



→ North America Freight Market Insights

Freight Market Update: C.H. Robinson Edge Video – October 2026

As freight markets continue to shift, small to medium-sized businesses should be aware of key trends shaping transportation in North America. Below are three critical freight insights from [C.H. Robinson's October Edge Video](#), along with recommended action steps to help businesses navigate these challenges.

- 1) Diesel news in the headlines doesn't mean immediate savings:** New diesel supply can take time to reach the market, and some proposed solutions have limited use for trucking. Refining and supply constraints may also keep diesel prices elevated.
 - **Action:** Keep fuel and linehaul costs separate in your transportation budgeting and data to accurately monitor those trends separately. Consider ways to optimize freight to reduce fuel usage.
- 2) Become a shipper of choice by reducing driver wait time:** As capacity tightens, being a shipper of choice can make your freight more attractive to carriers. Long loading and unloading times reduce driver productivity and keep equipment from generating revenue, making loads less desirable.
 - **Action:** Track driver dwell time and look for ways to speed up check-in, loading, and unloading. A more efficient, driver-friendly experience can help your freight be more attractive as carriers become more selective.
- 3) Give carriers more time to plan and position capacity:** Last-minute and unpredictable shipments make it harder for carriers to position equipment efficiently. With fuel costs high, inefficient miles become even more expensive.
 - **Action:** Share upcoming shipping needs and tender freight as early as possible (2-5 days in advance), especially on recurring or predictable lanes, so carriers have more time to position capacity efficiently.



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C.H. ROBINSON