



EMEA Retail Round-Up

February 2026



February 2026 Retail Round-Up



Hello and welcome to our February 2026 Retail Round-Up!

This month's review highlights the retail shifts shaping early 2026 – from rapidly evolving in-store experience design to changing shopper expectations around value, wellness and convenience. Across Europe, retailers continue to balance efficiency pressures with the need for standout in-store theatre, while brands look for scalable, sustainable display solutions that drive impact at shelf.

Our February snapshot brings together the latest activations, display examples, and behavioural insights to help commercial teams understand where shopper attention is moving – and how to respond with confidence.

February retail news

Euro Area Retail Sales
vs. Jan 2025

-0.1% ↓

Key Market
Performance

-0.9% ↓
Germany

0.3% ↑
France

1.6% ↑
Poland

-0.3% ↓
Denmark

5 Key Themes:

Key retail themes shaping February 2026:



1. POS design maturity rises

Warm minimalism and precise product-focused lighting continue to set the new standard for premium in-store execution, replacing cluttered, message-heavy formats.



2. Modularity becomes a commercial imperative

Retailers prioritise fast reconfiguration – driving demand for displays that support weekly and event-led resets with minimal operational friction.



3. Checkout evolves into an intelligent ecosystem

Insights from EuroShop 2026 reinforce the shift toward distributed, AI-supported payment and service touchpoints.



4. Value & wellness still central shopper drivers

As pressure on household budgets persists, consumers gravitate toward trusted, affordable products – while functional nutrition quietly gains traction across categories.



5. Retail media continues its rapid expansion

Investment in digital screens and in-store targeting capabilities accelerates as retailers build clearer, data-rich commercial propositions.



Sources: Eurostat data January 2026. 1. POS design maturity rises - hookiedisplay.com. 2. Modularity becomes a commercial imperative - luminati.com. 3. Checkout evolves into an intelligent ecosystem - jumpmind.com. 4. Value & wellness still central shopper drivers - esmmagazine.com. 5. Retail media continues its rapid expansion - a2dworld.com

Display activity in-store this February...

This month's store checks highlight several consistent themes:

- A rapid transition from Valentine's to early Easter theatre
- A renewed focus on value-led communication across snacks, beverages and everyday essentials

3D Creative Design Excellence

Displays emphasised:

- 3D shape and form
- Brand impact
- Eye-catching design
- Distinctive seasonal colouration & spring palettes



Intermarche
Bom Petisco Canned Fish



Edeka
Air Wick



Sainsbury's
KitKat F1 Promo

UK Display Excellence

Displays emphasised:

- Seasonal impact with Valentine's offer
- 2D brand impact and side panel graphic for toys
- Iconic shape for Pepsi 3D header panel



 **Tesco**
Lindt Valentine's



Sainsbury's
Pepsi WIN promotion



Sainsbury's
Pepsi WIN promotion



Portugal 3D Design Excellence

Displays emphasised:

- Effective artwork to emulate an F1 pit lane
- 3D structural design F1 car in cardboard
- Oil drum dumpbin displays
- Start line lighting rig freestanding displays



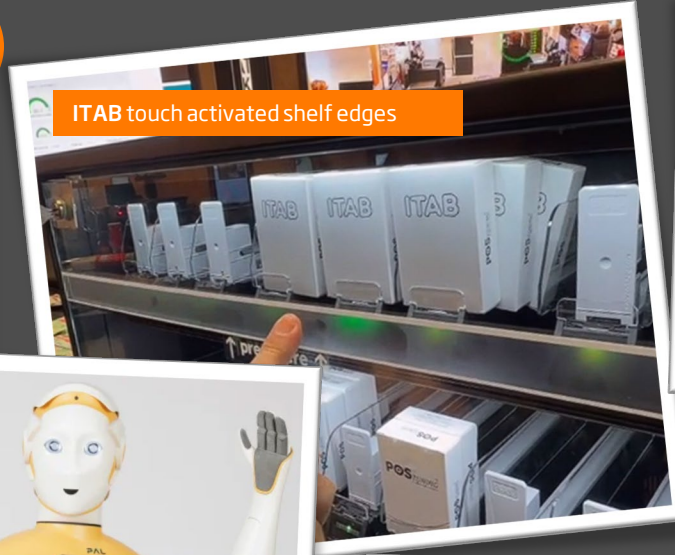
Pingo Doce & Continente
Doritos F1 theatrical displays

EuroShop 2026 Highlights

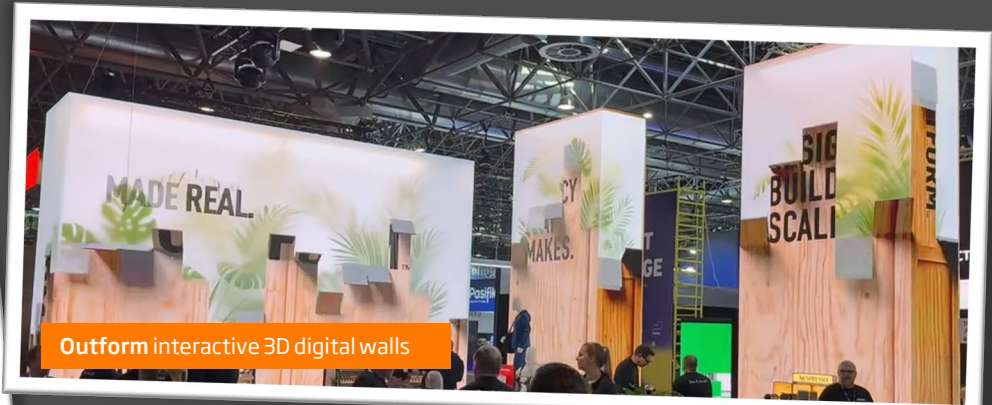
Displays emphasised:

