



# Global Retail Round-Up

April 2025

## April 2025 Retail Round-Up



= displays produced by DS Smith

### Hello and welcome to our April 2025 Retail Round-Up!

This April we bring you a curated collection of observations, news, and POS display photography from retail across the world. Our goal is to provide insightful support for our POS partnerships. We look forward to sharing more each month and actively welcome your feedback as we refine the format for future editions.

We hope you enjoy the read!

What's inside?



**In-store photography**



**Insights and consumer trends**



**April shopping trends**



**Brand and retail news**



**Innovation and sustainability**



# April retail news

Amazon is largest renewable energy procurer globally

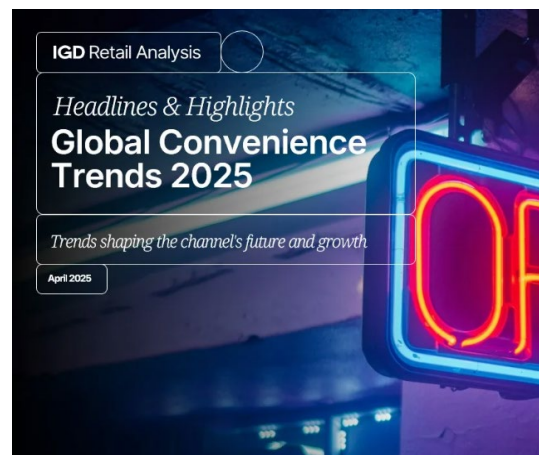


Source: [pv-magazine.com](http://pv-magazine.com)

Online stores revolutionize returns policy by letting customers keep products



Source: [www.eleconomista.es](http://www.eleconomista.es)



Threat of global trade war spooks consumer confidence



Source: [www.retailgazette.co.uk](http://www.retailgazette.co.uk)

Key market sales

1.4% ↑  
Belgium

-0.2% ↓  
Germany

0.3% ↑  
Sweden

Source March data: Euro indicators - Eurostat



Global convenience retail is set to surpass \$1 trillion by 2029



Source: [retailtimes.co.uk](http://retailtimes.co.uk)

Eurozone retail sales: -0.1% ↓

Source March data: Euro indicators - Eurostat



# 2025 the story so far...

Highlighting the **top 5 retail market trends** observed this year



## Dubai chocolate

Supermarkets were once the trendsetters, studying popular items on restaurant menus and recreating them on their shelves. Now the big shops are the ones being influenced.

Source: [www.kamcity.com](http://www.kamcity.com)



## GLP-1 medications

In the US, 16% of adults (over 42 million people) are now on GLP-1 medications like Ozempic and Wegovy. Users cut grocery spend by up to 6%, taking €27m out of US grocery retail.

Source: [www.fooddive.com](http://www.fooddive.com)



## Food Price Increases

Higher prices will mainly affect chocolate and coffee, from an array of challenges—including drought, plant disease, and extreme weather—have slashed crop yields and pushed prices sharply higher.

Source: [www.emarketer.com](http://www.emarketer.com)



## Tariff implications

European consumers to think twice about what's in their shopping cart. Typically, the extent to which tariffs affect consumers depends on the price elasticity - meaning consumers may switch to cheaper alternatives if prices rise

Source: [www.ecb.europa.eu](http://www.ecb.europa.eu)



## Discounter market domination

The growth of discount stores is set to continue, heaping more pressure on mainstream supermarket chains. Discount grocery sales will grow by \$217bn on a global basis. This would make discount the fastest-growing grocery channel.

Source: [www.grocerygazette.co.uk](http://www.grocerygazette.co.uk)





## POS activations and in-store display photos

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Kesko  
Haribo



Kaufland  
Kras



Maxi Zoo  
Gourmet Gold



Pingo Doce  
PepsiCo No Lays, No Game



Mega SRP  
integration



Mixed product  
display



Slimline  
design



Mixed product promotion  
linked to consumer occasion



Brand  
recognition



'temptation  
station'  
message



Premium  
petfood offer



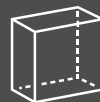
3D theatrical design using  
mixed materials



