

Why Are Air Cargo Rates So High?

by Michelle Kelley - Friday, October 12, 2012

Client Alert

What's behind the recent upswing in air cargo rates?

It's Apple's newest iPhone, according to Supply Chain Digital.

"The launch of the latest Apple iPhone is expected to dramatically skew air freight rates for the current quarter," writes Ella Copeland of Supply Chain Digital.

Back in March, when Apple released the new iPad, "air freight rates rose by 20%," according to Copeland.

The impact of product launches for smartphone and tablet devices is so significant, that the Federal Reserve mentioned it in their quarterly report, writes Copeland.

[Supply Chain Digital-iPhone 5 Demand Results in Air Freight Cost Increase](#)



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