



Global Retail Round-Up

January 2026

January 2026 Retail Round-Up



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

This month, we're spotlighting the latest in-store activations across Europe, with a special focus on standout examples from Poland. We explore evolving shopper expectations and the innovations shaping the early-year retail landscape. Inside, you'll find a mix of fresh photography, forward-looking insights, and inspiring examples of retail theatre from across the region.

Enjoy the read!

January retail news

Euro Area Retail Sales
vs. Dec 2024

1.3% ↑

Key Market
Performance

0.1% ↑
Germany

-1.4% ↓
France

0.6% ↑
Poland

-1.6% ↓
Denmark

5 Key Themes:

News and headlines shaping retail this month:



1. AI-Driven Shopper Engagement Accelerates

Shoppers are increasingly relying on AI for product discovery, guidance and comparison, with 70% now using AI-powered tools—including 45% of baby boomers. This is reshaping journeys and expectations for speed and relevance.



2. Loyalty Programmes Enter a New Era

Marketers are investing heavily, with 51.5% of marketing budgets now dedicated to loyalty and CRM, reflecting rising ROI and customer engagement. However, loyalty alone won't convert—54% of shoppers still abandon baskets due to high delivery fees, a need for stronger value communication and frictionless checkout



3. The Flight to Value Intensifies

With persistent cost pressures, value remains the shopper's anchor. 95% of consumers prioritise brand trust, and private label continues to outperform, delivering double-digit growth across Western Europe.



4. Sustainable Private Label Rises

Retailers are embedding sustainability messaging and benefits into their private label lines to elevate perception and differentiate from national brands



5. Immersive Retail Expands via Technology

High-tech flagship stores are growing, featuring interactive digital signage, AR try-ons and gesture-based content—while smaller stores adopt more cost-efficient, scalable digital display.



5. World Cup Fuels 'Big Night In' Missions

With 58% of UK shoppers planning to get involved, this summer's World Cup is set to boost at-home food and drink occasions. Late kick-offs will drive evening gatherings, demand for snacks, drinks, pizzas and party food, and inspire themed menus influenced by the tournament's US/Canada/Mexico hosting

Sources: Europa EU Eurostat December 2025 1. tmcnet - AI changing how consumers shop. 2. Antavo Global Customer Loyalty Report 2026 3. NIQ 2026 Consumer Outlook: Bold Brands Win with Cautious Consumers 4. Euromonitor's Monthly Roundup: February 2026 5. Startus insights - Consumer Behavior Trends 2026 6. Convenience Store - World cup drive at-home food and drink occasions



Display activity in-store this January...

A snapshot of Europe's latest seasonal displays, gifting executions, value-driven promotions and technology-enhanced theatre seen across supermarkets and specialist retail this month.

