



# Global Retail Round-Up

August 2024

## Introducing the Retail Round-Up



 = displays produced by DS Smith

### Hello and welcome to our August 2024 Retail Round-Up!

This newsletter brings you a curated collection of observations, news, and POS display photography from retail across Europe. 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**



**Events and seasonality**



**Brand and retail news**



**Innovation and sustainability**



# August retail news

21% ↑



Retail sales, from Olympic Games boost

Source: Retail Insight Network



Retail food and beverage industry set for modest volume growth in full-year 2024

Source: ESM



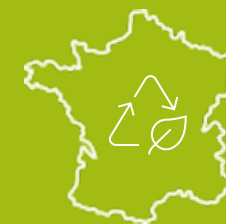
Retail sales

1.2% ↑  
Poland<sup>1</sup>

0.5% ↑  
Sweden<sup>2</sup>

0.2% ↑  
Spain<sup>3</sup>

Source: July data: [euronews.com](https://www.euronews.com)



New report calls France a pioneer in sustainability legislation

Source: [internetretailing.net](https://internetretailing.net)



Week 1

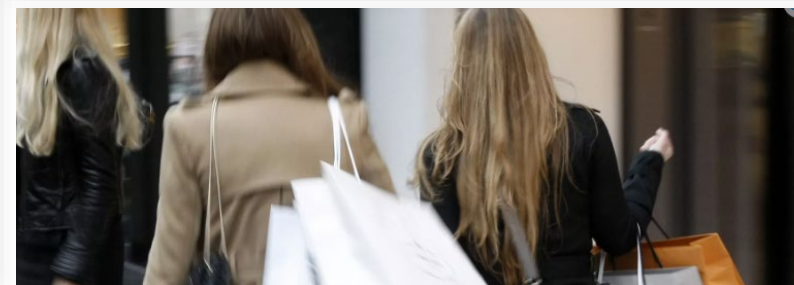
food and grocery spend up 42% in Paris during Olympic games



Source: ESM

Eurozone retail sales: 0.1% ↑

Source: July data [www.euronews.com](https://www.euronews.com)







## POS activation and display in- store photos

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## "Kinderland"

Supermarket takeover



## Albert

Coca-Cola & Marvel



## Love Island

Beauty box for Boots



## Hell Energy

Morocco Independent Store



## Eroski

Verve Du Vernay



Experiential



Creative design



Fully immersive



QR code interaction



Floor graphics



Brand impact



Seen on UK TV!



Packaging design



Celebrity endorsement



Remote location!



Easy pop-up design



Brand Impact



Permanent & temporary materials



Iconic shape





## Eroski

Pepsi & Bitter Kas



Strong construction



Brand impact



Easy to shop

## Intermarche

Ben's Original Rice



Pre-filled trays



Stackable



2 colour, cost effective

## Lidl

Nivea deodorants



3D shaped cladding



Slimline



Product benefits

## Back to School

Nimm2 promotion



SRP compliant



Pallet wrap



Easy to shop

## Clip Strip

Lindt



Mixed materials



Long-lasting and refillable





## Morrisons

Cadbury



Permanent & temporary materials



Brand impact



Shop from all sides

## Biedronka

Hortex pouches



Pre-filled trays



Stackable



Easy to shop

## Convenience

Doritos & Walkers crisps



New product launch



Refillable



Easy pop-up design

## Intermarche

Saint James Rum



Strong construction



Brand impact



Easy to shop

## Sainsbury's

Kettle crisps



Pre-filled trays



Stackable





## Consumer, brand and retail news

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# News headlines

**UK: Aldi reports double-digit sales growth in FY 2023; announces investment of £800m**

Source: [Aldi growth](#)

**Poland: Carrefour installs solar panels at its stores**

Source: [cijerurope.com](#)

**Spain: Aldi increases sales of organic products by 5.63% over last two years**

Source: [alimarket.es](#)

**Croatia: Lidl replaces paper prices with electronic ones**

Source: [instore.si](#)

**UK: Amazon secures approval for drone trial at Kirkwall airport**

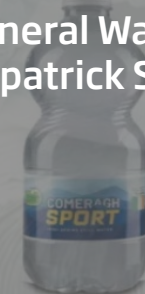


Source: [theguardian.com](#)

**Germany: Metro's sales up 4.4% in third quarter of 2023/24**

Source: [Fruchtportal](#)

**Ireland: Aldi extends contract with Classic Mineral Water, Glenpatrick Spring**



Source: [checkout.ie](#)

**Portugal: Os Mosqueteiros plans EUR 100mn investment**



Source: [jornaleconomico.sapo.pt](#)

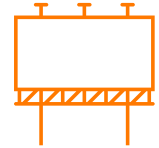


# EasyAd Retail System

Weatherproof outdoor advertising

easyad  
OUTDOOR MEDIA SYSTEM

Frame and system  
delivered and  
installed by DS Smith



Weatherproof  
cardboard signage  
(no glue or paper!)



Available as  
double-sided print.  
Recyclable



45 seconds  
advertisement  
changeover



Advertisement: [Find out more about EasyAd here](#)





## 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 Děkuji 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 in-store environments. We do not endorse or show preference for any specific product, brand, manufacturer, or retailer.