

EUROPEAN RAIL

VENDING PERFORMANCE REPORT 2026

Real passenger behavior. Real onboard operations. Real railway experience.
Based on more than 20,000 passenger transactions in European passenger rail operations.

THE RAIL INDUSTRY IS CHANGING

Rail operators across Europe face the same challenges:

- Growing passenger expectations
- Rising labor costs
- Demand for improved onboard service
- Pressure to increase ancillary revenue
- Need for scalable service concepts

Traditional catering remains important in many services.

However, new operational realities require additional tools.

Automated retail is increasingly becoming part of the solution



KEY OPERATIONAL FINDINGS:

Based on more than 20,000 passenger purchases during live operation in European passenger rail service.

Passenger adoption grows over time

Passenger usage increased month by month as awareness and familiarity grew.

Passengers learn and adapt

Average basket size increased as passengers discovered the ability to purchase multiple products in a single transaction.

Operational efficiency improves quickly

Cleaning and replenishment procedures became faster and easier as onboard teams gained experience.

Exceptional reliability

Virtually no technical issues were experienced during operation.

WHAT PASSENGERS ARE TELLING US

Passengers may not specifically request vending machines.

What they consistently request is:

- Good coffee
- Cold beverages
- Snacks
- Availability

The lesson is simple:

When quality products are available where and when passengers want them, they buy.



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FROM EQUIPMENT TO SERVICE STRATEGY

Automated retail is not a product discussion. It is a service strategy discussion.

Operators increasingly use vending solutions in three ways:

1. PRIMARY ONBOARD SERVICE

Regional services - Night trains

Selected long-distance services

SUPPLEMENT TO BISTRO OR CAFÉ

Service outside staffed opening hours.

3. EXTENDED REACH

Providing service where passengers are located far from the main catering area.

WHAT MAKES RAIL DIFFERENT?

Passenger rail requires more than standard vending equipment.

Successful deployment requires:

- Railway compliance
- Fire and smoke safety
- Shock and vibration resistance
- Integration with train systems
- Adaptation to specific train layouts
- Long-term maintainability

No two train fleets are identical.

Every solution should be adapted to the operator, train type and passenger profile.

THE NEXT STEP FOR ONBOARD RETAIL

The most successful operators are no longer asking:

"Can vending work onboard trains?"

They are asking: "How can automated retail strengthen our onboard service strategy?"



WHY VENDING AUTOMATER?

- Railway-focused specialist
- European deployment experience
- Railway-certified solutions
- Proven passenger acceptance
- Flexible integration for new-build and refurbishment projects
- Experience with coffee, snacks, beverages and digital payment solutions

LET'S DISCUSS YOUR FLEET

Whether your objective is:

- Increased passenger convenience
- Additional onboard revenue
- Reduced operational complexity
- Extended service availability

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