

Retail Round Up

August 2024



01

**OVERVIEW
OF AUGUST**



02

**IN-STORE
ACTIVATION**



03

**RETAILER
NEWS**



04

**BRAND
TRENDS**



05

**CONSUMER
TRENDS**

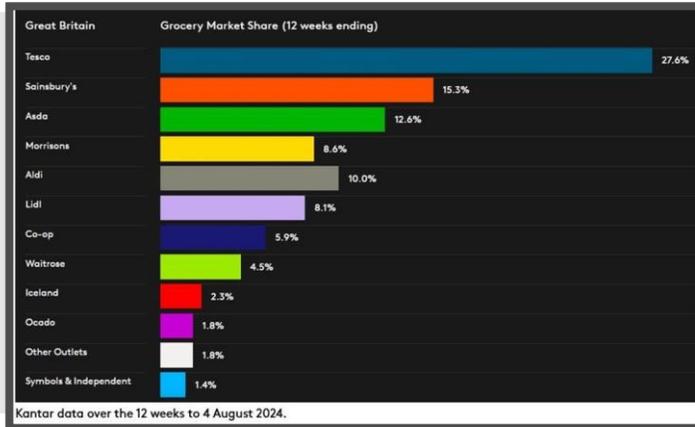


01

August Overview

Take-home grocery sales increased by **3.8%**

Source: Kantar



Many marked the start of the Olympics over drinks and snacks – sales of wine were up **35%**, while nuts increased **60%** and crisps rose by **10%** on the Friday of the Opening Ceremony in Paris, compared with the previous week.

Source: Kantar

Spending on deals rose by **15%**, while sales of products at their usual price saw no increase.

Source: Kantar

It wasn't all fun in the sun though – **28%** more was spent on cough lozenges as people battled with COVID-19 and other summer colds.

Source: Kantar



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



02 | In-store activation

In-store activation themes

Sustainability



Competition



Christmas



Connectivity



Indicates POS designed & produced by DS Smith Retail Marketing.

