

# Retail Round Up

May 2024



# 01

## May 2024 Overview

Grocery inflation is now at 3.1% for the 12-week period ending 12th May 2024, while grocery price inflation fell for the fifteenth month in a row to 2.4%, the lowest level since October 2021. Take-home grocery sales rose by 2.9% over the four weeks to 12th May.

Own-label lines are proving resilient, for example, and they are still growing faster than brands, making up over half (52%) of total spending. Sales of premium own label ranges continue to increase too, up by 9.9% compared with a year ago.

It seems that many barbecues were given their first outings of the year during the most recent bank holiday weekend. Burger sales climbed by 13%, while beer and wine sales shot up by 9% and 21% respectively versus the Friday, Saturday and Sunday of the week before.

With the 2024 UEFA European men's football tournament and the Olympic Games on the horizon, the summer months could see sales increases for the retailers. Major sporting events can have a big impact on grocery sales, particularly in categories like alcohol. During England's quarter final match against France in the 2022 FIFA Men's World Cup, take-home beer sales hit their biggest daily takings of the year outside of Christmas. Especially if it's paired with warmer temperatures, this year's summer of sport could deliver a welcome boost for the sector.

### Let's take a look at what we saw in-store...

Sources: <https://www.kantar.com/uki/inspiration/fmcg/2024-wp-british-grocery-price-inflation-drops-again-as-minds-turn-to-the-summer>

# 02

## In-store Overview

Sustainability



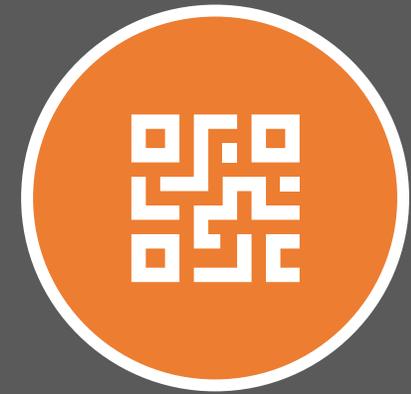
Sport



Competition



Connectivity



Indicates POS designed & produced by DS Smith Retail Marketing.

