

Retail Round Up

June 2024



01

**OVERVIEW
OF JUNE**



02

**IN-STORE
ACTIVATION**



03

**RETAILER
NEWS**



04

**BRAND
TRENDS**



05

**CONSUMER
TRENDS**



01

June Overview

6th wettest spring on record

Source: Kantar



Waitrose welcomed **188,000** new shoppers through its doors

Source: Kantar



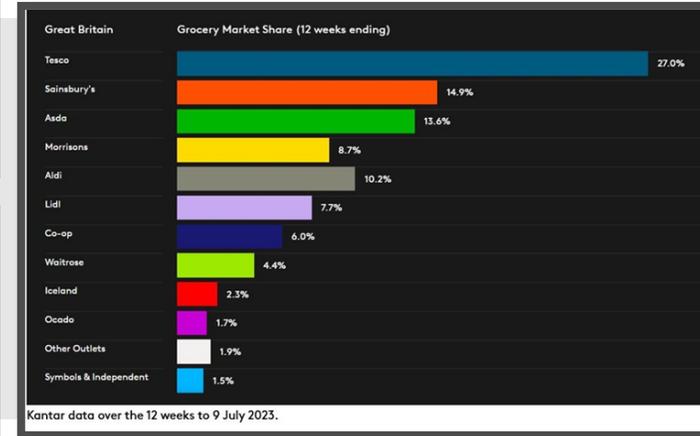
The average shopper visited a supermarket **16.3** times this month - down from 16.4 in June last year.

Source: Kantar

Take-home grocery sales rose by just **1.1%**

32% of consumers shopping at multiple supermarkets

Source: Barclays



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



02 | In-store activation

In-store activation themes

Sustainability



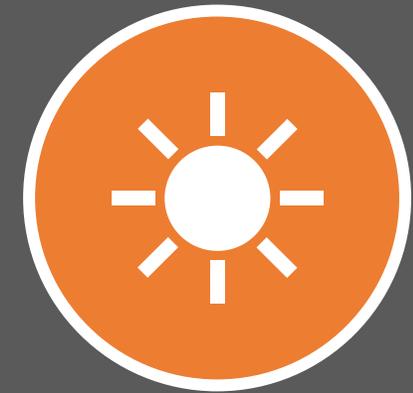
Sport



Competition



Summer



Indicates POS designed & produced by DS Smith Retail Marketing.

