

Retail Round Up

July 2024



01

**OVERVIEW
OF JULY**



02

**IN-STORE
ACTIVATION**



03

**RETAILER
NEWS**



04

**BRAND
TRENDS**



05

**CONSUMER
TRENDS**

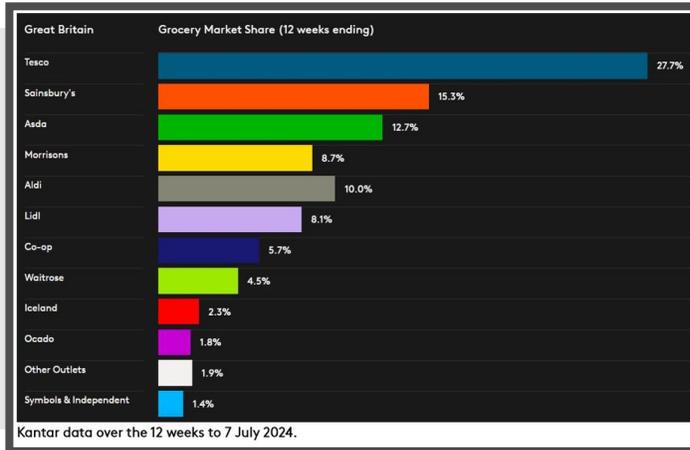


01

July Overview

Take-home grocery sales increased by **2.2%**

Source: Kantar



Britons made 2% more trips to the supermarket this period than they did one year ago. As pressure on pockets eased, sales of branded products increased by **3.6%**, outpacing own-label items at **2.7%**

Source: Kantar

Spending on no and low-alcohol beer soared by **38%** on matchdays

Source: Kantar



Football fans drove beer sales up by an average of **13%** on the days that the England men's team played

Source: Kantar



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



02 | In-store activation

In-store activation themes

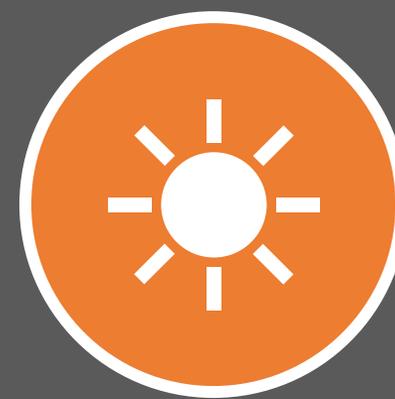
Sustainability



Competition



Summer



Indicates POS designed & produced by DS Smith Retail Marketing.