# Grocery | Sainsbury's



Seasonal card FSDU



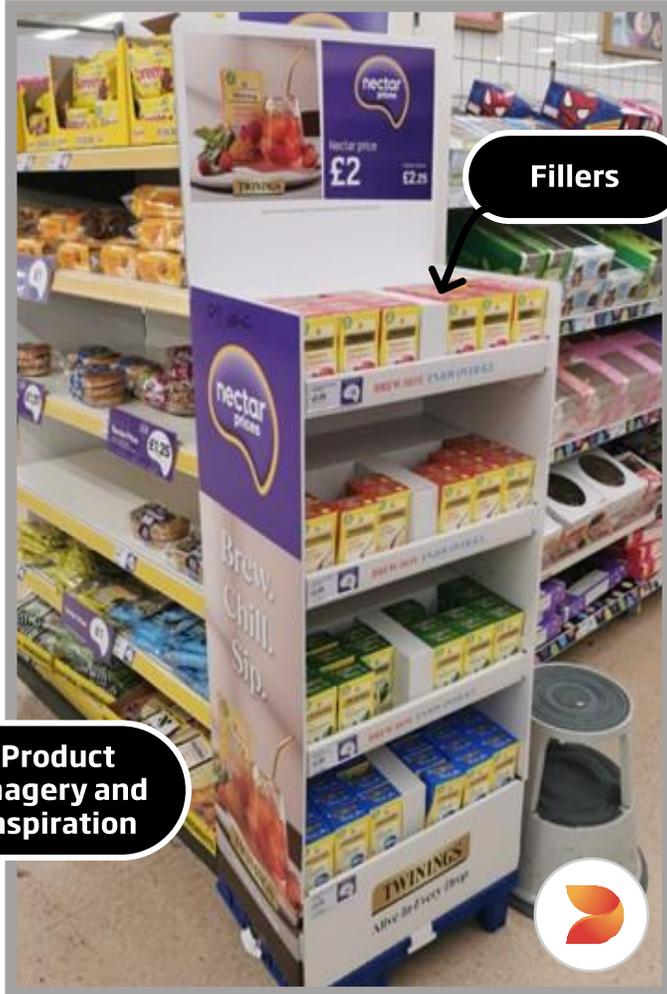
Unit utilises primary packs efficiently

Signature brand colours



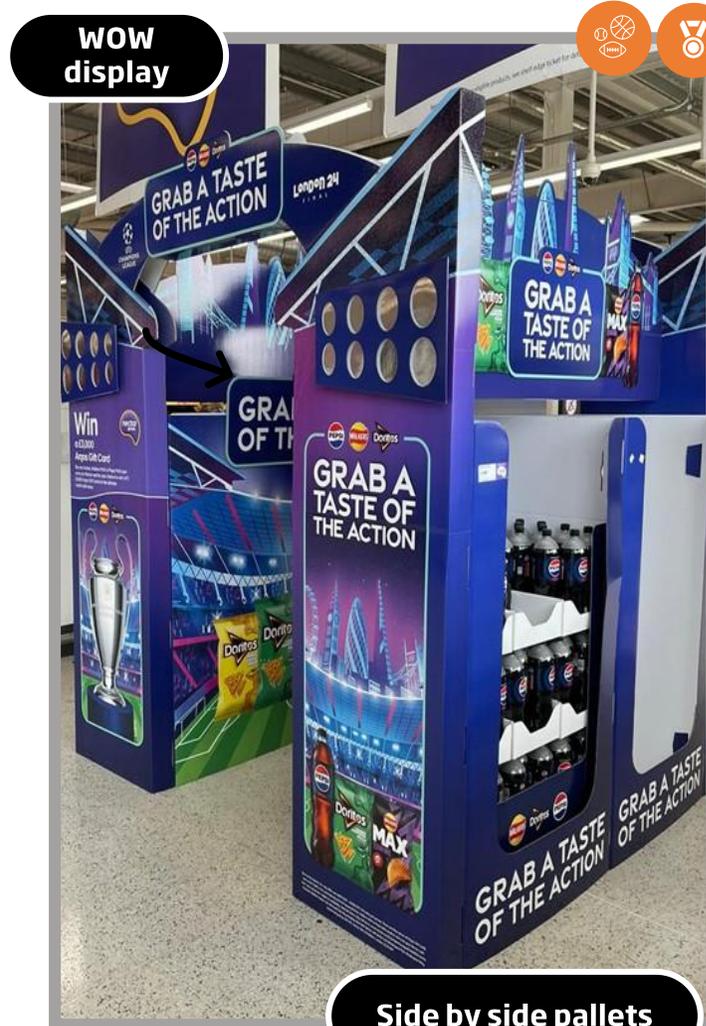
Fun WOW display

# Grocery | Sainsbury's



Fillers

Product imagery and inspiration



WOW display

Side by side pallets



Signature brand colours and imagery

Stackable

# Grocery | Sainsbury's

Key  
\*Sticky dots to replace plastic price ticket holders (SELS)



Communicating to shoppers the sustainability benefits

QR Code



CTA

Sticky dots \*

Utilising primary packs efficiently



Stackable

# Grocery | Sainsbury's

Key  
\*Sticky dots to replace plastic price ticket holders (SELS)  
\*\*High recycled content brown liner to reduce CO2



