

Retail Round Up

September 2024



01

**OVERVIEW OF
SEPTEMBER**



02

**IN-STORE
ACTIVATION**



03

**RETAILER
NEWS**



04

**BRAND
TRENDS**



05

**CONSUMER
TRENDS**



01

September Overview

Take-home sales at the grocers rose by **3.0%**

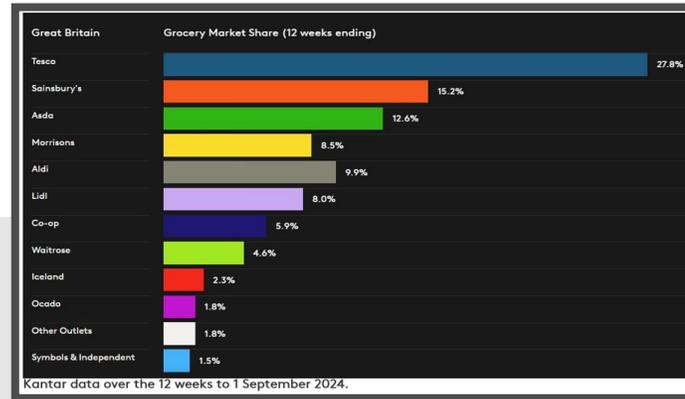
Source: Kantar

More than half of all grocery trips include some kind of deal, and this proportion rises as the trolley gets bigger.

Source: Kantar

The demand has picked up once again for lunchbox favourites as summer draws to a close and parents stock up ahead of the new school year. Sales of cereal and fruit bars both lifted by **14%**, and chocolate biscuit bars by **12%** over the last week of the month.

Source: Kantar



60% of shoppers still very or extremely concerned about rising grocery prices. This is their second biggest financial worry, only behind home energy bills.

Source: Kantar



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



02 | In-store activation

In-store activation themes

Sustainability



Competition



Halloween



Connectivity



Indicates POS designed & produced by DS Smith Retail Marketing.