Grocery | Sainsbury's



Product imagery



Stackable trays



** Brown liner

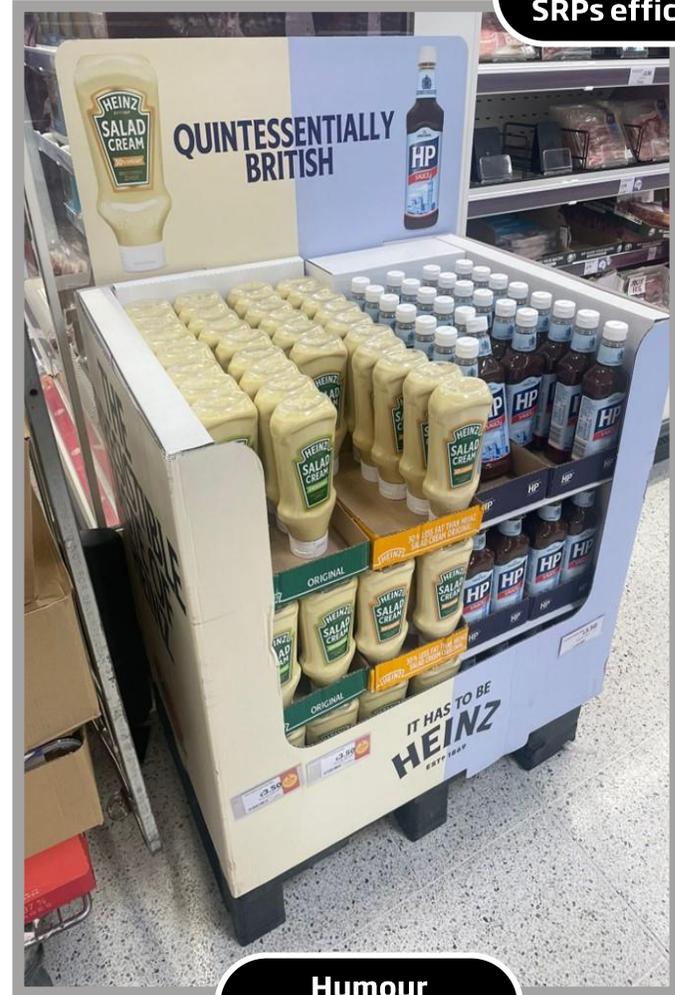


Seasonal Christmas FSDU



Key
**High recycled content brown liner to reduce CO2

Unit utilises SRPs efficiently



Humour messaging

Grocery | Sainsbury's



Utilises SRPs efficiently

Signature brand colours



Fillers

Utilises SRPs efficiently



Printed pallet shouldered

Grocery | Sainsbury's

Utilising primary packs efficiently



Signature brand colours and imagery



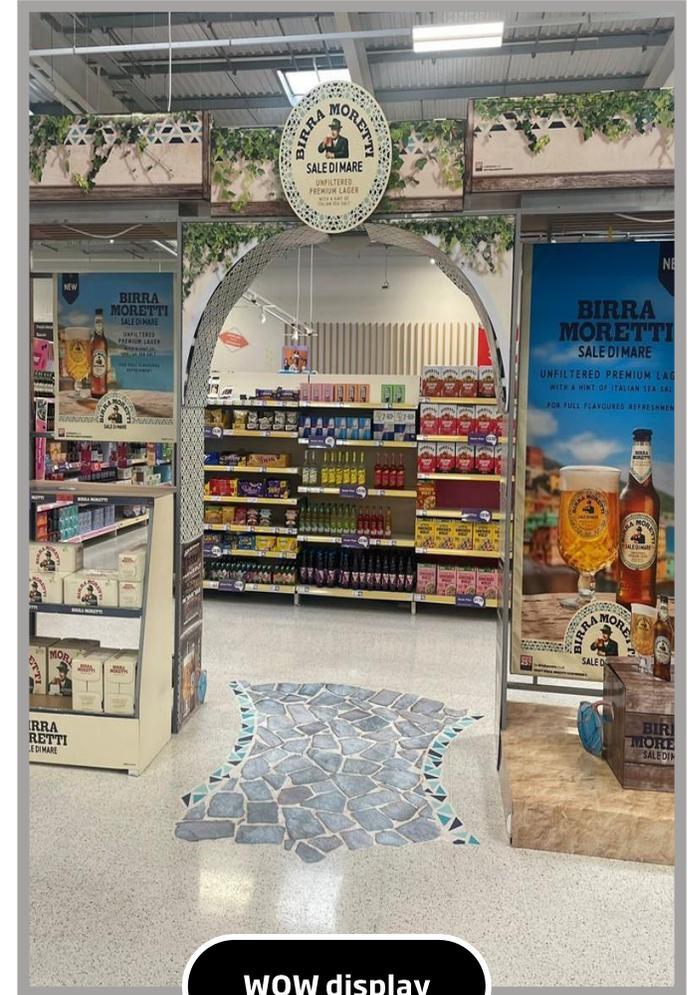
Unit utilises stackable trays efficiently



Sticky dots *
Bold print & colour



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



WOW display

Grocery | Sainsbury's



Mixed products



Fun print and colour



WOW display



Product benefits and inspiration messaging

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



Sticky dots *



Stackable trays



Side by side units

Sticky dots *



Fillers

Utilising primary packs efficiently



Communicating competition to shoppers



Utilising primary packs efficiently



Grocery | **TESCO**

Brand blocking



Permanent fixture

End of aisle



Mixed products variants

Permanent fixture



Brand blocking

Grocery |



3D Header



Product shaped FSDU

Fun shape



Cross channel placement

QR Code



Fillers

Grocery | ASDA

**Bold print
& colour**



**Competition
messaging**

QR Code



**Product
imagery**

Compartmented



Mixed products

Discounters |



Side by side pallets



Bold print & colour



Using colour to navigate different variants of product

Competition messaging



Signature brand colours

Various



Dump bin uses brand blocking colours and imagery

B&Q

Slimline
dump bin



Wickes

WOW display



WHSmith
EST 1792

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 text "03 | Retailer news" is overlaid in white on the left side of the image.

