

Summary Report of Best Container Liner Award 2025

Thai National Shippers' Council (TNSC) has organized the **Best Container Liner Award** project to evaluate the service quality of container shipping lines. The initiative reflects the opinions of service users — including exporters, importers, and logistics service providers — regarding their satisfaction and assessment of shipping line service quality. In 2025, the project marks its **10th anniversary** and is conducted under the TNSC Maritime Transport Committee which Mr. Dhanakorn Kasetsuwan, TNSC Chairman, serves as the project's advisor, while Mr. Arun Hattaratch, TNSC Vice President, serves as Chairman of the Committee.

Objectives of the Best Container Liner Award Project

1. To compile a database of container shipping lines that offer high-quality services on each route — providing useful information for TNSC members and the general public to support their decision-making in selecting shipping services.
2. To inform business operators that beyond freight rates, service quality is also an important factor that should be considered when selecting shipping lines.
3. To present awards to shipping lines with outstanding service on each route, thereby encouraging them to continuously improve service quality across various dimensions.

Assessment Criteria

The assessment is based on **7 key areas**, as follows:



1. Reliability
 - o Trustworthiness and timeliness of vessel arrivals and departures.
2. Service Quality
 - o Quality of customer service, including staff responsiveness, ability to provide guidance, and the use of information systems to support operations.

3. Cost of Service

- Fairness in pricing and clear disclosure of service charges.

4. Traceability

- Ability to track and monitor container status, including accurate updates on vessel arrivals and departures.

5. Availability

- Adequate space availability on vessels and availability of empty containers during peak periods.

6. Speed and Accuracy of Document Issuance

- Accuracy and timeliness of documentation, including correctness of billing and invoicing.

7. Lost / Damage

- Occurrence of loss or damage during transport, and the responsiveness in handling claims when incidents occur.

2025 Survey Results Summary

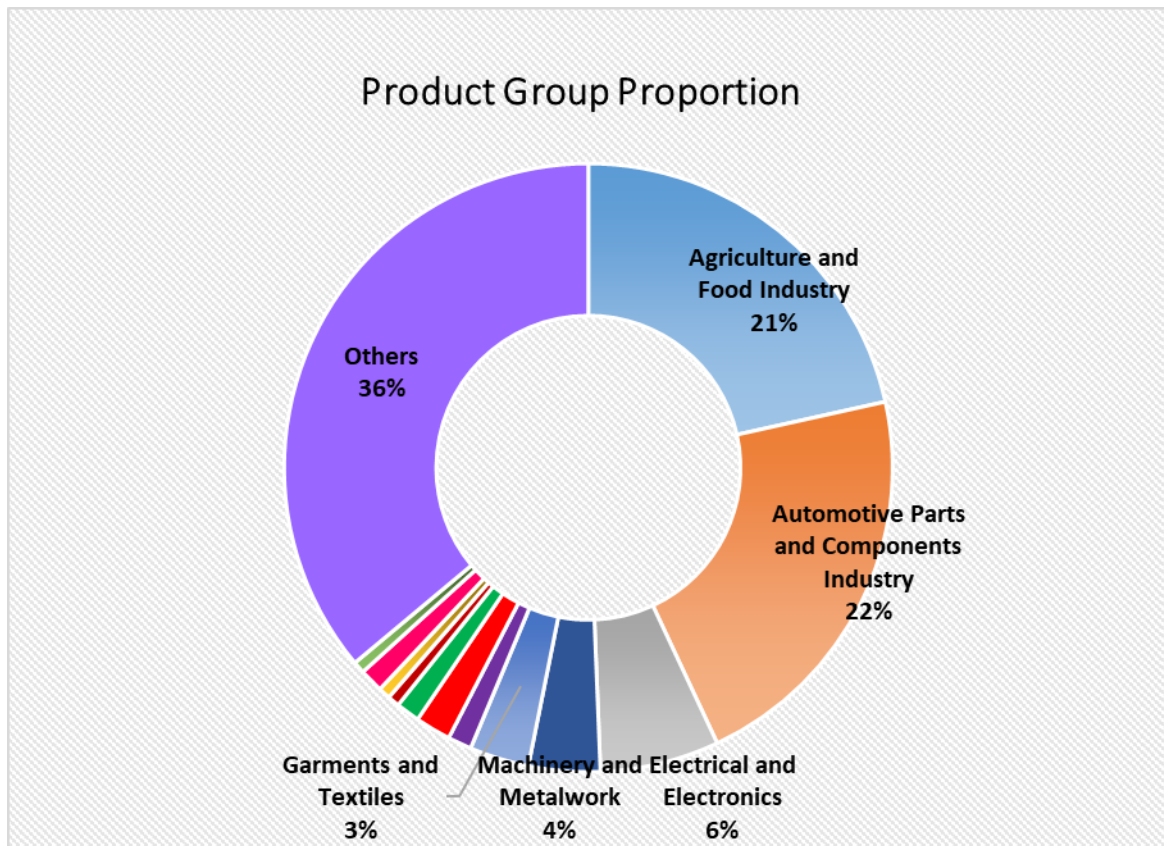
The customer satisfaction evaluation of container shipping services was conducted across Thailand's key shipping routes:

