**The mobile robotics market: growth with differentiation**

Mobile robotics is experiencing impressive growth worldwide, with forecasts of 25% and more. But what does this mean for European companies? Wolfgang Hillinger, Managing Director of DS AUTOMOTION, explains the market situation and why a differentiated approach is essential.

**Growth with nuances**

It is undisputed that mobile robotics will shape the future of intralogistics. However, the market is technologically diversified. While track-guided automated guided vehicles (AGVs) continue to play a key role, autonomous mobile robots (AMRs) and QR bots have opened up new possibilities.

* Track-guided AGVs: Proven technology that guarantees a high level of predictability and reliable transport performance.
* AMRs: Offer more flexibility but react according to the situation and cannot guarantee a constant transport time - a challenge for intralogistics.
* QR bots: Efficient but highly specialized systems for e-commerce applications that operate in large fleets.

**European market vs. global trends**

The enormous growth of QR bots is mainly taking place outside Europe, particularly in North America and China, where space is more readily available. European companies must therefore specifically check whether their products are represented in the booming segments and whether they are active in the relevant growth markets. While the European market for AGVs and AMRs is growing steadily, growth is below the global peak values. In addition, economic fluctuations are also making themselves felt in mobile robotics.

**Company acquisitions and market consolidation**

The increasing demand for automation solutions has triggered a wave of company takeovers in recent years. Many companies are investing in start-ups or established manufacturers in order to expand their expertise in the field of autonomous robotics. The automation of warehouse processes is becoming increasingly important, particularly in light of the decreasing availability of forklift drivers.

**Conclusion: The future is automated - but differentiated**

The market for mobile robotics is growing - but not all technologies are benefiting equally. Companies must adapt their market strategy to the specific requirements of the regions and use cases. DS AUTOMOTION consistently pursues this approach and focuses on intelligent automation solutions that meet the needs of the industry.