- Advanced “Phygital” features using digital screens
- Clean architectural structures
- Purposeful design through sustainability focus
- Subtle motion-responsive lighting
- Touch sensitive displays
- QR-enabled product extensions
- AI everywhere! Chatbots & robots
- Defined focal zones to guide shopper flow

ITAB touch activated shelf edges



Outform interactive 3D digital walls



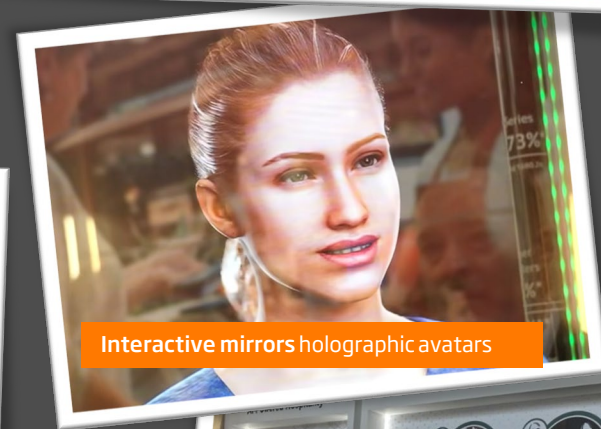
PAL store greeting robotics



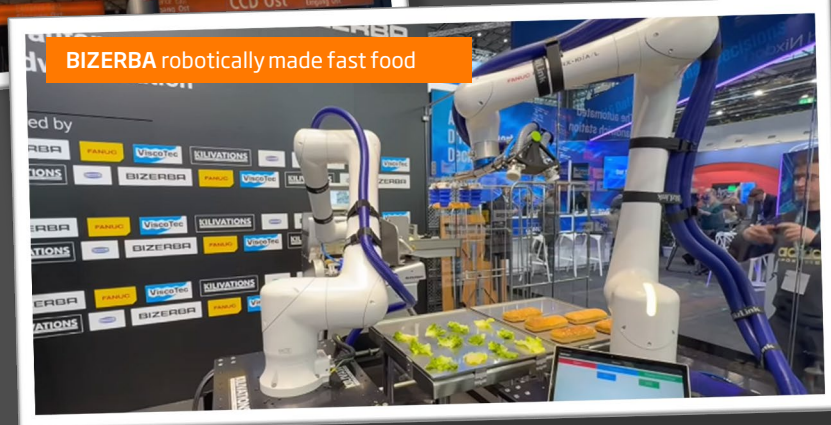
POP AI environmental design calculator



Interactive mirrors holographic avatars



BIZERBA robotically made fast food



PROX self service touchscreen technology



Display trends coming this Easter



Faster Seasonal Switchover

Retailers are flipping from Valentine's to Easter theatre almost overnight – a shift driven by the need for tighter inventory planning and earlier seasonal procurement due to transport volatility and longer lead times.

Source: easters online



Warm Minimalism + Spring Palettes

Expect Easter executions to lean into clean, uncluttered layouts with soft spring tones – matching Europe-wide trends toward simplified retail environments and elevated experiences.

Source: retailtimes.co.uk



Wellness Influence on Gifting

Health-focused gifting and better-for-you seasonal treats are gaining visibility as European shoppers seek clearer nutritional cues and adopt health-led purchasing behaviours.

Source: igd.com



Stronger Value Messaging

With inflation and budget pressure still shaping European spend, shoppers continue to prioritise affordable quality, making value-led Easter displays more prominent across categories.

Source: igd.com



Modularity Goes Mainstream

Fast-reset, lightweight modular displays remain essential as retailers prioritise labour efficiency and adaptable layouts – reflecting broader European moves toward hyper-efficient formats

Source: simon-kucher.com



"Phygital" Easter Theatre

Digital screens, touch-interaction, and motion-responsive features appear increasingly in seasonal zones, aligned with Europe's broader shift toward retail media networks and tech-driven in-store experiences.

Source: igd.com



Bigger Theatre, Smarter Builds

Digital screens, touch-interaction, and Europe's Easter theatre is becoming more expressive – bold shapes, playful designs – but built with lighter materials and simpler construction, reflecting operational discipline and the need for cost-effective impact.

Source: colliers.com





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Thank You

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Köszönöm Grazie Paldies Аціў Ви благодарам شکرالکم Dziękuję Obrigado Mulțumesc
Ďakujem Gracias Tack ขอบคุณ Teşekkür ederim

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