- USA
- North Europe
- Middle East
- Intra-Asia & ASEAN
- Australia/New Zealand
- Latin America & Central America
- Mediterranean & North Africa
- West & South Africa

Data was collected through questionnaires distributed to members of the Thai National Shippers' Council (TNSC), container shipping service users, and various trade associations. A total of 565 responses were received.

Product Segment Breakdown of Respondents

- Automotive Parts & Components: 22% (Largest group)
- Agricultural & Food Industry: 21%
- Electrical & Electronics Industry: 6%
- Others: 36%



Service Usage Proportions

From the total number of survey responses:

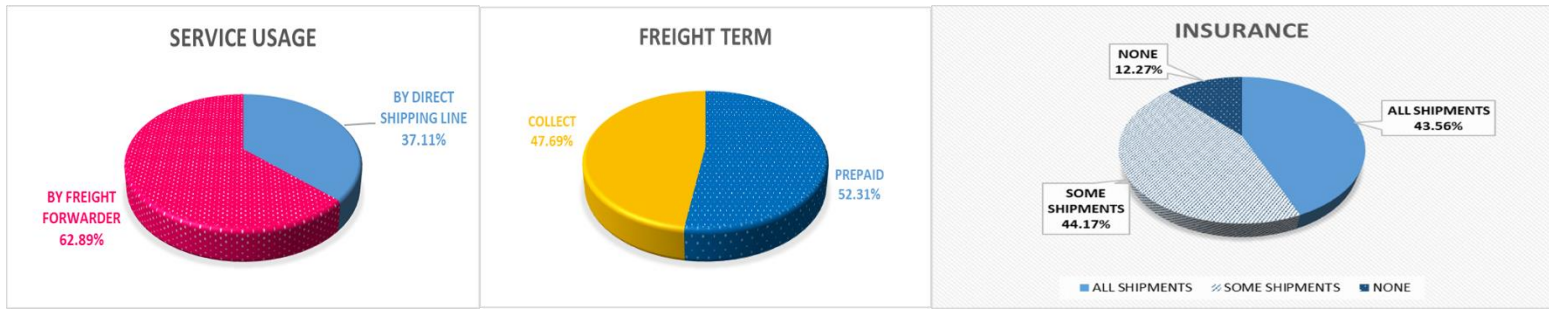
- **37.11%** of exporters deal **directly** with shipping lines.
- **62.89%** of exporters use services **through freight forwarders**.

Regarding payment responsibility:

- **52.31%** of exporters are responsible for paying the freight charges (i.e., shipments under **C&F or CIF terms**).
- **47.69%** of exporters are **not responsible** for freight charges (i.e., shipments under **FOB terms**).

As for **cargo insurance coverage**:

- **43.56%** of exporters **insure every shipment**.
- **44.17%** insure **only some shipments**.
- **12.27%** **do not insure** their shipments at all.