Grocery | Sainsbury's



WOW display

3D components



3D Lifesize product



Signature brand colours

Grocery | Sainsbury's



Fillers

Product imagery



Signature brand colours

Unit utilises SRPs efficiently



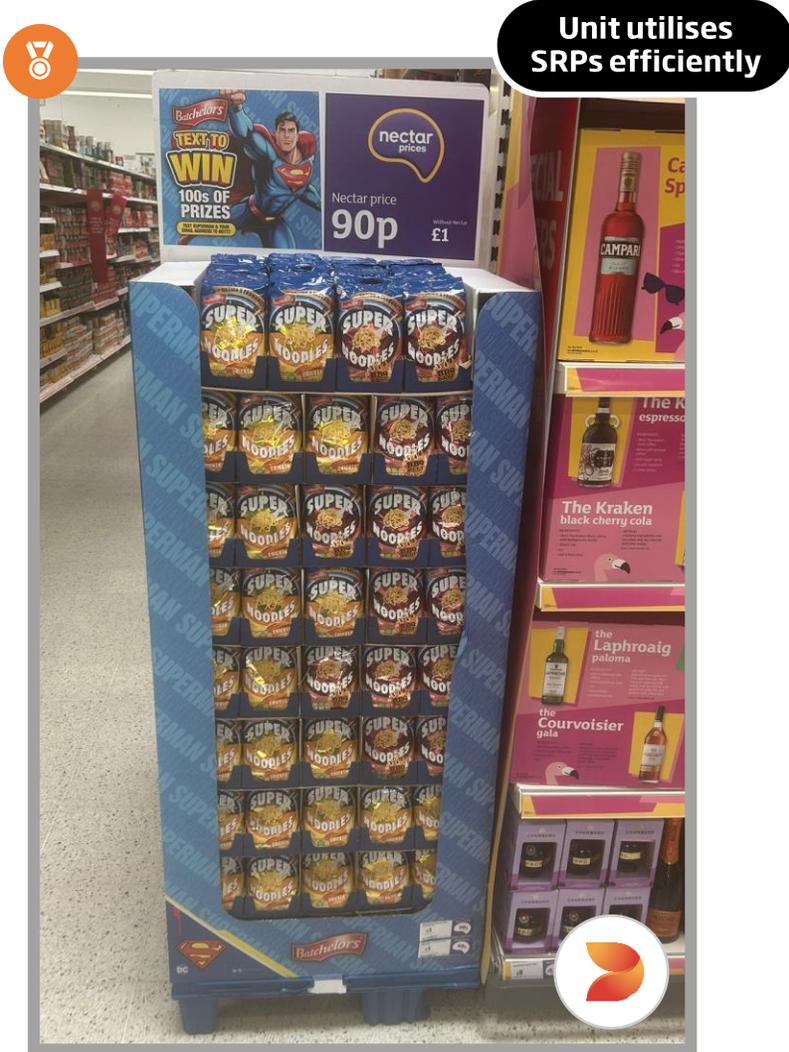
3D components

Grocery | Sainsbury's



Bold print & colour

Signature brand colours



Unit utilises SRPs efficiently



