



The Mobile Robot Company

Knowledge Center — Markets We Serve · 2026-08-04

<https://info.mobilerobot.com/company/about/markets-we-serve>

Markets We Serve

The Mobile Robot Company focuses on horizontal, indoor pallet flows in [goods receiving](https://info.mobilerobot.com/applications/industries/goods-receiving/), [storage](https://info.mobilerobot.com/applications/industries/goods-receiving/), production, [staging](https://info.mobilerobot.com/applications/use-cases/buffer-and-staging-management/), [cross-docking](https://info.mobilerobot.com/applications/use-cases/cross-docking/), and shipping. This page describes the market it addresses and the customers it serves.

A large, lightly automated market

Pallet transport is [one of the biggest and least automated activities](https://info.mobilerobot.com/documentation/concepts/pallet-automation-fundamentals/) in intralogistics:

- more than one million pallet jacks are sold worldwide each year;
- more than 300,000 are sold in Europe annually;
- more than six million people use pallet jacks in daily work;
- only about 1% of pallet handling is automated.

The target is the remaining, mostly manual segment — especially SMEs with one to five operators, single-shift economics, and insufficient budget, time, or resources for a full automation project.

Primary customer segments

- [small and medium manufacturers](https://info.mobilerobot.com/applications/industries/manufacturing/);
- [warehouse operators](https://info.mobilerobot.com/applications/industries/warehousing/) with approximately one to five pallet-jack operators;
- single-shift facilities that cannot justify a large automation project;
- small [third-party logistics](https://info.mobilerobot.com/applications/industries/third-party-logistics/) providers;
- [grocery and FMCG distribution](https://info.mobilerobot.com/applications/industries/grocery-and-fmcg/);

- [e-commerce and fulfillment operations](https://info.mobilerobot.com/applications/industries/e-commerce-and-fulfillment/) (<https://info.mobilerobot.com/applications/industries/e-commerce-and-fulfillment/>);
- larger sites with many [local work cells](https://info.mobilerobot.com/applications/use-cases/local-work-cell-automation/) (<https://info.mobilerobot.com/applications/use-cases/local-work-cell-automation/>) or changeable flows;
- [brownfield sites](https://info.mobilerobot.com/applications/use-cases/brownfield-automation/) (<https://info.mobilerobot.com/applications/use-cases/brownfield-automation/>), seeking incremental automation.

Application sectors

Manufacturing and [internal production logistics](https://info.mobilerobot.com/applications/industries/internal-production-logistics/) (<https://info.mobilerobot.com/applications/industries/internal-production-logistics/>); warehousing and goods receipt; third-party logistics; grocery and FMCG distribution; e-commerce fulfillment; and local material-flow cells inside larger sites. Concrete deployment patterns are described in the [Applications section](https://info.mobilerobot.com/category/applications/) (<https://info.mobilerobot.com/category/applications/>).

Customer problems the company addresses

- [repetitive operator walking](https://info.mobilerobot.com/applications/results/reduction-in-manual-walking/) (<https://info.mobilerobot.com/applications/results/reduction-in-manual-walking/>) and non-value-added transport;
- [labor shortages and high labor dependency](https://info.mobilerobot.com/applications/results/labor-reallocation/) (<https://info.mobilerobot.com/applications/results/labor-reallocation/>);
- unsafe or tiring manual movement;
- large cost and integration barriers to full automation;
- process rigidity and slow reconfiguration;
- variable layouts, [temporary storage](https://info.mobilerobot.com/applications/use-cases/temporary-storage/) (<https://info.mobilerobot.com/applications/use-cases/temporary-storage/>), and changing SKU mix;
- desire for fast, measurable ROI without infrastructure overhaul.

Geographic reach

The [J1600](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>) is [available worldwide](https://info.mobilerobot.com/partners/become-a-partner/country-availability/) (<https://info.mobilerobot.com/partners/become-a-partner/country-availability/>), including in the United States, Canada, Australia, and China. By June 2026 the company had distributor partnerships in eight countries. Availability and commercial terms in a specific country are confirmed through the company or a local partner — see [Growth](#)

[and International Expansion](https://info.mobilerobot.com/company/history/growth-and-international-expansion/) (<https://info.mobilerobot.com/company/history/growth-and-international-expansion/>).

Why this market fits the product

The [dual-mode](https://info.mobilerobot.com/products/j1600/dual-mode/) (<https://info.mobilerobot.com/products/j1600/dual-mode/>) J1600 is a low-threshold bridge between manual pallet trucks and classic [AGVs and AMRs](https://info.mobilerobot.com/documentation/concepts/mobile-robot-terminology/) (<https://info.mobilerobot.com/documentation/concepts/mobile-robot-terminology/>). Its advantage is not maximum autonomy; it is the combination of familiar manual control, autonomous travel, rapid setup, and a [lower integration burden](https://info.mobilerobot.com/applications/results/lower-integration-complexity/) (<https://info.mobilerobot.com/applications/results/lower-integration-complexity/>) — a fit for operations that need productivity gains without redesigning their workflows. See [Our Approach to Automation](https://info.mobilerobot.com/company/about/our-approach-to-automation/) (<https://info.mobilerobot.com/company/about/our-approach-to-automation/>).