 = displays produced by DS Smith

Gifting Displays



Carrefour
Trolli confectionery



Carrefour
Batonik Owocowy confectionery



Carrefour
Lindor chocolate

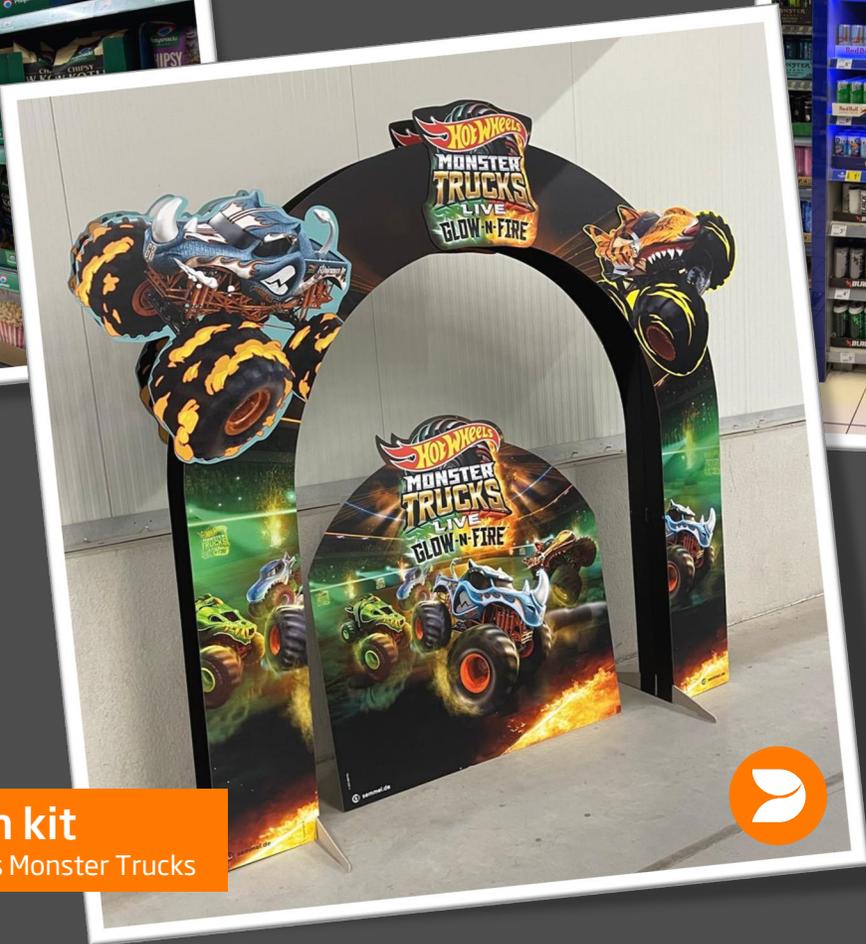


Carrefour
Nic Nac snacks

Portugal Gifting Displays



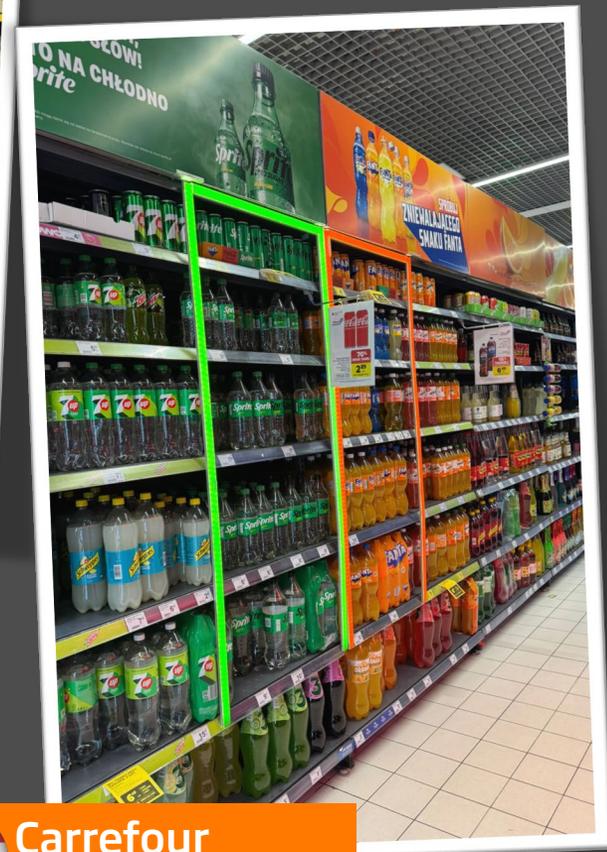
 **Carrefour**
Own brand snacks



 **Launch kit**
Hot Wheels Monster Trucks



 **Carrefour**
Red Bull Hot Spot



 **Carrefour**
Sprite Hot Spot