Using colour to navigate different variants of product

Grocery | Sainsbury's



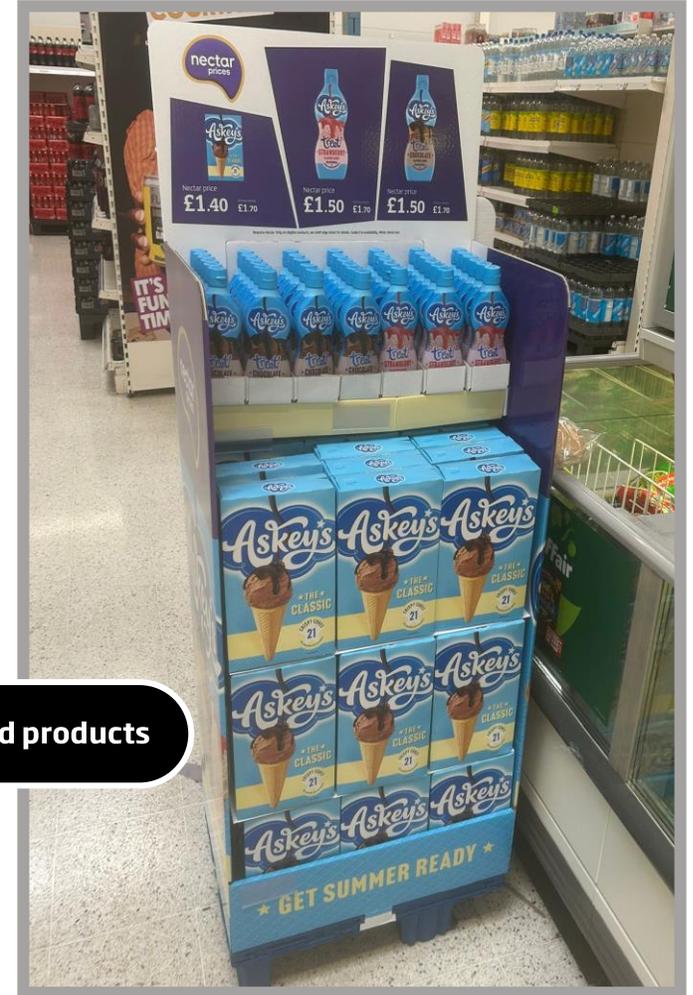
Stackable trays

QR Code



Stackable trays

Product imagery



Mixed products

Grocery | **TESCO**

Signature brand colours



HOD display

In-aisle shelf tray



Product imagery

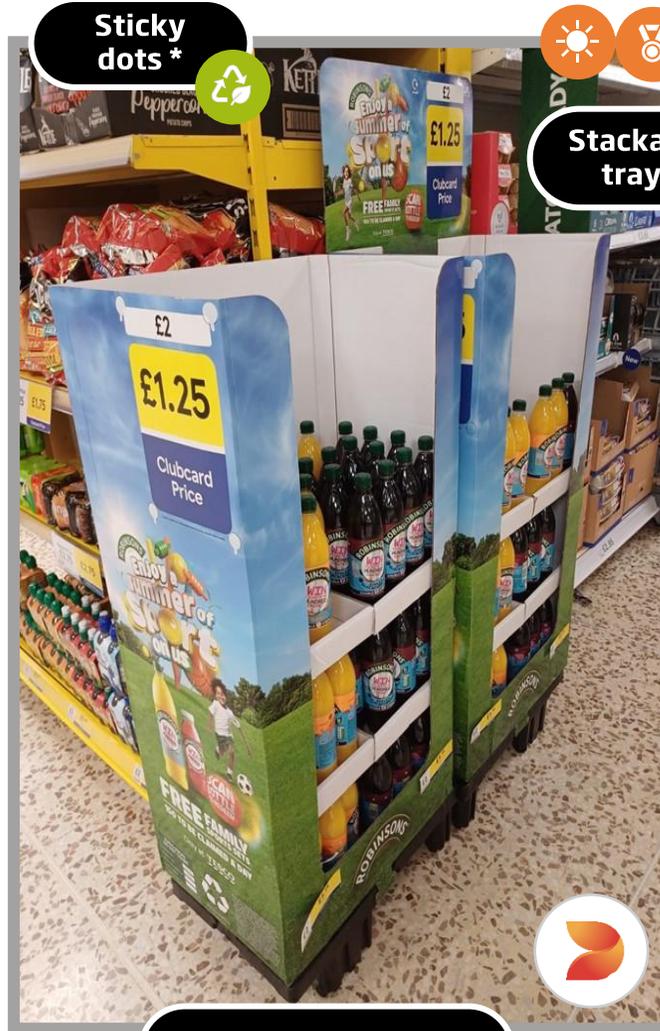
Communicating product credentials to shoppers