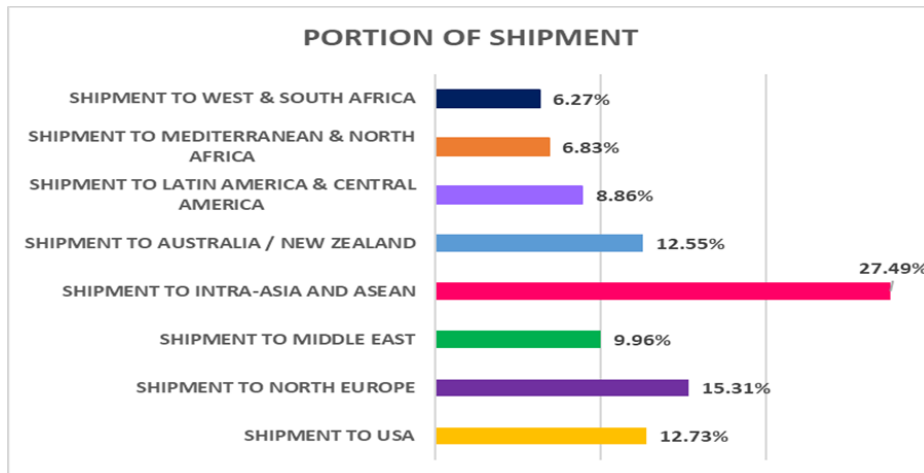


Shipment Proportions

The top three shipping routes by volume are:

1. Intra-Asia and ASEAN – 27.49%
2. North Europe – 15.31%
3. USA – 12.73%

These represent the routes with the highest shipment volumes based on survey responses.



Best Container Liner Award 2025 – Winning Results Summary

Based on the compiled satisfaction scores from service users for each shipping route, the shipping lines with the highest satisfaction ratings across 8 major routes are as follows:

- North America Route: Awarded to ONE
- North Europe Route: Awarded to OOCL
- Middle East Route: Awarded to Evergreen
- Intra-Asia and ASEAN Route: Awarded to HEUNG-A
- Australia / New Zealand Route: Awarded to HAPAG-LLOYD
- Latin America & Central America Route: Awarded to WAN HAI
- Mediterranean & North Africa Route: Awarded to COSCO
- West & South Africa Route: Awarded to ONE

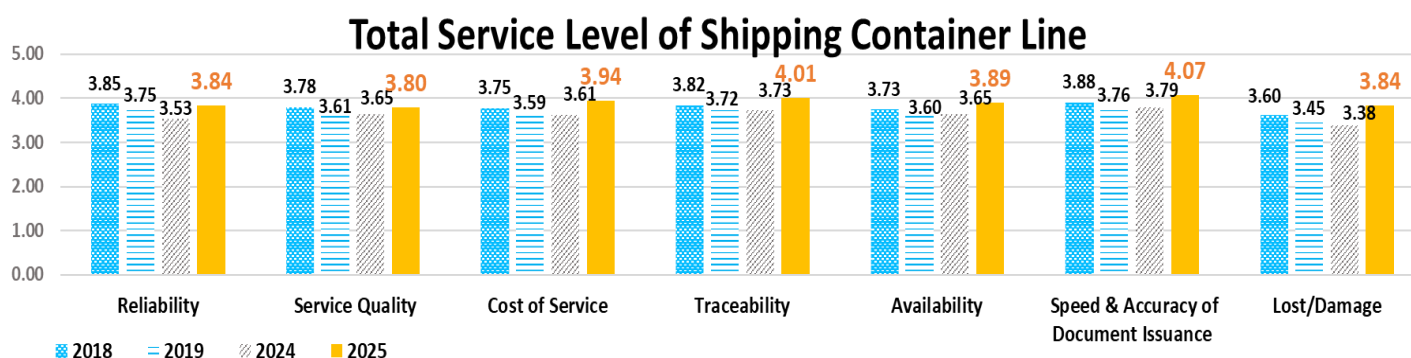
Overall Average Score Table by Route

For the year 2025, the evaluation covered 8 major shipping routes, including: USA, North Europe, Middle East, Intra-Asia & ASEAN, Australia/New Zealand, Latin America & Central America, Mediterranean & North Africa and West & South Africa.

As a result, there were 8 awards presented to the shipping lines that achieved the highest customer satisfaction scores for each respective route. The evaluation was based on 7 criteria, and the summary of satisfaction scores for each shipping line on each route is shown in the following table.

