

## Autonomous Mobile Robots (AMR): Overcoming Adoption Mistrust of U.S. Manufacturers & New Industry Avenues to Explore

Many industries across the United States are showing a growing interest in robotics, automation, and autonomous mobile robots (AMR) to improve their supply chain processes. Currently, 52% of plants and warehouses in the U.S. are using robots or AMR units. The top 5 industries implementing AMR for their factories are Food & Beverage, Beauty & Personal Care, Pharmaceutical, Chemical, and Automotive.

Despite a high interest in AMR and robotics, many U.S. companies are still hesitant to adopt. A 2022 survey of The Robotics Group and the Warehousing Education and Research Council audiences found that 48% "have no plans to use robots at this time."



Geek+ AMR (MP1000R) working in a manufacturing environment.

Facilities hesitate to adopt automation due to a need for internal robotics expertise and experience, concerns about achieving ROI, and securing funding for a robotics project. Other concerns include the inability to identify a realistic use case with a reasonable justification, the potential of disruption to operations, long lead times from concept to final project delivery, and cultural issues.

To best overcome adoption hesitation in the U.S. market, Korean innovators must be aware of the common mistakes that developers make and strategies for promoting credibility.

Industry thought leader Jonathan Cortellacci, Head of Innovations at Geek+ Americas, further explains that "the vast majority of buyers are still doing manual picking, even in warehousing. Our industry will rise as a whole if buyers can see more successful providers and reference sites."

One critical problem for AMR vendors is a need for U.S.-based locations that enable prospects to test technologies directly. Prospects want to see the technology in action to ensure it works. Korean developers should seek to open local reference sites for potential partners to trial their products in the U.S. year-round instead of relying on trade show exhibitions.



*Jonathan Cortellacci*  
*Head of Innovations at Geek+ Americas*

However, location alone is not enough, Cortellacci notes. There must be more successful implementation cases amongst AMR providers on the market. Potential partners want to see evidence of success in multiple real-world use cases before taking the risk.

According to Cortellacci, although implementation is steadily rising in local plants, AMR and automation adoption is still relatively new across different U.S. industries. The market is almost untapped, providing potential areas of opportunity for Korean companies.

Currently, "80% of existing installations are meeting or exceeding their ROI targets. Yet AMR/AGV implementations are not numerous. Yes, everyone is investigating, but still larger warehousing and manufacturing companies look at installation as a risk to operations. And they are not willing to take the risk," he claims.

For additional implementation cases, AMR developers can seek alternative industries outside of warehousing and manufacturing. Currently, the U.S. healthcare industry is experiencing staffing shortages of 40% in 2023. Other high-need industries are experiencing similar challenges. AMR can serve as a key solution to reduce the burden of these challenges while simultaneously forming high implementation rates for manufacturing and warehousing targets in the long-term.

According to a survey by TechRepublic, healthcare, agriculture, transportation, mining, and telecommunications are among the top industries expected to increase AMR adoption. These high-need industries face many challenges in 2023, including labor shortages and supply chain disruptions.



Geek+'s AMR (MPI000R) working in a manufacturing environment

AMR vendors should focus on creating use cases in these industries to find more opportunities for entry into the U.S. International vendors should also provide options for potential U.S. partners to experience the automated technology in-person.

Ultimately, the interest and demand for automation and AMR exist, and vendors must battle misconceptions through real-world, real-time evidence. International AMR vendors must offer use cases and in-person opportunities to target industries to eliminate mistrust and boost sales.

*-Content by the BDMT Global Team*

*If you have these products and need a free consultation, contact [sim@bdmtglobal.com](mailto:sim@bdmtglobal.com)*