Grocery | **TESCO**

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



Communicating sustainability credentials to shoppers



Side by side pallets



Units utilise SRPs efficiently

Grocery |



Product imagery

Signature brand colours



Sticky dots *

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

Signature brand colours

Sticky dots *



Mixed products

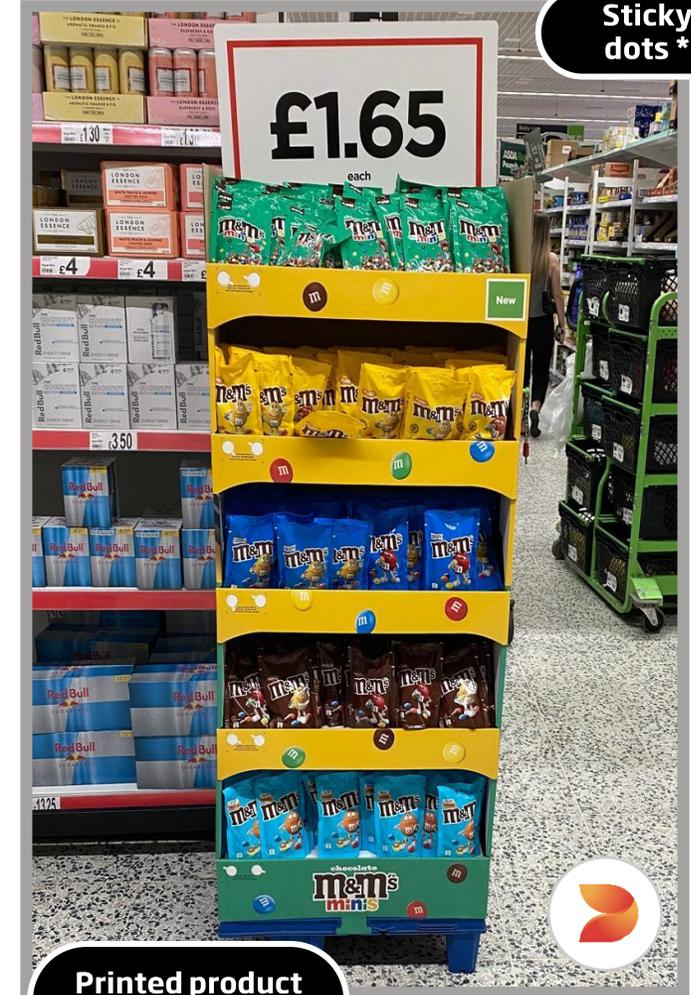
Grocery | ASDA



Fun display



New Product messaging



Printed product imagery



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

Sticky dots*

Grocery | ASDA

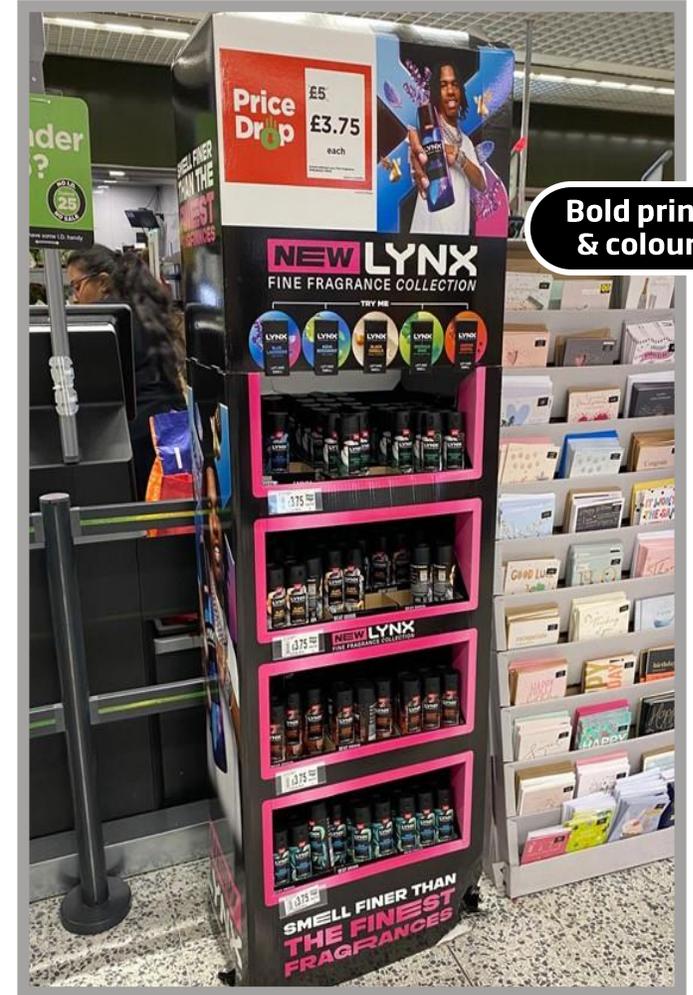


Fun messaging

Product imagery



Fun seasonal themed WOW display



Bold print & colour

Health & Beauty | *Boots*

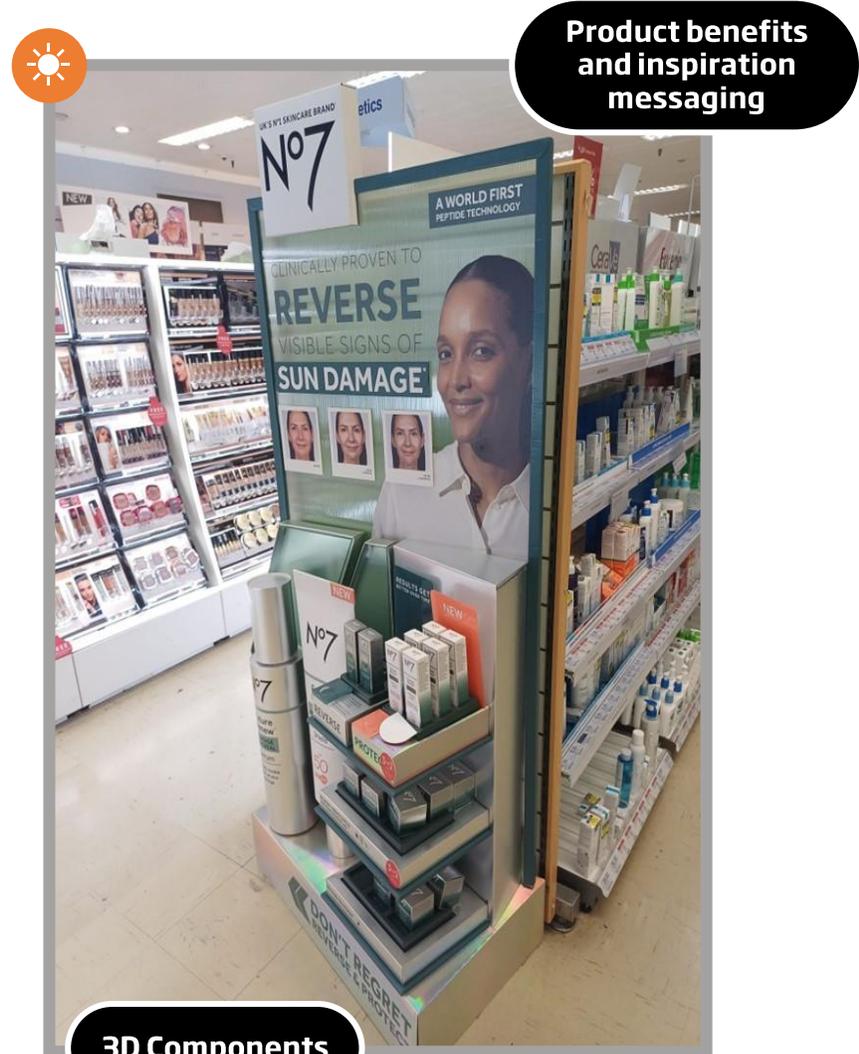


Bold print & colour

Locators to display primary products upright



Locators to display primary products upright



Product benefits and inspiration messaging

3D Components

Various



Product imagery



Unit utilises SRPs efficiently



Slimline FSDU

Seasonal themed



A shopping cart is positioned in the foreground, with its handle and metal frame 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



Iceland is set to expand its store network up to 250 new sites



M&S is set to open 10 new convenience stores this year



Aldi boosts London presence with four new store openings



Four new Co-op stores launched in a week



Morrisons Agrees Partnership With 'Love British Food'

Sustainability



Aldi turns to paper packaging for porridge oats



Asda axes in-store refillable trials due to 'challenging' economics



Morrisons extends Too Good To Go partnership to convenience stores



Co-op partners with Bunzl Retail Supplies to tackle store waste and eliminate single-use plastic

Other



30% of supermarket products should use reusable or refillable packaging by 2035



Asda partners with the NHS to put mouth cancer symptoms on toothpaste and mouthwash



