Why Businesses Are Switching to Kanban in 2025: 5 Key Benefits

Each company chooses the methodology that they like. However, recent statistics show that more and more businesses are switching to Kanban in 2025 and, of course, the largest number of them are in the software development field.

If you are currently busy choosing from a variety of methodologies the one that is most suitable for you to implement in a project, then especially for you we will list 5 reasons why Kanban stands out from other approaches.

1. Ease of identifying bottlenecks in the project

If you have already worked with standard boards, then if you dive into how they work in Kanban, you will immediately notice that this approach allows you to see bottlenecks in your

process. Not enough developers on the project? Just look at the board and you will immediately understand that the task queue accumulates in this place. There is an option to set limits and voila — when a list in some part of the board has an over-limit number of tasks, the entire column will be specially highlighted in a certain color, signaling you that this is where you should pay close attention. Convenient? Of course.

2. No need for performers to define priorities

Let's say you are organizing push ads in the context of marketing and advertising. Kanban helps you to clearly manage their launch and optimization. You read about how such advertising works on the website https://richads.com/blog/what-is/push-ads/ and highlight the main ideas and what you want to implement. Then you break everything down into Kanban tasks and track the effectiveness of advertising campaigns. It is worth noting that in this case, a lot of attention is paid to the order of releasing features — you can even use dates. Are you used to lists arranged by priorities? But the trouble is that it is very difficult to accurately manage the order in them. Surely you have often encountered questions from employees about which task to take first from two, if both have the same priority, and the employee has not yet learned to do both tasks at the same time. But the Kanban board is a vertical column with tasks and a very simple rule works, which states that the higher the task, the more important it is. And you can "move" tasks as it is convenient for you.

3. Convenience for the general assessment of the task pool

one of the undeniable advantages of the Kanban board is that when you open it, you get a full overview of the project as a whole because you immediately see the answers to the most important questions — who is doing what, which task will be performed next, what are the connections between bugs and

tasks, who is not busy with anything, and so on.

4. Incredible flexibility

It's hard to come up with anything more flexible than Kanban, so as soon as your tasks move from development to production, you look at user feedback on new features and immediately start implementing the necessary changes on your board to make the work even better. And most importantly, it's possible to decompose complex tasks so as not to miss deadlines. This methodology uses the principle of continuous improvement ("kaizen") — that is, we constantly analyze all our processes on the project, see all the problem areas, and can immediately influence them to improve quality at any point along the way.

5. You can work right away without having to waste time on estimating tasks

Many experts complain that Scrum is generally not bad, but too much time is spent at the beginning of the sprint on getting all the project participants together and starting to estimate the pool of tasks together, instead of starting to work. In Kanban, we don't have such a need, because the task will be done when it is done, and that's ok. Many companies have noted that the team's productivity increases significantly, given that few people like to sit at long meetings where they need to insert 1-2 words. After such meetings, the team gets tired and is less effective in completing their tasks. But imagine that you don't have to hold boring meetings — you can start working right away.

So, in general, many businesses have noted that after implementing Kanban in their team, employees, in addition to productivity, showed better coordination and involvement in the project — because interaction between people became much easier. This applies to absolutely any area where Kanban can be implemented. Therefore, if you have not tried this methodology yet, we advise you to pay close attention to it as

one of the best options in 2025.