



# Global Retail Round-Up

March 2025

## March 2025 Retail Round-Up



 = displays produced by DS Smith

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

This March 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**



**March shopping trends**



**Brand and retail news**



**Innovation and sustainability**



# March **retail news**

European Commission promises 'simplification shock' for beauty firms

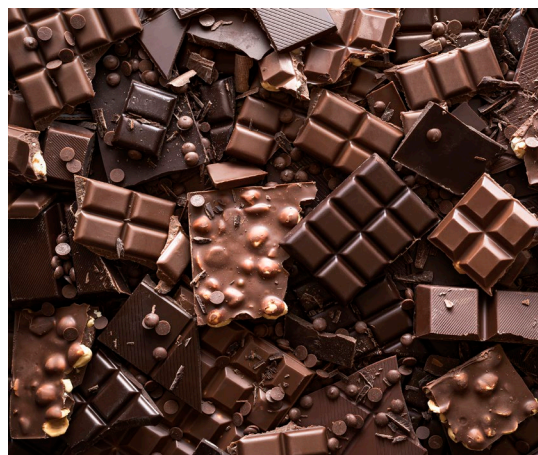


Source: [www.lefigaro.fr](http://www.lefigaro.fr)

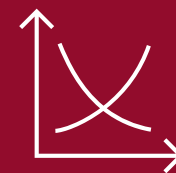
Chocolate companies are slowly moving towards more sustainable production...



Source: [hwww.epressi.com](http://hwww.epressi.com)





Europe's economic confidence dips again in March as services sector retreats



Source: [MSN](https://www.msn.com). News

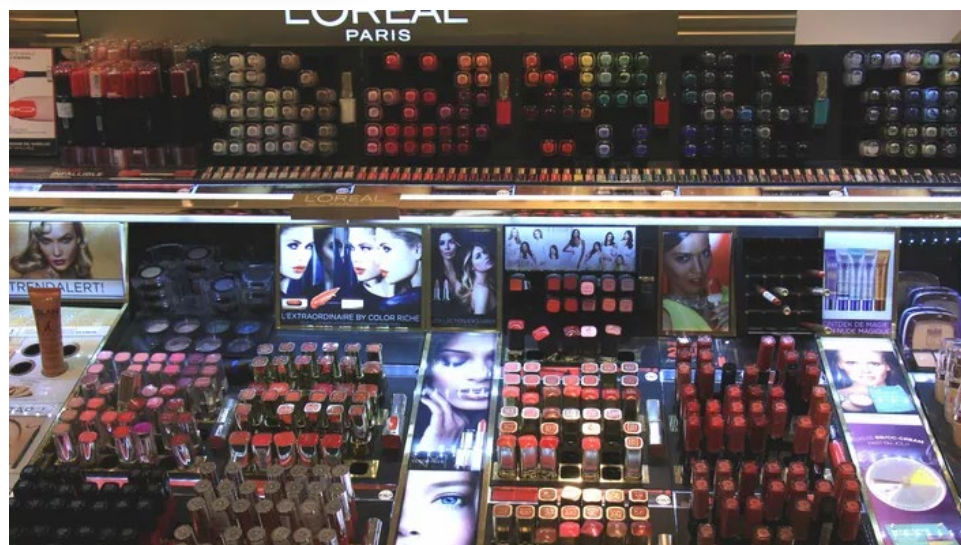
Key market sales

0.7%   
Germany

-1.2%   
Poland

0.2%   
France

Source: Feb data: [Euro indicators - Eurostat](https://ec.europa.eu/eurostat)



UK Sales volumes rose +1.0% in Feb. Monthly sales volumes in were at their highest level since July 2022.



Source: [www.ons.gov.uk](https://www.ons.gov.uk)

Eurozone retail sales: 0.3% 

Source Feb data: [Euro indicators - Eurostat](https://ec.europa.eu/eurostat)