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



Waitrose grows market share for first time in two years



Currys to upgrade 50 of its largest stores



04 | Brand trends

New listings



Whole food supplement Zoe's exclusively launches in Waitrose stores



Myprotein introduces snack range to hundreds of WHSmith stores



Asda will host the UK launch of Dolly Parton's wine brand this September



Nala's Baby debuts in Sainsbury's



Hunt And Brew, Australia's No.1 RTD specialty coffee launches in Tesco

NPD



Mars expands into ready-to-eat market with new cupboard meals



Heinz has launched a trio of new TikTok-inspired pasta sauces

Don't scream.



It's ICE CREEEEEEAAAAMMM

Sidemen expand best cereal range with new limited-edition flavour



Twinnings brews up a new chilled fruit cooler range



Walkers introduces Non-HFSS variants of Wotsits & Monster Munch

NPD



New Jacob's bites from Pladis



Ferrara Candy launches new Nerds Gummy Clusters



Monty Bojangles adds to award-winning bar range with two new additions



Pladis catapults McVitie's biscuits into evening snacking with most indulgent range yet



Ritter Sport's game-changing duo bars

Brand refresh



Britvic's Robinson's adult drinks undergo refresh



KP Snacks launches new PMPs and brand redesign for Discos



Fairfields Farm Crisps unveils new look packaging for its award-winning crisp range

Partnerships



Tayto Group has launched its biggest-ever campaign



Peroni Nastro Azzurro 0.0% partners with Charles Leclerc as brand ambassador



Corona Cero limited edition Olympic & Paralympic games packs



KP Snacks Tyrrells brand partners with Wallace & Gromit to launch new limited-edition flavour

Packaging



Müller is updating its packaging with NaviLens to increase accessibility



Diet Coke has launched personalised cans



Black Cow vodka debuts new premium "Milk Carton" packaging



Delamere unveils new paper cans for flavoured milk range

05

Consumer trends



**Budget conscious
Brits stay home
for summer of
sports**

[See article](#)



**Nearly half of UK
households now
cater for at least
one special diet**

[See article](#)



**Only 48% of UK
shoppers aware of
quiet shopping
hours**

[See article](#)



**Nearly two-thirds
of UK consumers
will begin holiday
shopping by July**

[See article](#)

European news!

Our global team have created a **NEW** monthly retail round up bringing you a curated collection of observations, news, and POS display photography from retail across Europe!

If you would like to receive a copy of this newsletter each month, **please scan the QR code and hit 'YES'**



 Biedronka Low alcohol quarter pallet	 Intermarche Hendrick's multi media display	 Albert Shock ice tea PSDU	 Kaufland Zazole quarter pallet	 Albert Starbucks PSDU
 Stackable  Heavy-duty  Long-lasting  Modularity	 Permanent & temporary materials  Brand impact  Floor & ceiling graphics	 Brand impact  Long-lasting  Strong shelves	 Pre-filled trays  Stackable	 SRP compliant  Long-lasting and refillable

0.3% ↑ In volume in UK retail sales from summer promotions Source: ONS.co.uk	41% Of Finnish consumers reported browsing for fun and inspiration before purchasing Source: thewallgroup.com	0.2% ↑ Sweden ¹ be a major trend, with more consumers prioritising eco-friendly products. Retailers are responding by increasing their range of sustainable and ethically sourced goods Source: NielsenIQ.com	0.3% ↑ Spain ¹ Source: NielsenIQ.com
 Eurofootball 2024 Significantly boosted consumer spending, particularly in the grocery and electronics sectors Source: retailmagazine.co.uk	Own label 1/3 consumers in Europe purchasing more own-brand items compared to last year Source: TalkingRetail.com	+500 New Aldi & Lidl stores to open in H2 2024 Source: the-independent	

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September 2024 at ExCeL London

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Smith**

Stand no. G30

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Thank you



Marketing & Innovation Team

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