Route	Rank	2025	Overall Average Score	Average Overall Scores by Evaluation Criteria						
				Reliability	Service Quality	Cost of Services	Traceability	Availability	Speed and Accuracy of Document Issuance	Lost/Damage
North America	1	ONE	3.82	3.776	3.781	3.736	3.966	3.747	4.000	3.819
	2	MSC	3.51	3.278	3.528	3.593	3.556	3.593	3.630	3.263
	3	MAERSK	3.45	3.818	3.337	3.091	3.636	3.636	3.667	3.259
North Europe	1	OOCL	4.08	4.125	4.036	4.000	4.188	4.167	4.238	3.964
	2	EVERGREEN	3.95	3.786	3.954	4.095	4.071	3.857	4.167	3.690
	3	ONE	3.94	3.781	3.976	4.104	4.125	3.756	4.042	3.750
Middle East	1	EVERGREEN	3.96	3.938	3.949	4.042	4.188	4.167	3.708	3.846
	2	OOCL	3.94	3.750	3.896	4.000	4.000	4.000	3.778	4.125
	3	COSCO	3.85	3.500	3.667	3.857	3.900	3.933	4.267	4.000
Intra-Asia and ASEAN	1	HEUNG-A	4.56	4.100	4.526	4.467	4.700	4.733	4.667	4.688
	2	RCL	4.22	3.700	4.108	4.133	4.400	4.429	4.533	4.429
	3	YML	4.06	3.571	3.855	4.316	4.500	4.143	4.429	3.950
Australia/ New Zealand	1	HAPAG-LLOYD	4.50	4.500	4.457	4.333	4.600	4.400	4.786	4.563
	2	OOCL	4.20	4.400	4.207	4.267	4.367	4.044	4.467	3.750
	3	MAERSK	4.17	4.313	3.921	4.292	4.188	4.375	4.542	4.042
Latin America & Central America	1	WAN HAI	4.28	4.500	4.150	4.400	4.500	4.267	4.600	4.000
	2	ONE	4.11	3.792	4.186	4.222	4.250	4.111	4.030	4.030
	3	EVERGREEN	3.98	3.917	4.023	3.722	3.750	3.889	4.278	4.167
Mediterranean & North Africa	1	COSCO	4.31	4.333	4.333	4.056	4.500	4.278	4.556	4.125
	2	MSC	4.27	4.250	4.177	4.375	4.250	4.250	4.375	4.320
	3	ONE	4.26	4.375	3.984	4.333	4.313	4.417	4.545	4.375
West & South Africa	1	ONE	4.09	4.188	3.984	4.083	4.375	4.000	4.292	4.000
	2	MAERSK	3.40	3.429	3.273	3.429	3.571	3.238	3.429	3.652
	3	CMA CGM	3.09	3.000	2.750	3.333	3.200	3.333	3.400	3.150

Comparison of Overall Average Satisfaction Levels by Evaluation Criteria (2018–2025)



Remark: The Best Container Liner Award survey has been conducted continuously, except for a temporary suspension during the COVID-19 pandemic between 2020 and 2023. The survey resumed in 2024 and continues thereafter.

