**Market Research – Train Management System**

Subway Surfers

Train market refers to the transportation of goods and people by train, and is a significant component of the transport industry. The train market has been around for over a century and it has undergone significant changes in terms of technology, infrastructure and customer preferences.

Some of the current trends in the train market include a growing focus on sustainability and efficiency, increased investments in high-speed rail systems, and use of digital technology to enhance passenger experience and optimize operations.

Some of the characteristics of the train market include its high capacity for transporting large volumes of goods and people, its ability to offer a cost-effective and efficient transportation and solution and its potential to reduce carbon emissions and congestion on roads.

**Rail trends and predictions for the coming year:**

* *Sustainability targets:*

With the pandemic and the war in Ukraine the supply chain disruptions, haven’t helped industries to maintain their green transition much either, however the rails are a way of sustainable transport that is getting back on track.

The targets and objectives set for carbon reduction, biodiversity increase and climate resilience also much of the industry’s sustainable progress has centered around electrification, but the development and deployment

* Customer experience:

A great modal shift will require significant improvements to the customer experience. Less than half of the passengers feel the railways deliver value for money. Tail companies should be looking for strategies to generate new revenue streams on top of ticket revenue. Upgrades, smart flexibility, baggage and other value added services for passengers will increase their happiness and usage of rail but also will deliver high profit in this sector.

* Industry collaboration:

Partnerships between operators and third-party ticket retailers have the ability to impact the whole value chain.

Competition will lead to lower prices, new challenges to improve services, increment in variety, boost in investments and accelerate innovation.

The train market is a sideways trend also known as a range bound market, which means that as a market is in a period of relatively stable prices and a secure market. Lately with the aim to travel at lower prices this market is becoming an upward trend. An upward trend is also known as a bull market, which in our case will lead to a low incensement in prices but also is a sign of economic strength and can be driven by factors such as strong demand, rising profits and favorable economic conditions.