Signature brand colours

Compartmented



Stackable trays

Brown liner\*\*



Unit utilises SRPs efficiently

Sticky dots\*



# Grocery | Sainsbury's



Utilising primary packs efficiently



Stackable SRPs

Nicely printed product flavour imagery



Curved shoulders

Stackable SRPs

# Grocery | **TESCO**

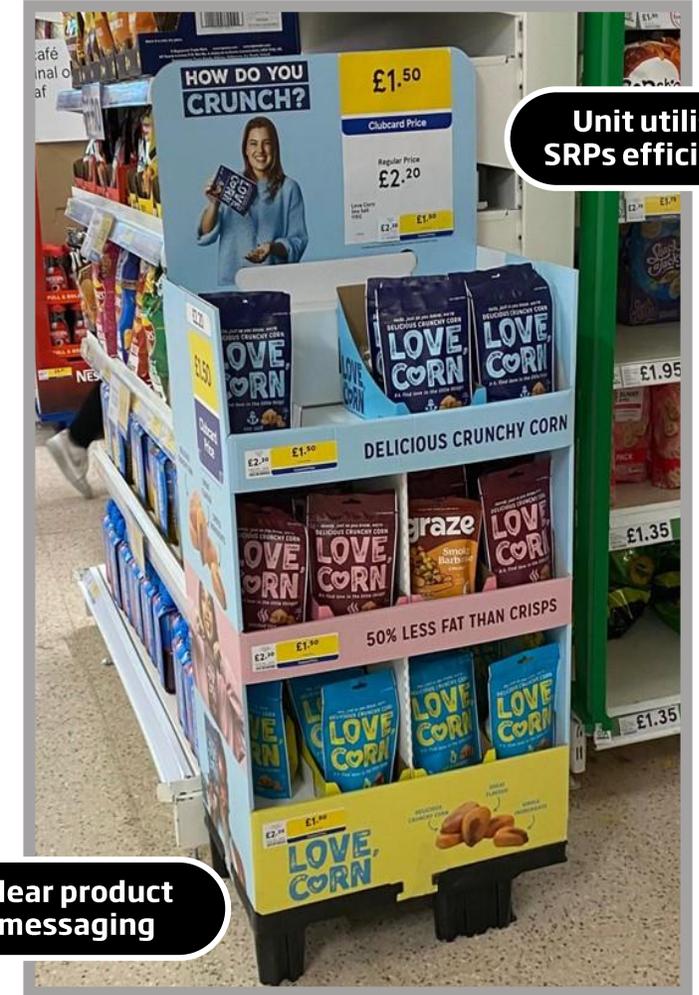


Product  
imagery

Stackable  
trays



Cross channel  
placement



Unit utilises  
SRPs efficiently

Clear product  
messaging

# Grocery | **TESCO**

Key  
\*Sticky dots to replace plastic price ticket holders (SELS)



# Grocery | **TESCO**



Clip strip

Bus stop



QR Code

Signature brand colours and imagery



Signature brand colours and imagery



**Seasonal themed FSDU**

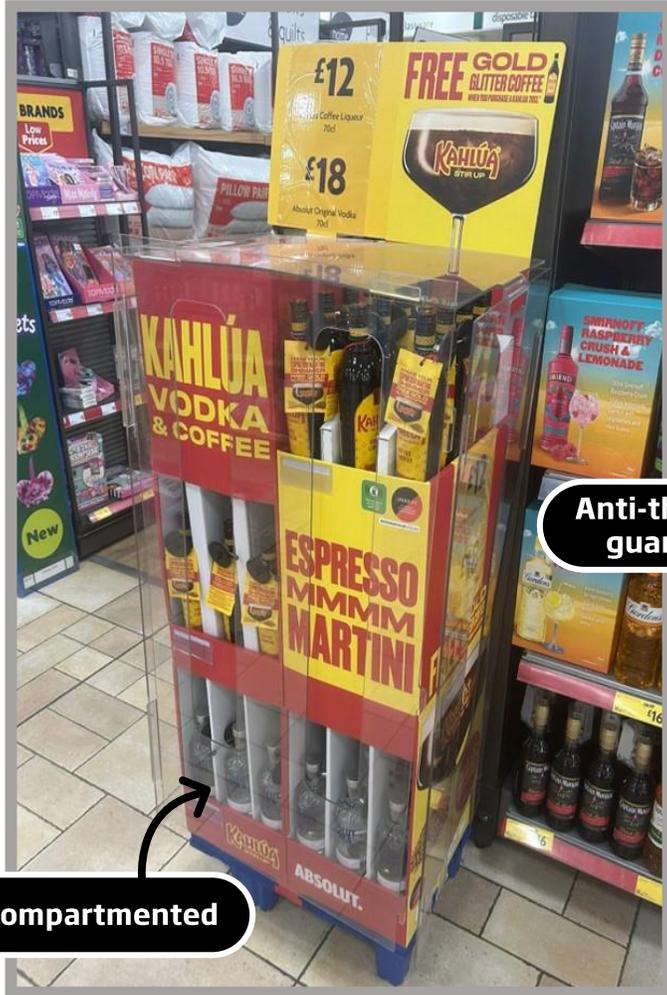


Key  
\*Sticky dots to replace plastic price ticket holders (SELS)



Key  
 \*Sticky dots to replace plastic price ticket holders (SELS)