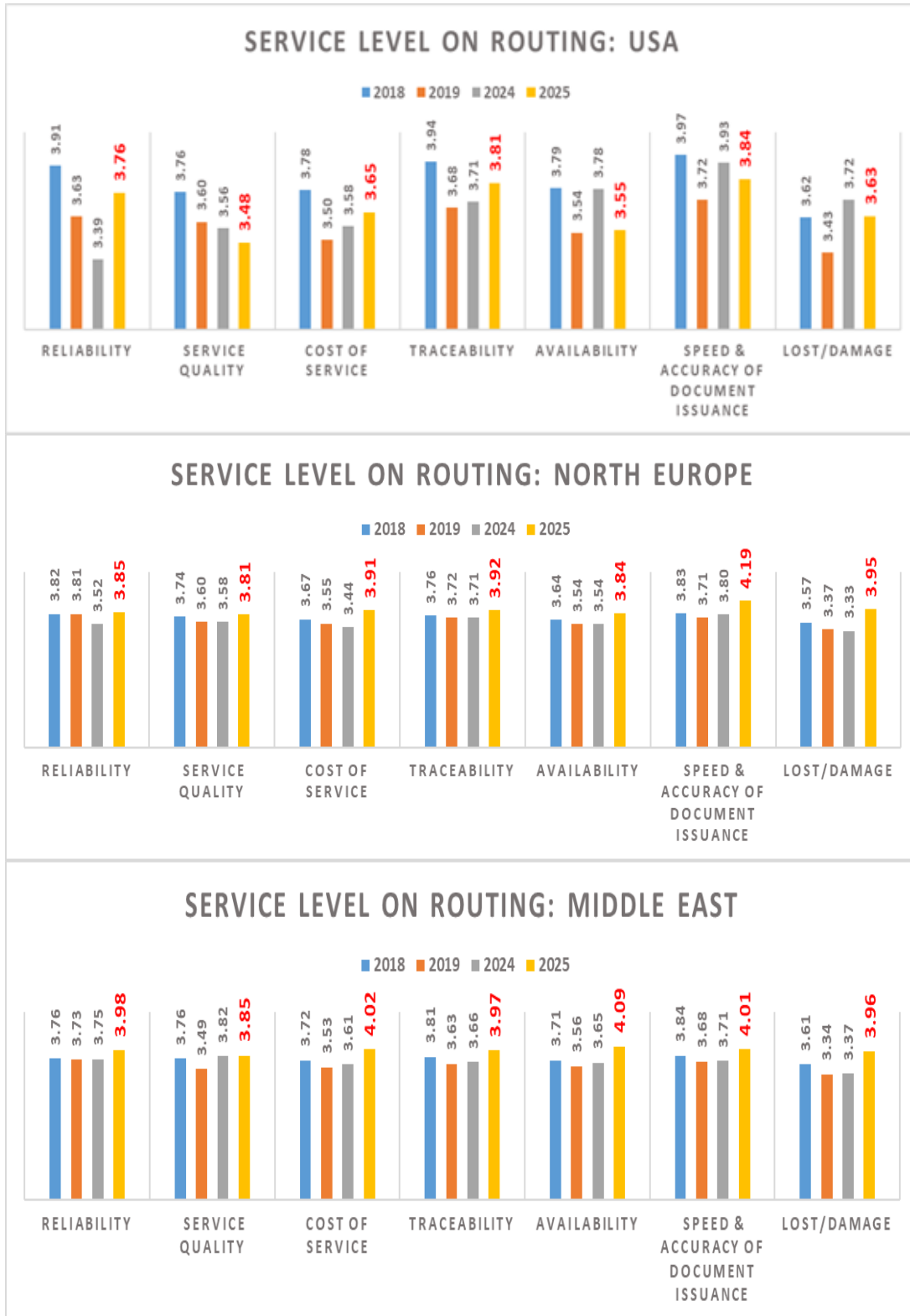
Overall Average Scores by Evaluation Criteria in 2025. The assessment covers 7 main criteria, further divided into 18 sub-criteria, reflecting the quality of container liner services on various routes in Thailand. The satisfaction scores are rated on a scale from 1 (lowest) to 5 (highest). The average satisfaction scores for 2025 are as follows:

Criteria	Average Score	Percentage	Change from 2024	Comments
Reliability	3.84	76.8%	+6.2%	Timeliness remains a key challenge affecting shipment planning and cost management.
Service Quality	3.80	76.0%	+3.0%	Includes staff contact, advice, and IT support systems; lowest increase despite its critical nature.
Cost of Service	3.94	78.8%	+6.6%	Fairness and transparency in charging improved notably.
Traceability	4.01	80.2%	+5.6%	Accuracy and timeliness of shipment tracking information.
Availability	3.89	77.8%	+4.8%	Adequate space and empty container availability during peak demand.
Speed and Accuracy of Document Issuance	4.07	81.4%	+5.6%	Accuracy of documents and billing.
Lost / Damage Handling	3.84	76.8%	+9.2%	Handling of damages or losses and speed of claims processing.

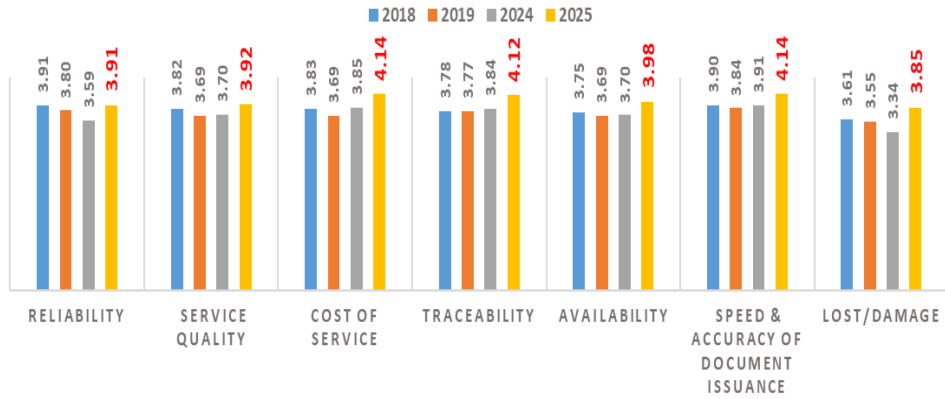
Summary and Insights

- Overall, customer satisfaction scores for all 7 criteria improved in 2025 compared to 2024.
- The smallest improvement was in Service Quality, increasing by only 3%, although it remains one of the most critical factors in service delivery.
- The largest improvement was in Lost/Damage Handling, which rose by 9.2%, indicating better management of claims and incident resolution.
- Persistent issues in Reliability, especially schedule adherence, continue to impact operational planning and costs.

