



Global Retail Round-Up

October 2024

October 2024 Retail Round-Up



 = displays produced by DS Smith

Hello and welcome to our October 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



Retail spotlight in Italy and Poland



Brand and retail news



Innovation and sustainability

October retail news



German retail sales
unexpectedly rise
in September

Source: www.reuters.com



Euro zone retail
sales up in
October on non-
food purchases

Source: <https://www.reuters.com>



Tesco Scan as you
Shop devices set to
provide ads based on
a consumer's location
in store

Source: trendhunter.com

Key market sales

1.2% ↑
Germany

2.1% ↑
Denmark

-0.5% ↓
France

Source: Sept data: ec.europa.eu



Retail sales
boosted in October
as European
shoppers spend
more



Source: www.euronews/business

Eurozone retail sales: 0.5% ↑

Source Sept data: c.europa.eu





POS activations and in-store display photos



Pam Panorama

Prime energy drinks



Brand impact



Easy to shop



New product



Independent

Mixed snacks



Wooden display



Long lasting



Click and lock construction



Bilka

Cloetta



Seasonal confectionery mega display



Mixed POS media, bunting and character cut outs



Multiple stackable product tray systems



Lidl

Tarczynski snacks



Stackable SRP integrated display



Easy to shop



Lidl
Haribo



Sainsbury's
Haribo Halloween



Cadoro
Catisfactions pet food



Sainsbury's
PepsiCo Halloween



Special offer



Stackable



Easy to shop



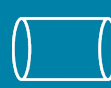
Seasonal
display



3D design
creativity



Brand
impact



3D shaped
display



Colour
segmented



Brand
impact



Arch construction with product
display pillars



Seasonal display for Halloween
drinks and snacks



Walkaround display



Kaufland

Persil and other products



Stackable



Win
promotion

Brand impact



Pam Panorama

Angelo Parodi Tuna



3D design
creativity



Cardboard
construction



Walk around
display

ASDA

Pudsey Merchandise for Children in Need



Charitable promotion



Multiple display configurations to
display mixed product types



Easy to shop

ASDA

Lego Christmas



Full pallet
design



Walk around
display



Seasonal



Confectionery Spotlight in Italy

Seasonal snacks and confectionery display variants in Cadoro stores



Multiple aisles created with confectionery displays in Pam Panorama - excellent standout and excitement for the sweet treats

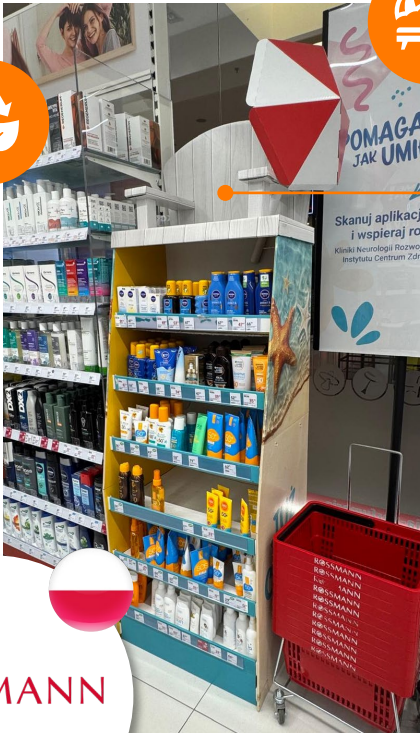
Retail Spotlight in Poland



Mix of permanent and card media utilised for Parksider shop-in-shop power tools display



ROSSMANN



Kaufland

Strong 'floating' shelf construction



Pre-filled stacking system trays, ready to be placed on the shop floor were a popular display type



Smart use of character cut-outs for at shelf POS



Cheetos animal print trays creates impactful stand out



Consumer, brand and retail news

Retail news headlines



Source: www.lebensmittelzeitung.net

Germany: Aldi Nord trials self-service checkouts



Source: www.theretailbulletin.com

UK: Tesco to embark on Christmas recruitment drive



Source: The Echo

Belgium: Carrefour sales down 2.2% in Q3 2024



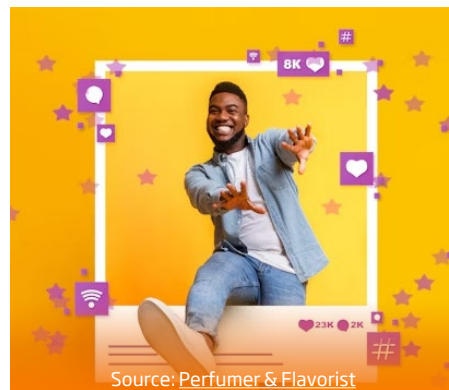
Source: Economia

Italy: Amazon's revenues reach EUR 10bn in 2023



Source: www.thetimes.com

UK: Reckitt seeks buyer for homecare business



Source: Perfumer & Flavorist

Global: Unilever 'Cleanipedia' website traffic increases 1/3



Source: ESG w Biedronce

Poland: Biedronka publishes '24-26 sustainability targets



Source: lebensmittelzeitung

Poland/Czech Republic: Kaufland & Lidl new leadership



WANT **TO KNOW** MORE?

WEBINAR ▲

Horizons in PPWR- Part 2

Our experts and guest speakers presented a unique interactive webinar about PPWR. The session, held on 27th November, created opportunities to engage, debate and ask questions about the legislation.

Please get in contact if you would like to know more



FMCG



Industrial



E-Commerce

Packaging
HORIZONS
Webinar Series





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

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.