Grocery | Sainsbury's



Using brand colours to navigate different variants of product

Product imagery



Product imagery



Compartmented

Grocery | Sainsbury's



Seasonal Christmas card unit FSDU



Product benefits messaging

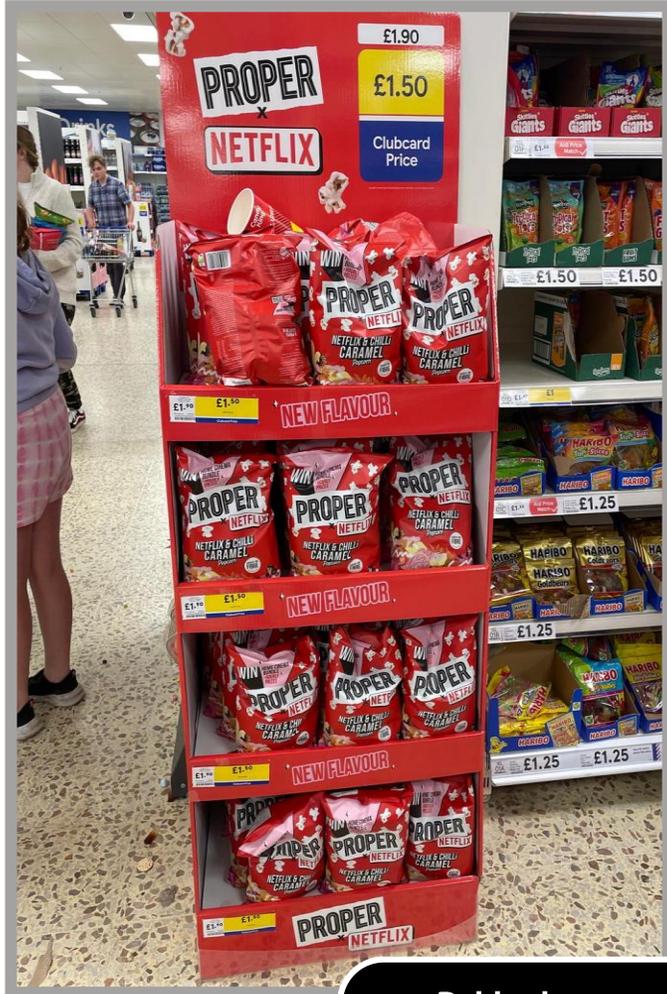
Compartmented



Fun WOW display

Grocery | **TESCO**

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



Bold colours



Personalisation

Modular display



Stackable Boxes

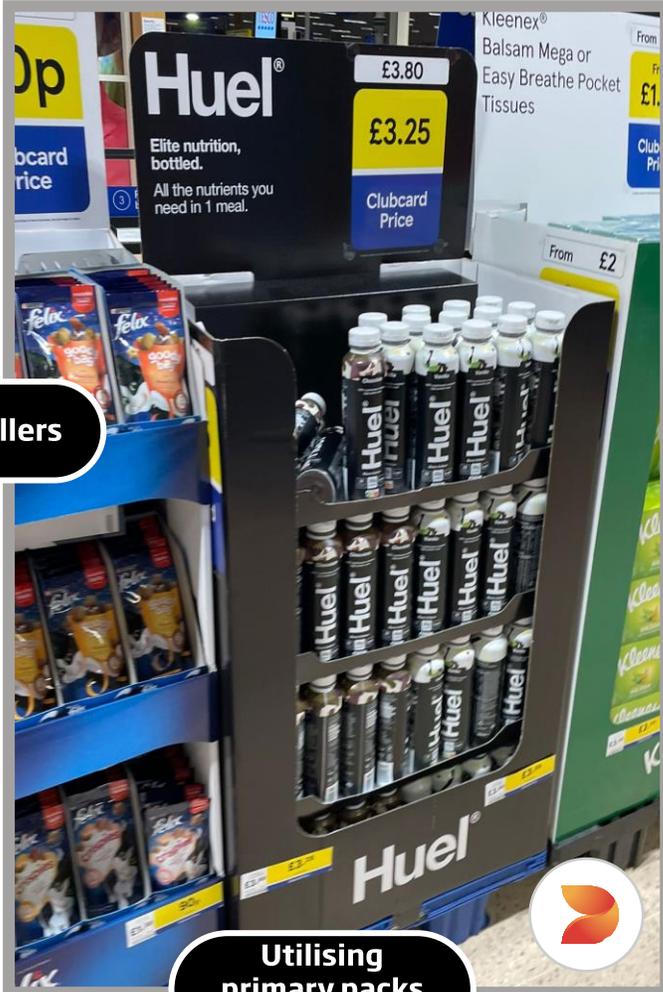
Grocery | **TESCO**

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



Product credentials messaging

Sticky dots *



Fillers

Utilising primary packs efficiently



3D components

Stackable trays



Grocery | **TESCO**



WOW display

Sticky dots * 

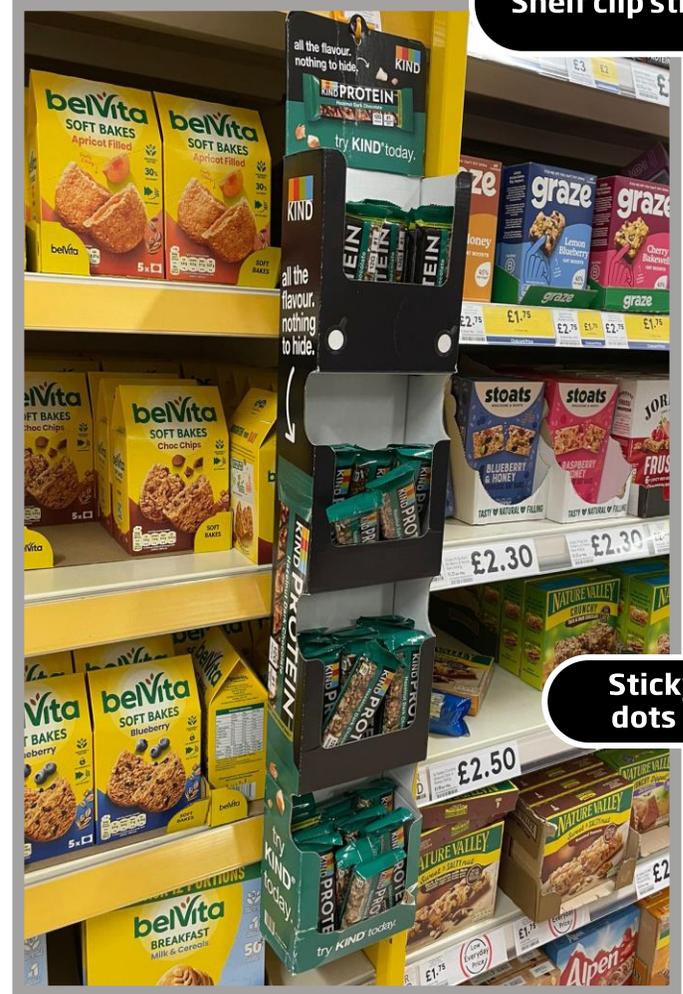


Side by side units

End of aisle

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

Shelf clip strip



Sticky dots * 



Fillers



Recognisable brand colours

Communicating competition to shoppers



QR Code

Grocery |



QR Code



Stackable boxes

Sticky dots *



Halloween themed



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



Product shaped WOW

3D Components



Grocery | ASDA

Compartmented



Sticky dots *



Pallet wrap



Product imagery

Dump Bin

Key

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

Units utilises primary packs efficiently



Bold print & colour

Discounters |



Signature brand colours

Sticky dots *



Stackable trays

Product imagery

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



Locators to display primary products upright



Various

Gravity fed countertop uses brand blocking colours



Compartmented



Communicating product benefits to shoppers



HOD Display



Fun imagery



A blurred background of a supermarket aisle with a shopping cart in the foreground. The cart is silver with a red handle and a red top bar. The background shows shelves stocked with various products, including what appears to be a large display of white items, possibly paper towels or napkins, with some colorful accents. The overall scene is dimly lit, creating a soft, out-of-focus atmosphere.

03 | Retailer news

Operations



Boots launches biggest-ever beauty campaign with over 25 new brands



WHSmith to open 37 Toys 'R' Us stores before Christmas



Iceland expands product range with 800 new lines



Mountain Warehouse to open another 50 stores as in-store sales surge



Co-op is to open 120 new stores over the next 18 months

Sustainability



Asda extends too good to go partnership



Sainsbury's rolls out new bakery packaging to reduce plastic waste



Tesco is to open a new facility, which will turn surplus food into animal feed



M&S rolls out new blueberry and mushroom packs to reduce plastic

Other



Asda has launched its Tickled Pink campaign for Breast Cancer awareness month