Compartmented

Anti-theft guard



Rounded shoulders

QR Code



QR Code

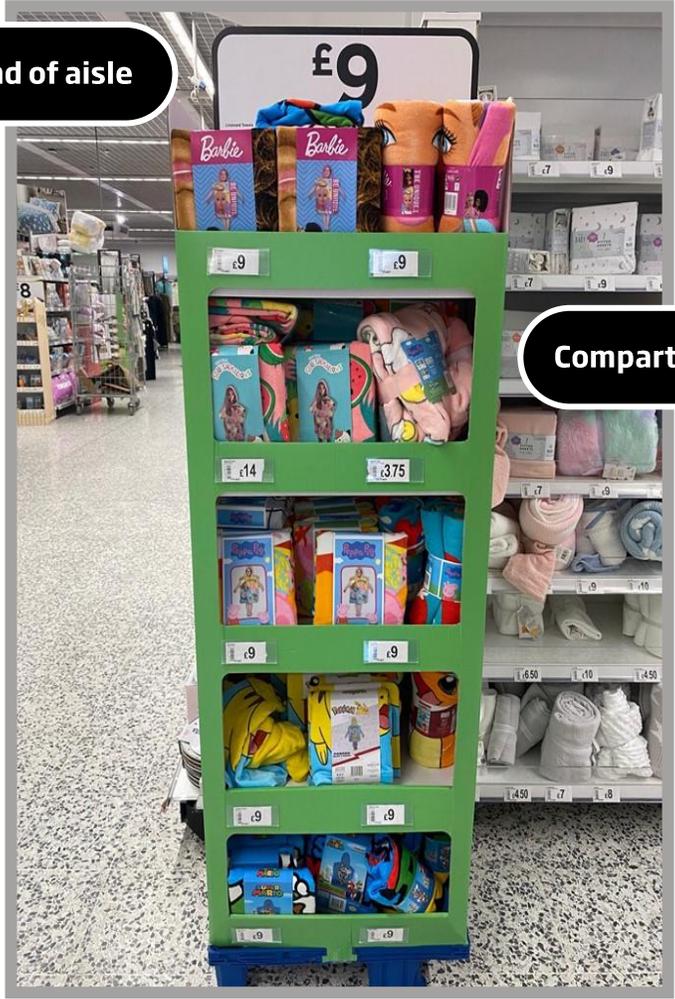
Sticky dots \*

Key  
\*Sticky dots to replace plastic price ticket holders (SELS)

# Grocery | ASDA

Key  
 \*Sticky dots to replace plastic price ticket holders (SELS)

End of aisle



Compartmented



Compartmented

QR Code

Sticky dots \*

Mixed products



# Various



3D components



Slimline FSDU

Using colour to navigate different variants of product



Key  
\*Sticky dots to replace plastic price ticket holders (SELS)



Rounded shouldered

Sticky dots \*



# Various



**Bold print & colour**

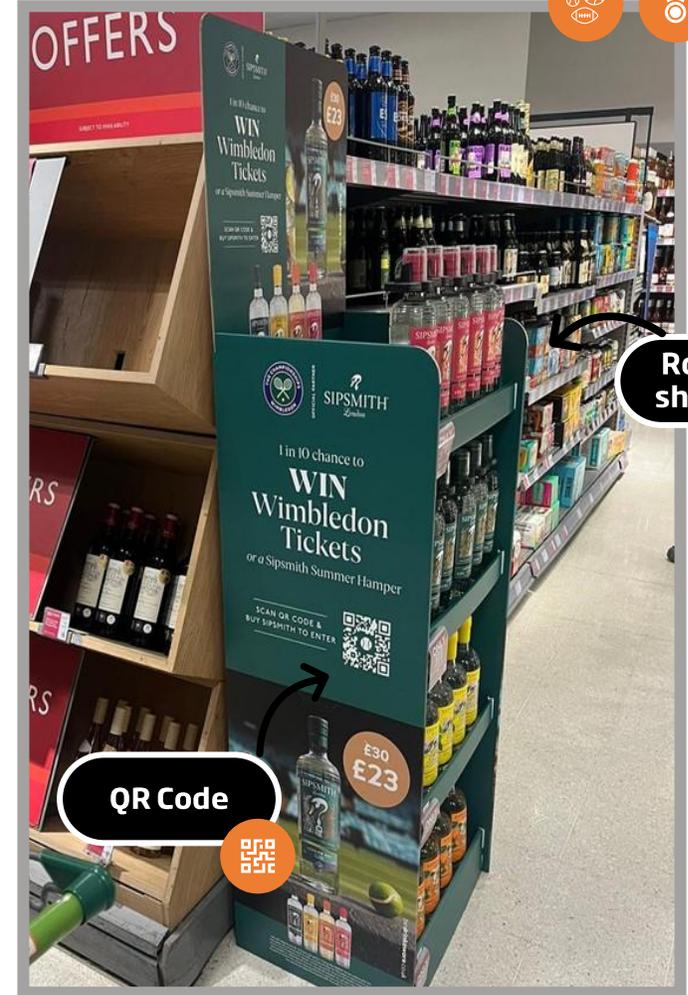
**Sticky dots \***



**3D Header**

**QR Code**

Waitrose



**Rounded shoulders**

**QR Code**

Waitrose

Key  
\*Sticky dots to replace plastic price ticket holders (SELS)

A blurred background of a supermarket aisle with a shopping cart in the foreground. The cart is silver with a red handle and is positioned in the lower half of the frame. The background shows shelves stocked with various products, creating a bokeh effect.

