

2026 CORPORATE RELOCATION RESEARCH

North American Van Lines | Research Series Overview

The Lump Sum Crossroads: A Complete Picture of How Corporate Relocation Strategy Is Changing

For HR, mobility, and procurement leaders navigating today's relocation landscape, the pressure to do more with less has never been greater. North American Van Lines' 2026 Corporate Relocation Research Study delivers the most complete, data-driven picture available of where corporate relocation stands today . . . and where the market is heading.

Commissioned as the third installment in a multi-year research arc, this study draws on responses from 320 verified relocation decision-makers across five industries, building on findings from the 2024 Corporate Relocation Study and the 2024 Mobility and Mindsets Study. The result is a rare three-year longitudinal view of how relocation strategy has evolved.

320

HR & Mobility Leaders Surveyed

3 Years

Of Continuous Relocation Research

5 Industries

Represented in the Study

What This Research Reveals

This study does not simply document what companies are doing today. It captures the tensions, trade-offs, and forward intentions that will define relocation strategy over the next two years. Five themes run throughout the findings:

01

The Lump Sum Surge . . . And What's Coming Next

The data reveals a dramatic shift in how companies are managing relocation volume . . . and an equally strong signal about where they're heading.

02

The Hidden Cost of Simplicity

Companies that chose streamlined programs are now measuring the real-world impact on employee experience, exception rates, and talent outcomes.

03

Full-Service Is Not Fading, It's Repositioning

The performance data tells a clear story about which program type consistently outperforms when employee satisfaction and offer acceptance are on the line.

04

Portfolio Thinking Has Become the Market Standard

More than half of all companies surveyed have moved beyond single-program relocation. Find out who's leading, why, and what structures they're building.

05

Mid-Market Companies Are Leading the Charge

One company size segment shows the highest intent to expand and evolve their programs, and the data explains exactly why.

"The market has not given up on strong relocation support. It experimented with cost-saving alternatives . . . and is now weighing the results."

2026 NAVL Corporate Relocation Research Series

Why This Research Matters for Your Organization

Whether you are managing a single relocation program or building a multi-tier portfolio, this research gives you the benchmarks and competitive context to evaluate your current approach. The findings span program adoption rates, performance ratings across three critical dimensions, segmentation practices, exception volume, and the specific pain points companies are actively working to solve.

Most importantly, the data reveals a strong directional signal about where the most forward-thinking companies are investing . . . and what the performance outcomes suggest about which program structures are delivering for both employees and employers.

What You Will Take Away

- A clear benchmark of how your program type and structure compares to peer companies across your industry and size tier
- An understanding of the performance gaps between program types, measured by cost predictability, employee satisfaction, and job offer acceptance impact
- Insight into the governance and segmentation practices that separate high-performing programs from those generating exception overload
- Data-backed guidance for evaluating whether your current program mix is aligned with where the market — and your talent strategy — is heading

Request the Full Study

To access the complete 2026 Corporate Relocation Research Report and discuss what the findings mean for your program,

Contact Bobbi Maniglia, VP of Corporate Relocation Services

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