West Virginia**  
Charleston

**Wisconsin**  
Appleton  
Madison

\*FY 2025 revenue: period ending 5/31/25.

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# Competing in a Volatile Trucking Market

- Trucking is operating in a period of heightened volatility
- Rates, fuel, & capacity are changing faster than traditional processes can react
- In this environment, technology-enabled decision speed becomes a competitive advantage



# Volatility Exposes Process & Technology Gaps

- Fuel is one of the largest & most volatile operating costs
- Surcharges help recover cost, but often with delayed visibility
- Manual or lagging systems make it difficult to see margin impact in real time
- Volatility exposes where systems, data, & processes fall short



# Differentiation Isn't Volume. It's Technology-Enabled Freight Selection

- More freight does not guarantee better results
- Profitable freight requires understanding true cost-to-serve
- That insight depends on integrated operational & financial data
- Technology enables carriers to be selective, not reactive



# Why Lane-Level Visibility Requires Technology Enablement

## **Customer-level reporting alone masks profitability issues**

Lane & load-level economics require:

1. Clean data
2. Consistent definitions
3. Scalable analytics

Technology enables visibility that manual analysis cannot sustain

# Technology Enables Network-Level Decision Making

## Modern tools allow profitability to be analyzed by:

Modern tools allow profitability to be analyzed by:

- Load
- Lane
- Customer
- Geography

This visibility supports:

- Smarter pricing decisions
- Better capacity allocation
- More intentional network footprint decisions

**Technology turns data into repeatable decisions**

# Decision-Grade Data & Benchmarking

- Technology enables timely, consistent, decision-grade data
- Integrates internal performance with external market context
- Supports pricing for contract, spot, & RFP activity
- Benchmarking provides perspective beyond internal history
- Leaders gain confidence in where they truly stand



# A Technology-Enabled Operating Rhythm



**Detect:** Systems surface margin pressure early



**Diagnose:** Analytics isolate lane- & load-level drivers

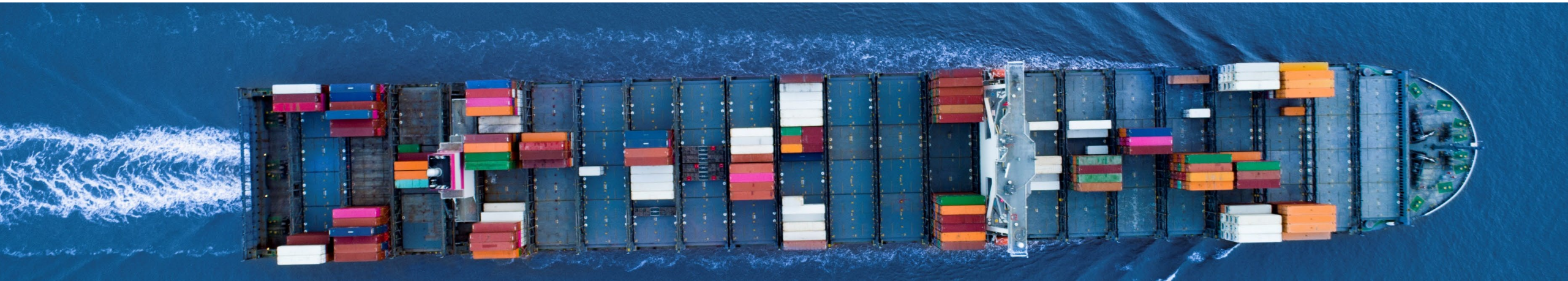


**Act:** Technology supports faster pricing, routing, & capacity decisions

**A repeatable rhythm that scales as the business grows**

# Key Takeaways

1. Volatility rewards carriers who invest in decision-enabling technology
2. Lane & network economics are only visible with the right data foundation
3. Benchmarking adds critical external perspective
4. Technology turns profitability from reactive to intentional



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