Easy to shop



Easy to shop



Efficient use  
of space



Eye-catching colours, shape  
and design





**Kaufland**  
Maggi



**Bilka**  
KitKat



**Hyper U**  
Aperol



**Sonae**  
Nivea



**Bilka**  
Starbucks



FSDU  
design



SRP  
integrated



3D cardboard  
kiosk



Multi product  
offer



Coffee pod  
display



Multi  
product



Good brand  
visibility



Integrated  
displays



Mixed  
materials



Selection  
menu cards



Easy to  
shop



Extra stock  
added



Brand colour  
recognition



Easy to shop  
pockets





**Sonae**  
Nivea



**Bilka, Saling Group**  
Pindstrup, Modular Green House



**Kaufland**  
Wunder-Baum



**Hyper U**  
Sun / Skip homecare



Multi product  
presentation



Brand impact



3D design  
impact



3D design space for garden  
products



Eye-catching design, easy to  
assemble and modular



Immersive space to invite  
shoppers to explore



Multi product  
offer



Euro hook and  
tray design



Easy to shop



Multi product  
offer



Win  
promotion





## Consumer, brand and retail news

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# Retail news headlines



Source: [europapress.es](https://europapress.es)

**Spain: Dia, El Corte Inglés, Mercadona to operate as usual following blackout**



Source: [www.zf.ro](https://www.zf.ro)

**Romania: Heineken continues to invest despite macroeconomic challenges**



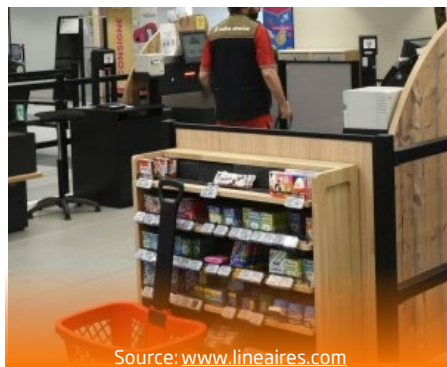
Source: [refindustry.com](https://refindustry.com)

**UK: Lidl to invest GBP 500m in UK expansion**



Source: [www.tdg.ch](https://www.tdg.ch)

**Switzerland: CEO of Coop rejects idea of opening stores 24 hours a day**



Source: [www.lineaires.com](https://www.lineaires.com)

**France: Intermarché to test healthier checkout counters**



Source: [www.eleconomista.es](https://www.eleconomista.es)

**Spain: Coca-Cola starts manufacturing new Fuze Tea brand**



Source: [www.dlahandlu.pl](https://www.dlahandlu.pl)

**Poland: Carrefour expands No-Lo non-alcoholic drinks range**



Source: [www.thueringen24.de](https://www.thueringen24.de)

**Germany: Significant price increases at Aldi, Edeka & Co**





## POS Display

### [DS Smith POS solutions](#)

We can help you with deeper customer insights, smarter innovations and sustainable POS solutions, all deployed with speed, agility and scale. [Contact us](#) about your next campaign today.



Talk to one of  
our experts to  
find out more

## Innovation

### [Innovation at DS Smith](#)

Our innovation strategy is based on delivering our objectives on the immediate, medium and long-term horizon. We are investing globally in our people, plants and our partner ecosystem. [Contact us](#) about how we can innovate for now and for next.



## Packaging

### [DS Smith Packaging solutions](#)

We help stores increase efficiency, boost turnover and reduce costs. [Contact us](#) to connect with industry leading packaging strategists.



## Sustainability

### [DS Smith Sustainability](#)

Our circular business model is built around sustainability, and we are leading the way towards a low-carbon, circular economy.

Download our latest report [here](#)







# Thank You

Danke Dankjewel Благодаря 谢谢 Hvala Děkují Tak Aitäh Kiitos Merci Ευχαριστώ  
Köszönöm Grazie Paldies Ačiū Ви благодарам شكرالكم Dziękuję Obrigado Mulțumesc  
Ďakujem Gracias Tack ขอบคุณ Teşekkür ederim

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**Disclaimer:** The POS display photography featured in this newsletter is produced using our own resources. Its sole purpose is to illustrate how various POS displays appear in retail environments. We do not endorse, or show preference for any specific product, brand, manufacturer, or retailer.