



DS
Smith

Global Retail Round-Up

October 2025



October 2025 Retail Round-Up



**Hello and welcome to our
October 2025 Retail Round-Up!**

Capturing the latest point-of-sale displays and standout ideas shaping the shopper experience. Inside you'll find fresh photography, sharp insights, and Halloween themes POS. All curated to spark inspiration and support our partnerships.

Enjoy the read!

October retail news

Euro Area Retail Sales
vs. Sept 2024

1.0% 

Key Market
Performance

0.2% 
Germany

-0.1% 
France

0.2% 
Poland

0.2% 
Denmark

Retail & FMCG Trends:

October 2025 marks a turning point as global giants are slimming portfolios, **beer brands are doubling down on premium icons**, and **AI is reshaping everything** from shopper engagement to supply chains. **Sustainability pressures and social media-driven innovation** are rewriting the rules of in-store experience. This means **fewer SKUs but bigger hero moments**, **smarter and more data-driven designs**, and a surge in **demand for eco-friendly**.

What's Driving Change?



- **Portfolio Simplification:** FMCG giants are cutting SKUs and reorganising brands, creating opportunities for premium hero displays and simplified POS layouts



- **AI Integration:** £31bn AI investment in the UK and global adoption means smarter shelves, dynamic pricing, and data-driven retail strategies



- **Sustainability Pressure:** Energy concerns and ESG commitments push demand for eco-friendly materials, modular designs, and low-carbon POS solutions



- **Social Media Influence:** Food innovations tied to social trends require displays that encourage shareability, QR codes, and influencer-driven aesthetics



- **Premiumization & Brand Focus:** Beer and beverage brands doubling down on flagship products call for bold, high-impact retail executions

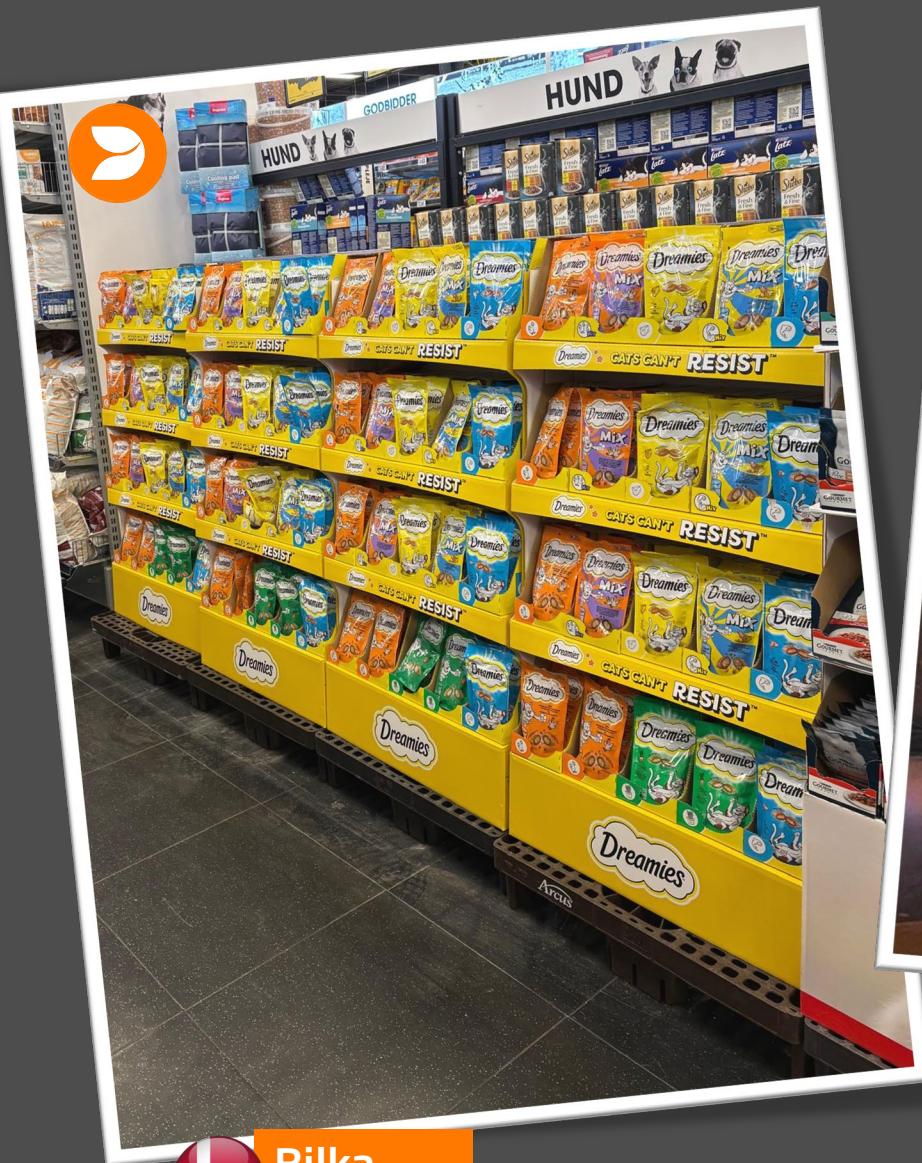
Sources: EuroStat, Euro Indicators October data ; ConfectioneryNews - Nestlé, Mars, Unilever, Ferrero & Kraft Heinz: The big CPG shake-up continues; The Grocer - Heineken to focus on five brands in key markets; European Business Magazine - What UK businesses need to know about the £31bn AI investment; Oman Observer - Fury mounts over a global AI frenzy and energy consumption; Réussir - Agroalimentaire: 5 innovations du top 10 sont liées aux réseaux sociaux



Display activity
in-store this
October...