Grocery | Sainsbury's

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



Sticky dots * 



Locators to display primary products upright



In-aisle takeover



Floor vinyl



WOW display



Grocery | Sainsbury's



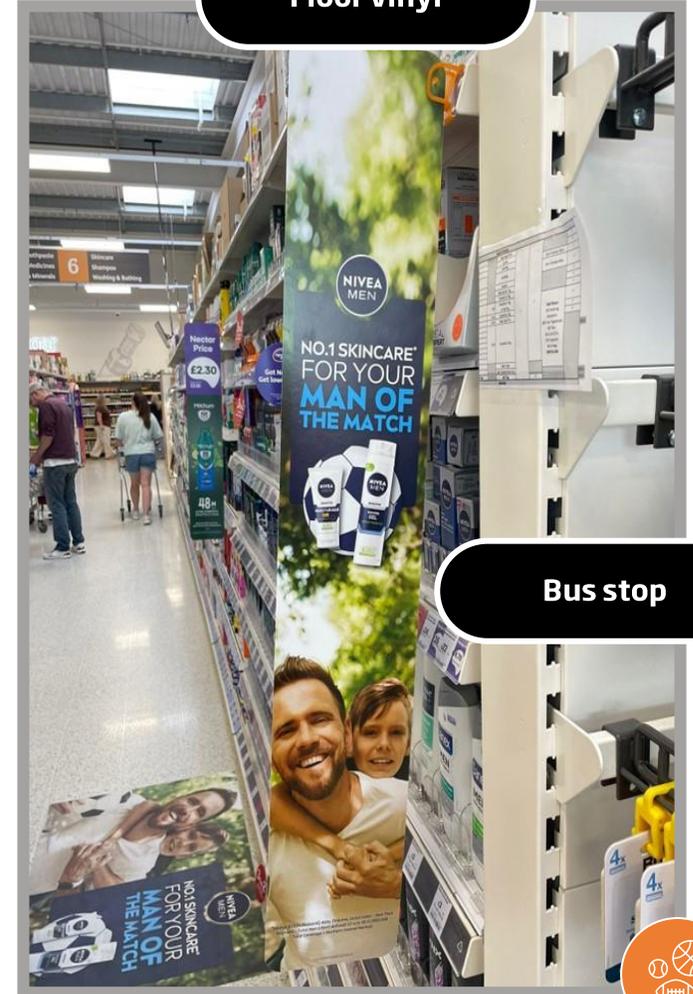
Mixed product

Gravity fed



Mixed products

Characters printed on side panels



Floor vinyl

Bus stop



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



Sticky dots * 



3D components



Sticky dots * 

Seasonal display

Grocery | **TESCO**

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



Product imagery

Stackable trays

Sticky dots *



Units utilises primary packs efficiently



Product imagery



Sustainable messaging



Stackable trays

Grocery | **TESCO**

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



Influencer inspired

Product inspiration



Stackable trays

Clear product messaging



Grocery |



Recognisable brand colours

Stackable SRP's



Sticky dots *



Contrasting print on primary and display



Unit utilises SRPs efficiently



Key

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

QR Code



Compartmented



Health & Beauty | *Boots*



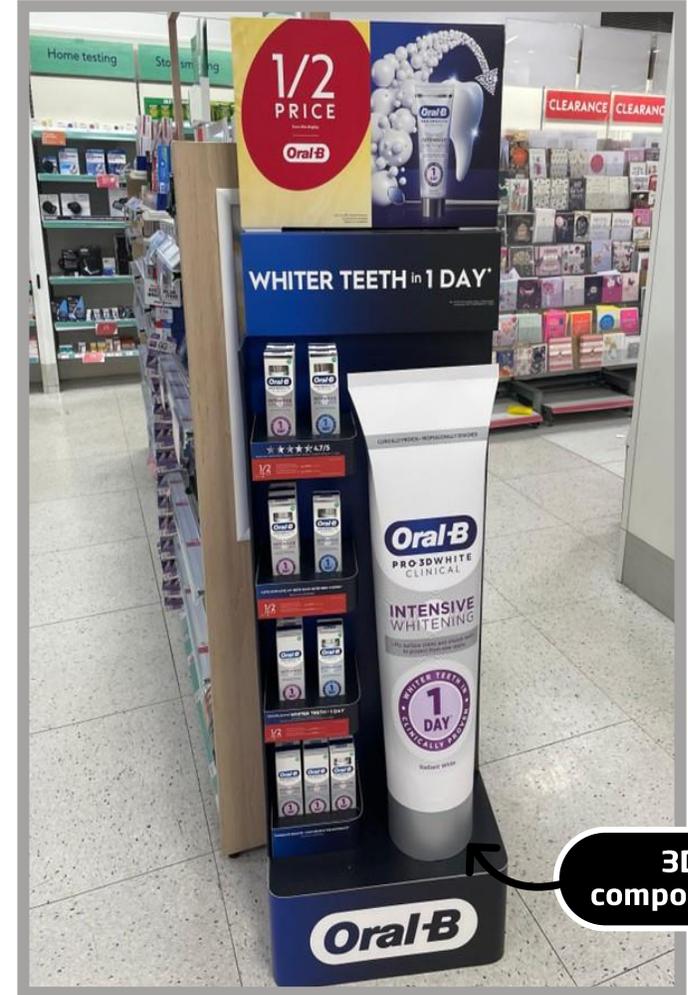
Curvature

Locators to display primary products upright



Cross channel placement

Shelf clip strip



3D components

Various



3D components

Superdrug 



Rounded shoulders

Signature brand colours



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



Signature brand colours



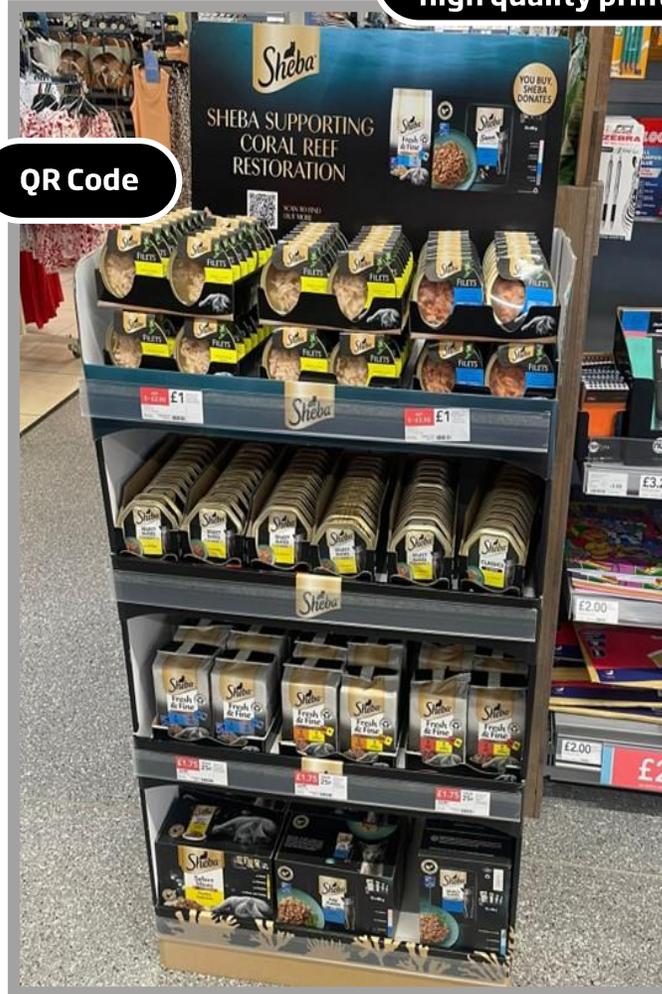
DS Smith
Retail Marketing

Various

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



Bold print & colour



Header card uses high quality print

QR Code



In-aisle 3D display



A shopping cart is positioned in the foreground, with its metal frame and red handle visible. The background shows a blurred aisle of a store with shelves stocked with various products, creating a bokeh effect. The overall scene is dimly lit, with a dark overlay.