03 | Retailer news

Operations



Sainsbury's is to acquire 10 stores from Homebase which it will convert into supermarkets



Asda slows down convenience store openings to focus on improving the in-store experience



Morrisons launches menopause friendly sections across UK stores



Waitrose to open 100 new convenience stores



Pets at Home unveils 'customer-centric' Brentford store in new concept rollout

Operations



One Stop expands health, beauty and pet range



Lidl set to roll out change to more stores after 'successful trial'



Wilko owner eyes 300 stores in next five years



Aldi scraps click-and-collect service after four years

Sustainability



Tesco is to trial using material from recycled plastic food trays collected in the UK



East of England Co-op has extended its partnership for a further three years to tackle food waste



M&S has become the first UK retailer to move to paper packaging on garlic baguettes



Aldi is trialling the removal of plastic punnets on fruit and vegetable products



Ocado is to trial offering reusable packaging for its own-brand everyday products



04 | Brand trends

New listings



Heineken UK
launches rum
stripe RTD cocktails



CBD-compliant
drink brand Skip
launches in UK



Pickle Roulette
launches in UK



New Power Water
launching
exclusively at
Iceland



NEO WTR secures
Sainsbury's listing
after hugely
successful launch

NPD



Terry's launches first milk chocolate product



Pom Bear launches new flavours



Proper Snacks introduces trio of new Propercorn flavours



Lindt Lindor introduces two new flavours



Cîroc expands its RTD range with new Red Berry flavour

NPD



Organix unveils new snack range



Monster adds new flavour to zero sugar ultra range



Fabulosa introducing three new collections



Air Wick's Botanica brand unveils new premium range

Brand refresh



Carlsberg
introduces new
look for Hobgoblin
range



Urban Fruit
becomes Bear Fruit



Frazzles and
Chipsticks debut
new look



Grumpy Mule
relaunches with a
new look

Partnerships



Heinz & Walkers have launched a new range of limited edition crisp flavours



Coca-Cola & Oreo have launched a limited-edition "fizzy cookie flavoured" drink



Marmite has teamed up with Elton John for a limited edition jar

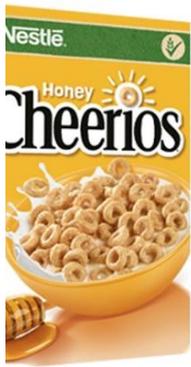


Mogu Mogu teams with K-Pop group Seventeen



Aqua Pura announces British Touring Car Championship sponsorship

Packaging



Cheerios launches new packaging



SMA Nutrition incorporates NaviLens technology across all packaging



19 Crimes introduces canned wine range



Radnor Splash introduces new canned range

05

Consumer trends



65%
of UK consumers
swap shop to Aldi
or Lidl

[See article](#)



Consumers
increasingly
weighing up
brand loyalty
with affordability

[See article](#)



6 things
consumers want
from food & drink
manufacturers

[See article](#)



74% of wine
drinkers claim to
try to lead an
"environmentally
friendly" lifestyle

[See article](#)

POPAI 2024

It's the 2024 POPAI UK & Ireland awards on Tuesday 1st October.

We look forward to another fantastic evening of celebrations. We are thrilled to have 4 nominations in some of the categories again this year.

 2 x Grocery Temp display

 Grocery Theatrical

 Wholesale

Good luck 🍀 to all this year's nominees!   

POPAI
UK & IRELAND
AWARDS

2024

Thank you



Marketing & Innovation Team

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



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