## POS activations and in-store display photos

---





Lidl

Bimbo bread



Bilka

Lego F1



Rema 1000

Peter Larson Coffee



Sainsbury's

Nescafe



Quarter Pallet



3D creative display



Multi display layout



In-store theatre and 3D theatrical design



Mixed product offer



Pallet and tray configuration



Brand impact



Multi flavour cold coffee offer



Easy to shop



In-store theatre



Optimised for pallet size



Integrated SRPs on to half pallet. No plastic fittings





**Bilka**  
L'Oréal Magic Retouch



**Hyper U**  
Signal



**Boots**  
Soltan



**Lidl**  
Cartuxa wine



**Hyper U**  
Mattel



- ↓ Gravity feeder
- 👁 Impactful design
- 👤 Lifestyle imagery

- 📦 Stacking tray display
- TM Brand impact
- 🎨 Mono colour

- 🍦 3D creative design
- 📦 Multi product presentation
- 📍 Product locators

- 🍷 Heavy duty display
- 🍷 Bottle locators
- QR code promotion

- ♟ Mixed game product offer
- TM Brand impact





**Tesco**  
Barebells protein bars



Countertop  
display



Brand  
impact



No plastic  
price ticket



**Bilka**  
Ritter Sport



Inflatable  
signpost



Limited  
Edition flavour



Brand impact



**Sainsbury's**  
Mini Cheddars



Modular tray  
system



Win  
promotion



No plastic  
price ticket



**Hyper U**  
Sanex



1 colour  
stacking tray



Economic &  
sustainable



**Easter display**  
Milka



3D creative  
design



Integrated  
modular  
displays





**Bilka**  
Dr Scholl's



**Easter mega display**  
Milka



**Hyper U**  
Tahiti Shower products



**Sainsbury's**  
Lindt



Multi product presentation



3D creative display impact with interlinked cardboard arches Modular display design system



Brand impact



Big impact for Easter shopping



Easy to shop



Modular displays used in various configurations



1 colour stacking tray



Economical simplification



Multi size chocolates



Integrated trays





## Consumer, brand and retail news

---

# Retail news headlines



Source: [trademagazin.hu](https://trademagazin.hu)

**Hungary: Tesco Opens New Store to Start 2025/26 Financial Year**



Source: [Dino zdeklasowalo](https://dino.zdeklasowalo.pl)

**Poland: Dino Outperforms Global Competitors as Market Consolidates**



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

**Europe: Lidl: A Success Story in Discount Retail**



Source: [Tesco links up with charity](https://tesco.linksupwithcharity.com)

**UK: Tesco partners with 'In Kind Direct' to support hygiene poverty**



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

**Global: Plastic packaging industry to undergo pivotal transformation in 2025**



Source: [ecommercenews.eu](https://ecommercenews.eu)

**Germany: Amazon starts charging fees for packaged returns**



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

**Global: Sales of dietary supplements rise by 40% in 2024**



Source: [cbnews.fr](https://cbnews.fr)

**France: In-Store Media achieves nearly EUR 100mn in revenue in 2024**



# 2025 RETAIL & SHOPPER TRENDS

This month we are sharing a snapshot of a DS Smith Insights Report which explores key factors influencing retail and shopper behaviour.

Here we focus on use of digital media is used for enhancing experiences and the importance of health and sustainability to consumers.



# Retail media, connectivity and digital

When it comes to shoppers, the shorter the time between inspiration and purchase, the better. Brands and retailers are constantly exploring strategies to shorten this through traditional media, but increasingly now through digital displays and audio in-store, to create personalised and real time ads and promotions. Retailers are also introducing automation, robotics and computer vision will transform store operations, enhancing inventory management, streamlining checkout processes, and improving labour productivity.

**Will you explore the synergies between digital POS and physical POS & Display solutions? And are you looking ahead to prepare for the era of automated distribution centres and back of store?**

Retail media is **expanding at a faster rate** than traditional advertising channels

QR

In-store screens

Dynamic digital pricing

retailers who add AR or VR to their stores see a **94%** conversion lift

Smart shelves



# Health and sustainability focus

In line with consumer trends, retailers are leading a lot of behaviour change on health and sustainability; collaborating with suppliers across the value chain. Over the next year, Retailers will introduce and showcase more healthier food and drink options. There will be more 'low and no' varieties of packaged products, functional foods, in-store and online zoning, segmentation and mission-based healthy choices made available to shoppers. Retailers will also continue to focus on plastic packaging alternatives and solutions. They will be forced to make tough decisions between cost, availability and sustainability.

**How can we help you to pitch new sustainable or health focussed innovations with the retailers?**

**45%**

of the average European food and drink shopping basket contains plastic that is already replaceable

Retailer and E-tailers reasons for investing in sustainability initiatives 2024 (% global respondents)







## 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

[www.dssmith.com](http://www.dssmith.com)

**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.