Tesco has partnered with Cancer Research to offer shoppers in-store information and support



Asda to donate millions to UK primary schools in new loyalty programme



Waitrose launches 'BrandsNew' Innovation programme



04 | Brand trends

New listings



White Claw Vodka
hits the UK



Skin + Me
launching in John
Lewis and Boots



South African chili
oil brand secures
listing in
Sainsbury's



Warrior secures
listing with
Morrisons



BrewDog's
Wonderland
cocktails expands
distribution across
Sainsbury's and
Waitrose

NPD



Funkin Cocktails
launches deluxe
dessert cocktails



PureOaty launches
first ever oat drink
for tea



Walker's
shortbread rolling
out new snacking
range



Sharwood's rolling
out new two-step
curry kits



Cointreau enters
RTD cocktail
market

NPD



Twining's launches new RTD sparkling tea range



Purity Soft drinks adds new format to Juice Burst tea range



Fabulosa introducing three new collections



Chocomel launches new Hot Chocolate variant to fire up grocery aisles across the UK

Brand refresh



Smirnoff Ice
celebrates 25 years
with new look and
marketing
campaign



Surf announces
brand relaunch



Birds Eye rolling
out brand re-
design



Fearn & Rosie
reveals fresh new
look

Partnerships



Captain Morgan partners with Pepsi Max



Unilever partners with celebrity influencers



Highland Spring announces Scottish Rugby partnership



Knorr £4m campaign features Fred Sirieix



Captain Morgan partners with Pepsi MAX for a new RTD line

Partnerships



KP Snacks NFL partnership for McCoy's brand



PROPER snacks partners with Netflix



Diet Coke announces Jamie Dornan as new ambassador



KP Snacks announces Butterkist partnership with Channel 4

Packaging



Nestlé Confectionery trials accessible QR codes with KitKat and Quality Street



Funkin Cocktails reveals packaging refresh for Double Shot



Twining's redesigns packaging to reflect its wellbeing message



Knorr introduces paper wrapper innovation for stock cube range

05

Consumer trends



Nearly half of Gen Z abandon brands that become boring

[See article](#)



Almost half of UK consumers will stay loyal to brands they buy from during Black Friday

[See article](#)



Fewer than one in 10 consumers say they would reduce money-saving shopping behaviours

[See article](#)

POP AI 2024



POP AI UK & IRELAND AWARDS 2024

On Tuesday 1st October, it was the annual UK & Ireland POPAI Awards 2024. The awards are the ultimate symbol of creativity, innovation, best practice and in-store excellence!

☆ We are delighted to announce that we scooped 4 x 🏆 BRONZE awards! ☆

👏 A big thank you and well done to all the teams who worked so hard on all the campaigns.



Thank you



Marketing & Innovation Team

To leave feedback or request further information
please contact: DSSRM.MI@dssmith.com



Create responsibly.