



The 2025 Global Sourcing Outlook: Survey Insights

Dragon Sourcing presents a deep-dive analysis based on global sourcing survey data and industry insights from leading procurement professionals. This document highlights the major trends, priorities, and risks shaping procurement strategies in 2025.

Sourcing Strategies & Priorities:

Procurement leaders in 2025 are prioritizing cost reduction, supplier diversification, and ESG compliance. Approximately 70% of organizations report sourcing diversification across multiple regions to reduce risk. Sustainability is growing in importance, with 64% aligning procurement with company-wide ESG goals. Digital transformation is also prominent, with heavy investments in analytics, AI, IoT, and ESG tracking tools.

Risks & Challenges:

The most cited risks for 2025 are geopolitical instability, inflation, supplier reliability, and regulatory changes. About 55% of organizations list trade tensions and cost volatility as major concerns. New compliance regulations and sustainability laws add complexity to sourcing decisions.

Regional Sourcing Landscape:

While China remains dominant, sourcing is gradually shifting to alternatives like Vietnam, India, and Mexico. 66% of companies continue sourcing from China, while Mexico and Turkey gain traction for nearshoring, especially in the U.S. and EU. EU buyers are



increasingly turning to Turkey and Eastern Europe to shorten supply chains.

Supplier Discovery & Validation:

Over 80% of firms report difficulty identifying ESG-compliant suppliers in emerging markets. Digital verification tools such as blockchain and collaborative audit platforms are helping improve traceability. Collaborative audits and shared compliance platforms reduce duplication and enhance data reliability.

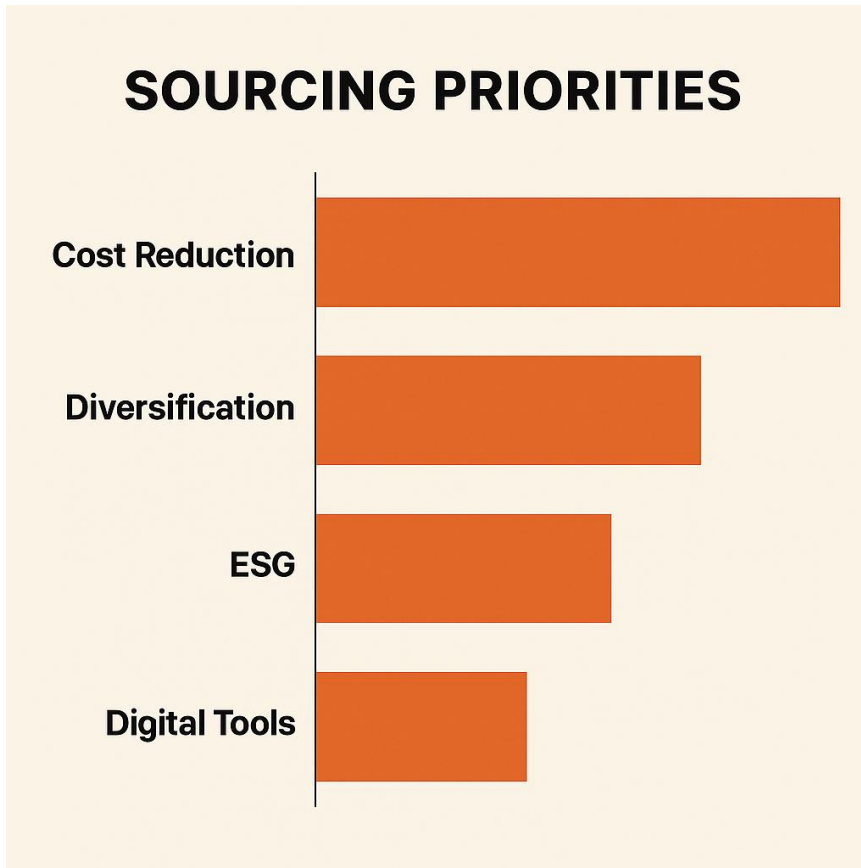
Technology & ESG Integration:

About 59% of CPOs are allocating 6–15% of their budget for procurement tech. AI, analytics, and sustainability tools are increasingly integrated into sourcing platforms. Organizations are using these tools to track ESG compliance and reduce risks in supplier selection.

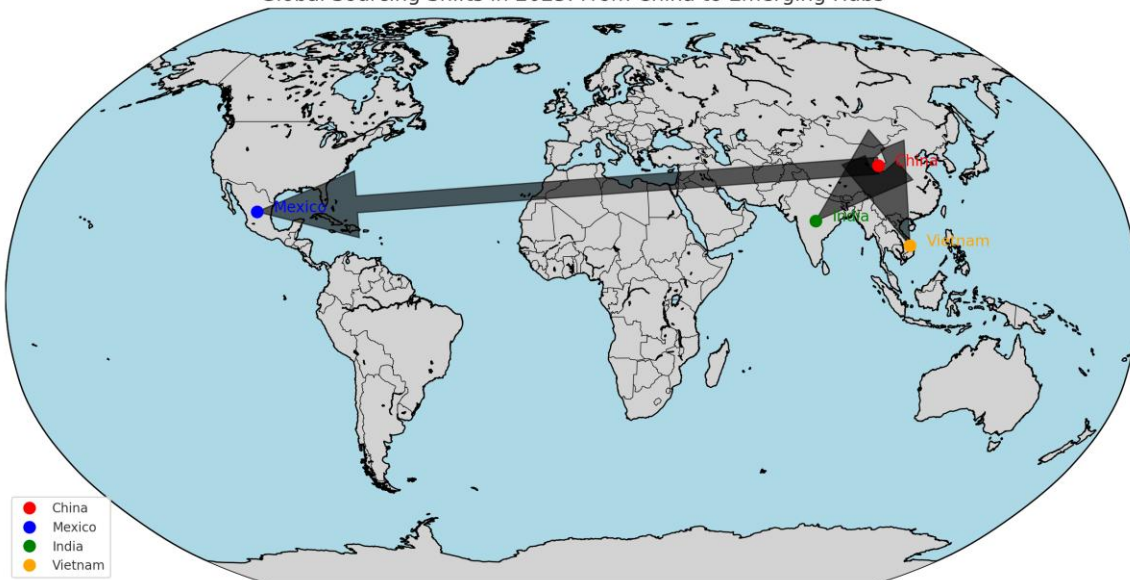
Sample Survey Data Table:

Procurement Focus Area	Percentage of Respondents	Trend
Cost Reduction	78%	High Priority
Supplier Diversification	70%	Increasing
ESG Compliance	64%	Growing Focus
Use of Digital Tools	59%	Strong Adoption

Survey Trend Chart:



Global Sourcing Shifts in 2025: From China to Emerging Hubs





References:

- QIMA Global Sourcing Survey (H1 2025)
- EY Global CPO Survey 2025
- The Hackett Group Procurement Key Issues Study
- Deloitte Global CPO Survey 2024-2025
- Inspectorio State of Supply Chain Survey 2025
- Procurement Magazine Industry Insights
- Oxford Economics & Proxima Supply Risk Index
- McKinsey & Company Procurement Reports