# 03 | Retailer news

# Sustainability



Aldi is rolling out a new recyclable butter packaging



Aldi has rolled out 100% recycled plastic packaging for own-brand washing up liquid



Aldi launches own-label paper gin bottle in supermarket first



Morrisons rolls out Podback coffee pod recycling across UK stores



M&S partners with recycling tech firm to track plastic packaging

# Cost-of-living

# Operations



Aldi has lowered the price of over 45 of its fruit and vegetable products



Morrisons has slashed the price of over 400 popular food and household cleaning items



The Co-op slashes prices across more than 50 fruit and veg lines



Pets at Home eyes 20 small format stores in London



Waitrose to launch first in-store Gail's bakery

# Other



Spar becomes official cricket sponsor



Tesco has launched a new plant-led Root & Soul range



Waitrose has launched 12 new PlantLiving products



Tesco teams up with suppliers to tackle hygiene poverty



Asda unveils new brand identity with dark green logo



# 04 | Brand trends

# Sustainability



Nescafé launches first fully recyclable paper refill pack



Mondelez removes 1,000 tonnes of virgin plastic in 2023



Cano water moves production to UK to slash climate footprint



Diageo's Baileys to trial paper-based bottles



Neat unveils latest sustainable cleaning product

# New listings



Goodrays lands in Sainsbury's



Energy drink brand C4 Energy has landed its first supermarket listing with Sainsbury's



Four Loko secures first major listing with Morrisons



Tequila brand founded by 'The Rock' arrives in the UK



Dr. Squatch secures first retail listing with Waitrose

# NPD



Heinz teams up with Richmond for new sausage range



The Sidemen has launched a new flavour of its premium vodka brand



Chupa Chups unveils new Belts and Laces range



New additions for Proper and Bear from Epicurium



Old El Paso rolling out new street food-inspired taco range

# NPD



Boost launches new sugar-free duo



Hell Energy launches new line 'made by AI'



Tropicana launches new on-the-go canned ranges



New RTD coffee duo from Lost Sheep



Red Bull to launch impulse-exclusive mixed multipack

# Brand refresh



Fanta Zero  
undergoes revamp  
with new look and  
taste



Hellmann's has  
redesigned its  
vegan mayo



Wilkinson Sword  
unveils new  
branding



Majestic  
relaunches  
premium own-label  
range



Wrexham Lager  
relaunches  
premium Pilsener

# Partnerships



Boots partners with Love Island again



KP Snacks partners with The Hundred for cricket promo



Del Monte Partners with tennis player Jodie Burrage



Budweiser launches Brutal Fruit Cider in the UK with Pixie Lott partnership



Müller launches Declan Rice campaign to promote rice protein

# 05

## Consumer trends



UK shoppers most price-conscious in Europe

[See article](#)



More than a quarter of UK shoppers now only buy goods on promotion

[See article](#)



Consumers are choosing confectionery with reduced sugar and natural ingredients

[See article](#)

# And finally...

## Check out some of our charitable donations in the past year!



We recently donated to "Branching Out" to fund their Polytunnel. The charity Branching Out, support adults with learning disabilities in a variety of fun work experience and social activities. At Branching out, It's now all hands to work in the garden as they start planting ready for 23/24! 🌱🌻 #DSSmith #DSSmithRetailMarketing #Charitabledonations #Branchingout

**STREETVET**

A thank you message from StreetVet regarding our donation

"I just wanted to drop you a quick note to thank you and the team at DS Smith for raising such a fantastic amount for StreetVet with the sale of your hampers - £868.25 was amazing and very much appreciated, especially in the current climate of high demand for our services. Your donation will enable us to provide free and accessible treatment and care to the pets of those experiencing homelessness this winter, in your area and beyond."

For more information on this charity please visit: <https://www.streetvet.co.uk/>



# Thank you



## Marketing & Innovation Team

To leave feedback or request further information  
please contact: [DSSRM.MI@dssmith.com](mailto:DSSRM.MI@dssmith.com)



Create responsibly.