= displays produced by DS Smith



 **Bilka**
Dreamies



 **Vue Cinema**
Wicked For Good

 **DS
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 **Tesco**
Hobgoblin



 **Bilka**
Haribo Halloween



 **Carrefour**
Knorr Sauces

 **DS**
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Department Store
Plump Gloss



Carrefour
Advent Calendars



Bilka
Ferrero Christmas

DS
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October consumer trends

October consumer trends



Reliability Matters

A major Microsoft cloud outage hit UK retailers like M&S and Asda, freezing payments and online orders for hours. The incident exposed retail's heavy reliance on tech infrastructure and triggered a surge in backup systems and hybrid cloud strategies

Consumer Impact: Expect occasional checkout delays, more emphasis on click-and-collect and offline fallback options during peak periods like Black Friday

Source:

- Speed, R. (2025) 'EU and UK organizations ponder resilience after Azure outage', The Register, 30 October
- Kobia, N. (2025) 'The Microsoft Azure outage explained: What happened, who was impacted, and what can we learn from it?', IT Pro, October
- Milton, J. (2025) 'Microsoft Outlook, Xbox and Asda suddenly crash affecting thousands', Metro, 29 October
- Zaveri, S. (2025) 'Hybrid Cloud Continuity: Why Enterprises Need A Strong Strategy', Forbes, 13 November



Premium Indulgence

Limited-edition drops and personalized gifting formats are booming, from airport activations to online exclusives

Consumer Impact: Shoppers are embracing "treat yourself" moments—expect curated gift sets, bespoke packaging, and premium seasonal launches dominating holiday aisles

Source:

- La Vanguardia (2025) 'Puig reports 5% growth driven by prestige fragrances and dermocosmetics', La Vanguardia, October
- DFNI Online (2025) 'Limited-edition launches and personalized gifting formats trending in beauty and confectionery', DFNI Online, October



Eco-Conscious Choices

Brands are reframing sustainability as value and innovation, rolling out eco-friendly packaging and carbon-reduction claims—under tighter scrutiny

Consumer Impact: Expect more plant-based options, clearer sustainability labels, and ethical sourcing stories shaping festive meal and gifting choices

Source:

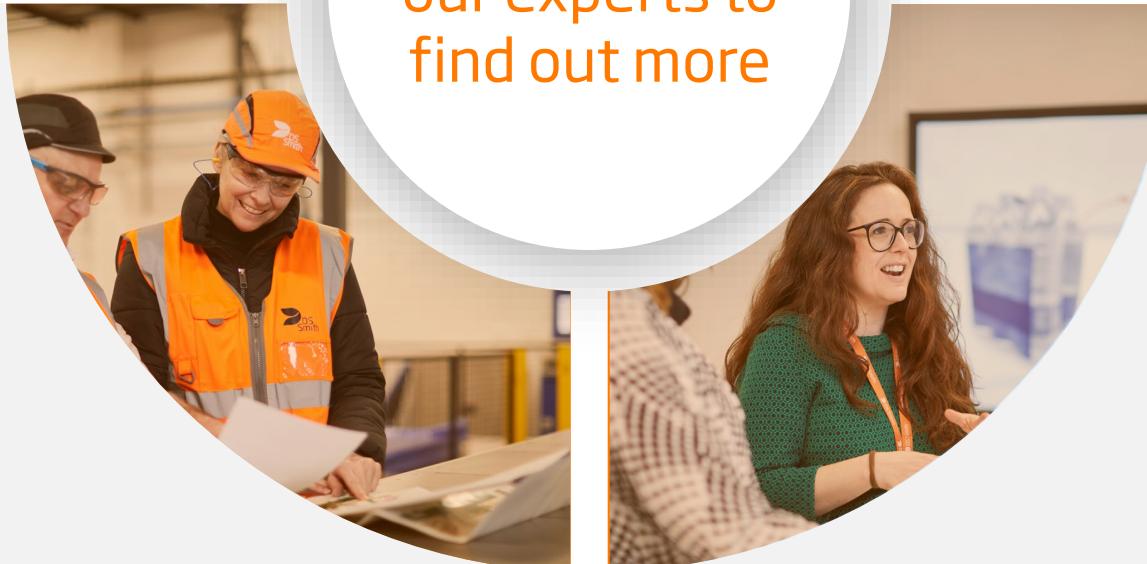
- Danone (2025) 'Danone launches Milk Academy for regenerative farming', Danone, October
- Futuropia (2025) 'EU policy accelerates plant-based and alternative protein diversification', Futuropia, October
- OTP Tools (2025) 'Ethical sourcing and sustainability claims under scrutiny', OTP Tools, October



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 شکرا لكم Dziękuję Obrigado Mulțumesc
Ďakujem Gracias Tack ខូចកុម 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 retail environments. We do not endorse, or show preference for any specific product, brand, manufacturer, or retailer.