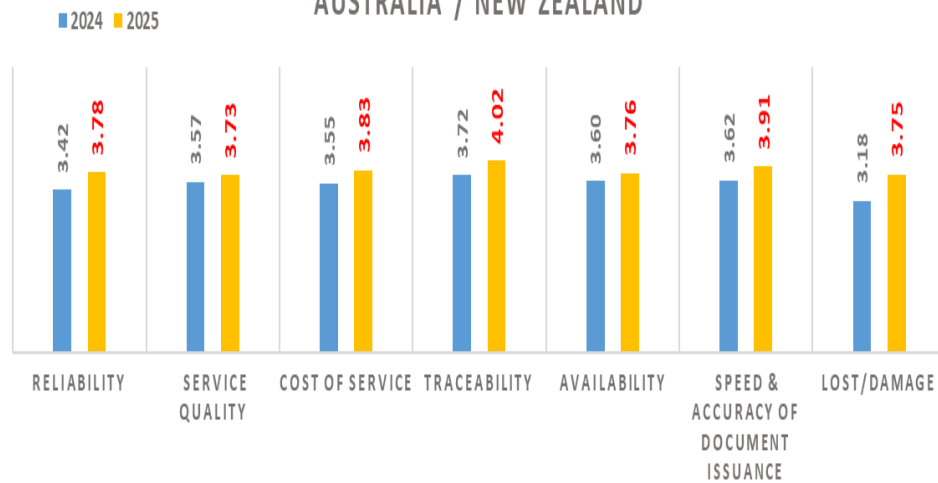
Comparison graph of average scores by route from 2018 to 2025



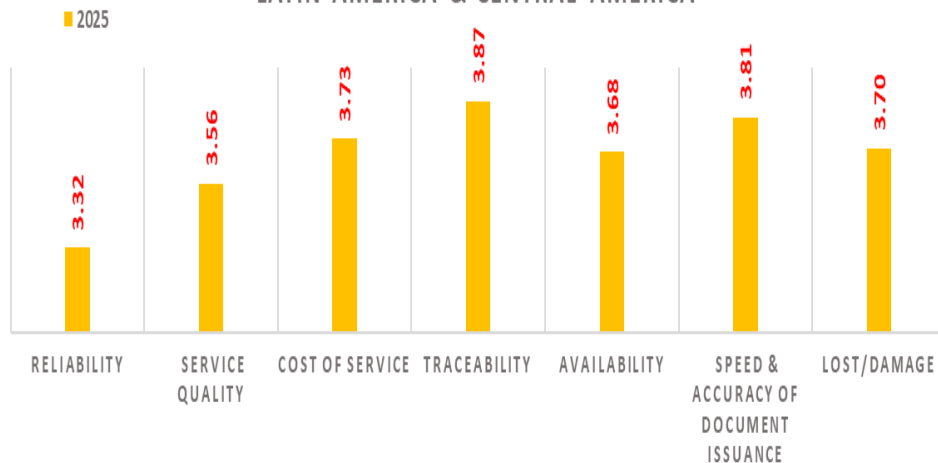
SERVICE ON ROUTING: FAR EAST ASIA AND ASEAN