03 | Retailer news

Operations



Co-op is expanding its premium and world lager offer with over 50 new lines.



One stop resets alcohol range



Sainsbury's showcases it's latest product offer and format design at upgraded store



Superdrug opens its largest UK store



Morrisons is set to open 400 more of its Morrisons Daily convenience stores

Sustainability



Asda expands food donation scheme with FareShare and Olio



The Perfume Shop updates recycling units following 67% increase



Kingfisher reveals half of sales come from sustainable products



Sainsbury's cuts plastic waste by almost 700 tonnes in packaging revamp

Other



Tesco taking part in trials of barcode replacement



Lidl and WWF launch international partnership



Waitrose has relaunched its premium No.1 range with nearly 200 new and improved products



Morrisons exploring cash and carry model



Have supermarket security measures ruined the shopping experience?



04 | Brand trends

Sustainability

New Listings



Pladis has changed the packaging across its Jacob's Cream Crackers boxes to reduce plastic by 78%.



Tinned fish manufacturer John West has cut excess packaging aluminium strip.



Mondelēz develop a new recyclable paper-base packing solution for multipacks.



Mutti expands presence in Tesco



Dr. Squatch secures first retail listing with Waitrose

New listings



The Gym Kitchen launches instant noodles in Asda



New clean energy drink REIGN Storm lands in UK



Surreal secures listing with 500 Co-op stores and extends range in Holland & Barrett and Whole Foods Market



Punchy drinks enter hydration market



US snack brand Cheez-it to launch in the UK

NPD



Fruit Shoot expands into squash category



Chupa Chups launches Big Babol Magic Cubes - colour-changing bubble-gum



Fuel Up - Nomadic boosts range with complete meal drinks



Starbucks launches debut RTD protein range



World of Sweets unveils new lines from Barratt

Brand refresh



Multimillion pound re-launch for Jammie Dodgers



Pip Organic rebrands Apple Fizz



Müller Light range re-launched



New look for Thatchers Cloudy Lemon

Partnerships



Quintessential Brands partners with Emily in Paris



Nestlé Cheerios teams with the British Paralympic Association



Guinness to become official beer of the English Premier League



Boost announces sponsorship of football club with unique history

05

Consumer trends



Consumers reveal
'summer of sport'
spending plans in
survey

[See article](#)



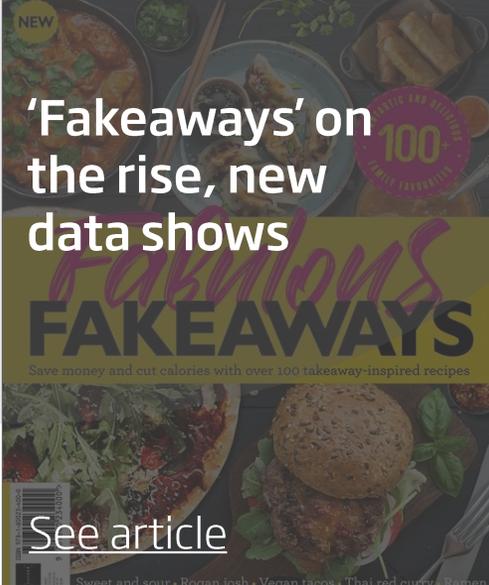
More than a
quarter of UK
shoppers now
only buy goods
on promotion

[See article](#)



Switch to cheaper
grocery brands
continues, says
KPMG survey

[See article](#)



NEW
'Fakeaways' on
the rise, new
data shows

**FABULOUS
FAKEAWAYS**

Save money and cut calories with over 100 takeaway-inspired recipes

[See article](#)

Exciting news!!

POP AI
UK & IRELAND
AWARDS
NOMINATED

We have been nominated for not just one, but 4 awards for this year's ✨ POP AI Awards 2024 ✨

We have been nominated across 3 different categories:

- 🛒 2 x Grocery Temp display
- 🛒 Grocery Theatrical
- 🛒 Wholesale



Find us at London Packaging Week!

PLD Part of
LONDON
PACKAGING
WEEK 2024

**We're exhibiting at PLD
London!**

Come and meet us on the 11 & 12
September 2024 at ExCeL London

**DS
Smith**

Stand no. G30

REGISTER NOW

To book your place at
London Packaging Week
follow the link here:

<https://inv.t.io/1exbq90rpz8>

Thank you



Marketing & Innovation Team

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



Create responsibly.