Stacking Pallet Displays



Carrefour
Waterdrop



Carrefour
Lorenz Snacks



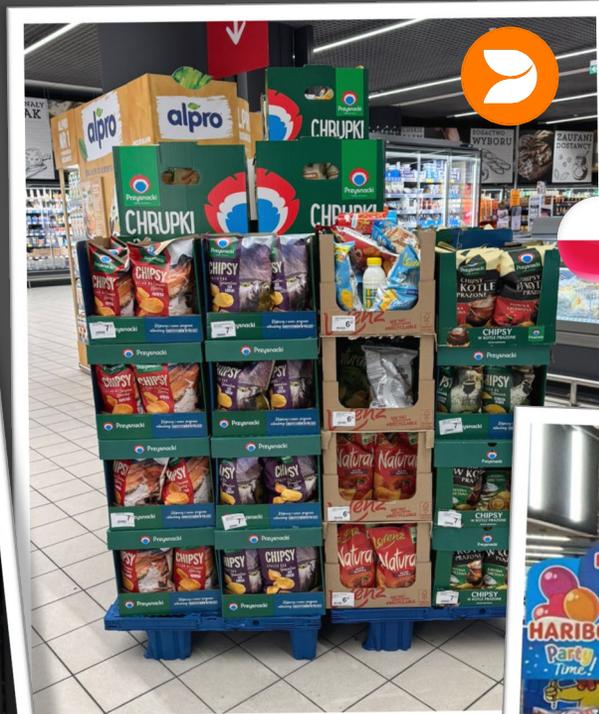
Carrefour
Lajkonik Snacks



Carrefour
Beskidzkie Snacks

Modular Pallet Displays

Carrefour
Laciata



Carrefour
Przysnacki Snacks



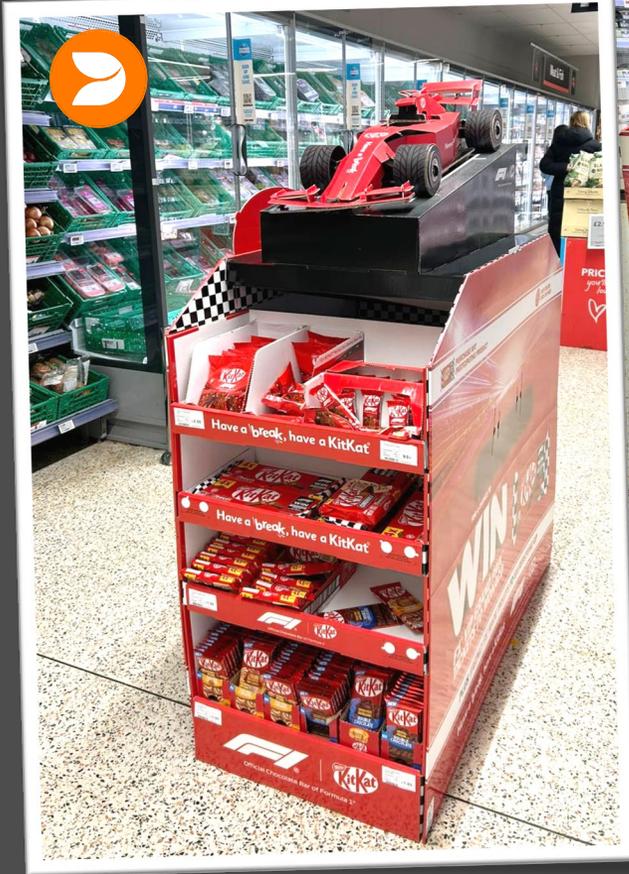
Fotex
Haribo



Design Excellence Showcase

TM

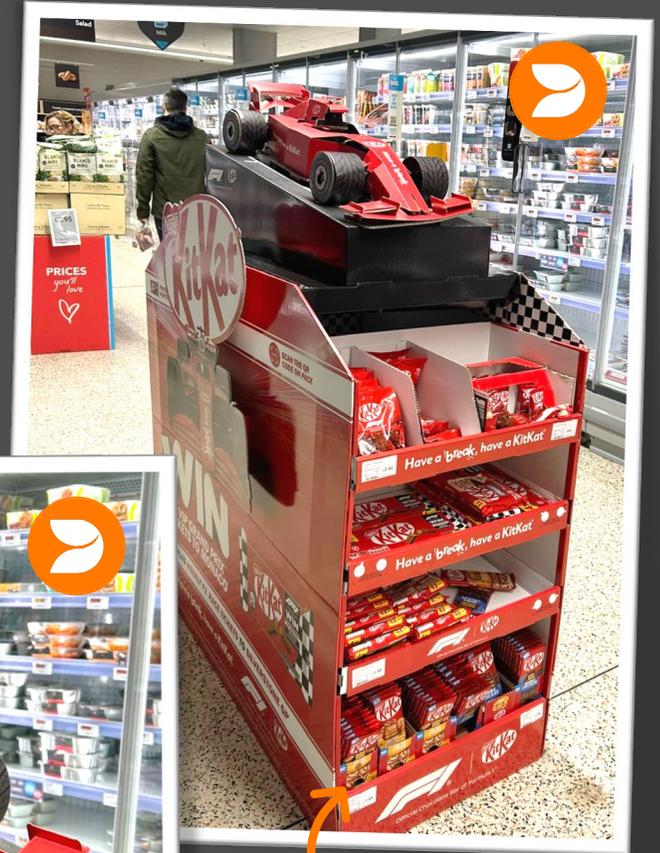
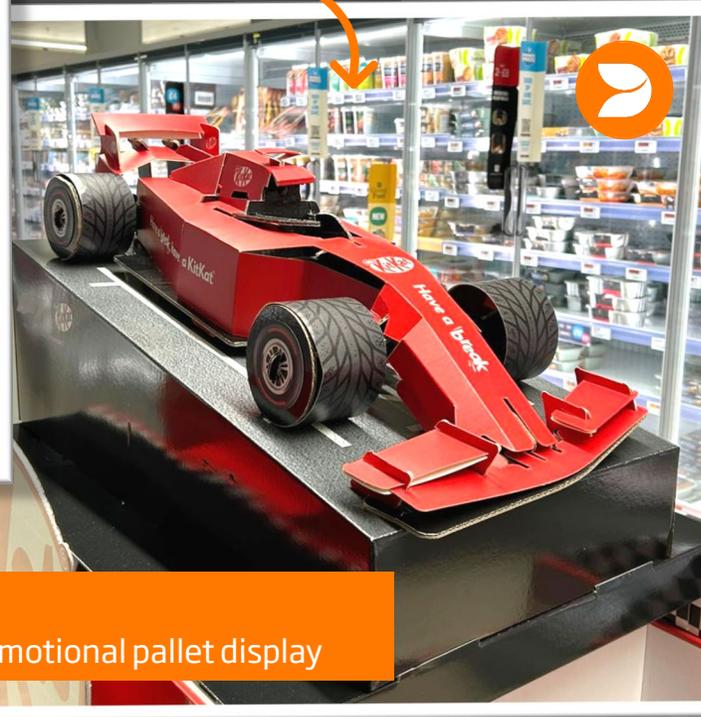
Strong brand recognition