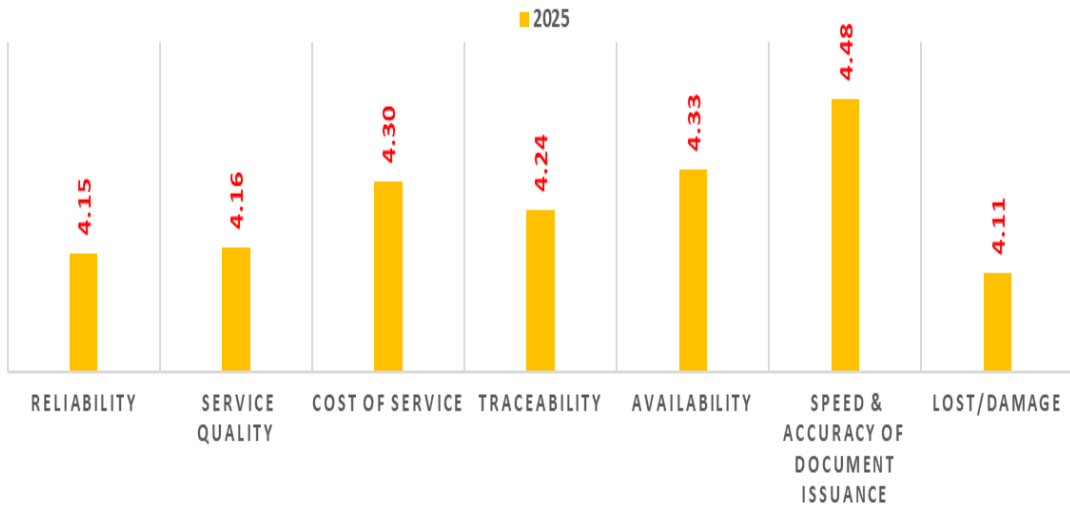
SERVICE LEVEL ON ROUTING: AUSTRALIA / NEW ZEALAND



SERVICE LEVEL ON ROUTING: LATIN AMERICA & CENTRAL AMERICA



SERVICE LEVEL ON ROUTING: MEDITERRANEAN & NORT AFRICA



SERVICE LEVEL ON ROUTING: WEST & SOUTH AFRICA



Award-Winning Shipping Lines by Route – Historical Statistics

ROUTE	RANK	THE WINNERS OF BEST CONTAINER LINER AWARD					
		2014	2016	2018	2019	2024	2025
USA	<u>1</u>	OOCL	OOCL	OOCL	ONE	MAERSK	ONE
	2	-	NYK Line	Hyundai	Hyundai	ONE	MSC
	3	-	Evergreen	Hapag-Lloyd	Hapag-Lloyd	CMA CGM	MAERSK
North Europe	<u>1</u>	Maersk	Maersk	Hapag-Lloyd	MSC	COSCO	OOCL
	2	-	Evergreen	Maersk	Maersk	MAERSK	EVERGREEN
	3	-	NYK Line	Evergreen	Hapag-Lloyd	Hapag-Lloyd	ONE
Middle East	<u>1</u>	-	NYK Line	ONE / Evergreen	Hapag-Lloyd	ONE	EVERGREEN
	2	-	Evergreen	OOCL	ONE	WAN HAI	OOCL
	3	-	APL	KMITC	Yangming	COSCO	COSCO
Intra-Asia and ASEAN	<u>1</u>	NYK	NYK Line	OOCL	MCC	SITC	HEUNG-A
	2	-	OOCL	ONE	CNC	EVERGREEN	RCL
	3	-	MOL	Wanhai	APL	ONE	YML
Australia / New Zealand	<u>1</u>	-	-	-	-	ONE	HAPAG-LLOYD
	2	-	-	-	-	MAERSK	OOCL
	3	-	-	-	-	PIL	MAERSK
Latin America & Central America	<u>1</u>	-	-	-	-	-	WAN HAI
	2	-	-	-	-	-	ONE
	3	-	-	-	-	-	EVERGREEN
Mediterranean & North Africa	<u>1</u>	-	-	-	-	-	COSCO
	2	-	-	-	-	-	MSC
	3	-	-	-	-	-	ONE
West & South Africa	<u>1</u>	-	-	-	-	-	ONE
	2	-	-	-	-	-	MAERSK
	3	-	-	-	-	-	CMA CGM

Award Presentation

The Best Container Liner Award 2025 ceremony for the selected shipping lines will be held during the opening ceremony of TILOG Logistix 2025 on Wednesday, August 20, 2025, at the Bangkok International Trade & Exhibition Centre (BITEC), Bangna, from 10:00 AM to 12:00 PM.

The award-winning shipping lines for each route have been formally invited to attend the ceremony. In addition, representatives from the awarded shipping lines will also participate in the seminar titled: “International Maritime Transport Market – Directions and Challenges in 2025” to be held on the same day at Amber Room 1, 2nd Floor, Hall 98, BITEC (Bangna) from 1:00 PM to 3:30 PM.