Clear WIN call to action

Win!

3D F1 car, 100% cardboard



Mixed SKU product holding



Nestle KitKat

Win F1 Grand prix promotional pallet display



January consumer trends



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European Loyalty Drivers 2026

Personalisation Expectation vs Fatigue

Shoppers want helpful personalisation, but not intrusive targeting—71% expect personalised experiences, yet fewer than 25% enjoy tailored recommendations, showing the need for subtle, value-adding messaging.

Brand Loyalty Erodes

74% of consumers switched brands last year, with value for money the dominant driver. This trend is especially visible in beauty, household and snacking, where cheap dupes are gaining traction. [startus-insights.com]



Wellness & Functional Claims Boom

Nootropic ingredients are expanding beyond supplements into soft drinks, beauty and even alcohol—reflecting a wider interest in cognitive support and natural functionality.



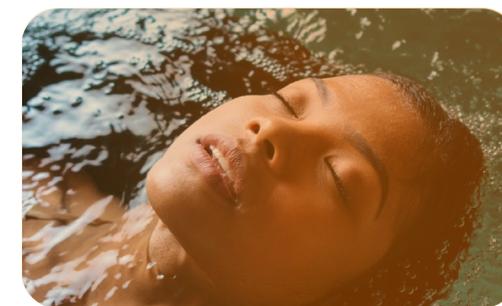
Experiences Over Things

Two-thirds of consumers now prioritise experiences over goods, influencing gifting categories and seasonal retail moments.



Mobile-First, Tech-Mediated Journeys

Adults spend 6h38m online per day, and product discovery is now dominated by mobile, visual search and AR try-ons



Sources: **Personalisation Expectation vs Fatigue** - Startus Insights - Consumer Behaviour Trends 2026, Retail Focus - **Retailers bet on loyalty and AI**: Brand Loyalty Erodes - Startus Insights - Consumer Behaviour Trends 2026. **Mobile-First, Tech-Mediated Journey** - Startus Insights - Consumer Behaviour Trends 2026 and Business Review - Retail trends in 2026: Stores need customer loyalty and personalized offers. **Experiences Over Things**: Startus Insights - Consumer Behaviour Trends 2026. **Wellness and Functional Claims Boom**: Euromonitor - Monthly Roundup February 2026.

European **loyalty drivers trends**

Value Remains Central



Shoppers remain deeply value-driven, rewarding retailers that deliver quality-for-price, transparency and trust. Loyalty spend is rising, but shoppers expect meaningful, easy-to-redeem rewards—not friction. Heavy investment in loyalty (over 51% of budgets).

Yet shoppers still turn away when costs or checkout complexity rise.



AI-Enabled Convenience

AI is compressing shopping journeys into faster, more intuitive experiences—automated recommendations, streamlined checkout and personalised alerts are raising expectations for speed and simplicity

Click-and-Collect Strengthens



Hybrid shopping remains strong across Europe, driven by convenience, reliability and last-minute missions (supporting Valentine's and Easter early buys).

Experiential Rewards Gain Momentum



Loyalty is shifting beyond traditional points: brands are increasingly winning with experiential, personalised and data-rich rewards. Marketers report record-high satisfaction and ROI, showing that deeper, experience-led benefits are now central to retention strategy

Sources:

Value Remain Central: Amtavo Global Customer Loyalty Report 2026 and Retail Focus Retailers bet on loyalty and AI – but shoppers are quitting at checkout before loyalty takes hold, says new research. **AI enabled convenience:** tmcnet - Q1 Is a Critical Window for Brand Loyalty as AI Changes How Consumers Shop. **Click-and-Collect Strengthens:** Research and Markets - Europe Click and Collect Grocery Market Size and Share Analysis - Growth Trends and Forecast Report 2025-2033. **Experiential Rewards Gain Momentum** - Europe Click and Collect Grocery Market Size and Share Analysis - Growth Trends and Forecast Report 2025-2033.



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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.



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Sustainability

[DS Smith Sustainability](#)

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

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Thank You

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

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