



Global Retail Round-Up

September 2025



September 2025 Retail Round-Up



Hello and welcome to our September 2025 Retail Round-Up!

This Autumn, we've been exploring retail to capture 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!

September retail news

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Aldi USA
raffles 75
plush
clothing sets
on Instagram



Survey finds 43% of
shoppers research
products on one
platform but purchase
on another



Market for
electronic shelf
labels to reach
USD 7.54bn by
2033



Key market sales

0.8%

0.8%

0.2%

EBI's Global Top 100
Brand Corporations
2025 report shows
8.5% growth



Free From
market worth
over \$100bn
in 2025



Euro area retail sales
compared to Aug 2024:

0.1%



Sources: WirtschaftsWoche (Oct 2025); Bakery & Snacks (Sept 2025); CNBC (Oct 2025); Eurostat (Oct 2025); WooCommerce (Sept 2025); Sacramento Bee (Sept 2025); European Brand Institute (2025); Stratégies Logistique (Summer 2025)

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Holiday season **consumer trends**

Key categories predicted to dominate **Holiday Shopping** in 2025



Discount apparel

Many consumers browse offline (stores) and purchase online for competitive pricing. It is predicted that brands and retail will launch earlier discounting and promotions to capture cautious shoppers



Experiences & Eating Out

OpenTable reports a 13% increase in bookings for parties of 6 or more



Toys & Games

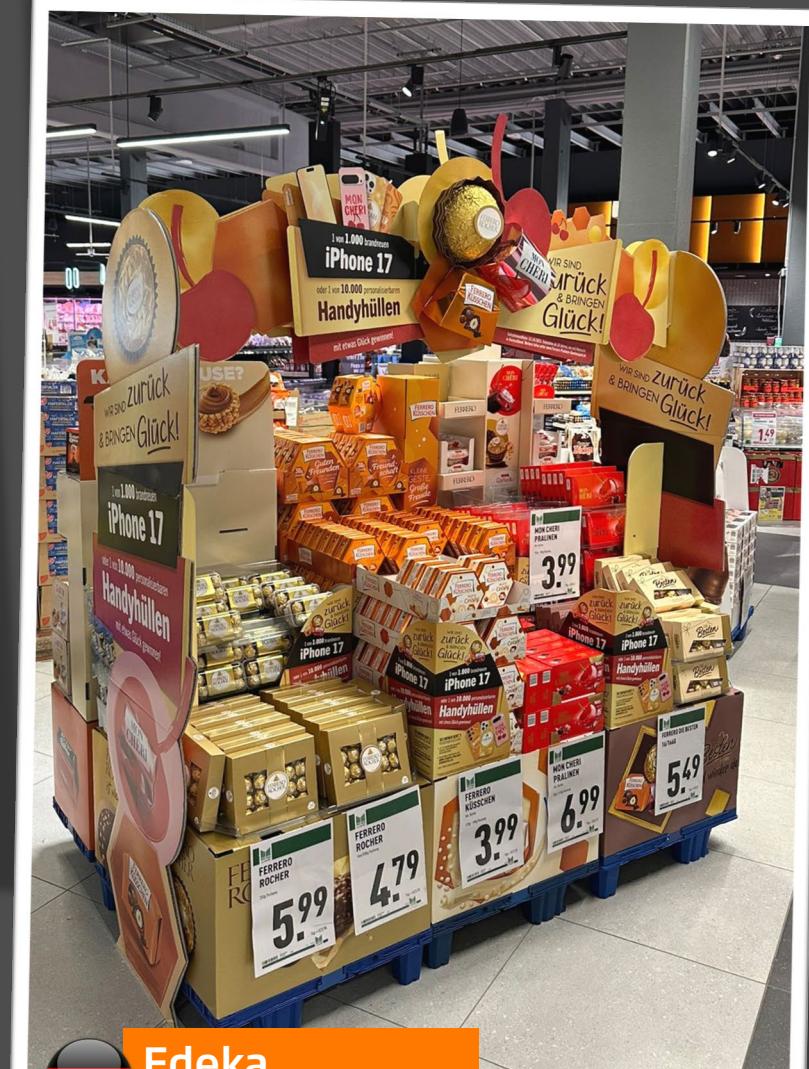
Top toys for 2025 include 'Blind Box' toys driving collectables market e.g. Labulu and nostalgia franchises

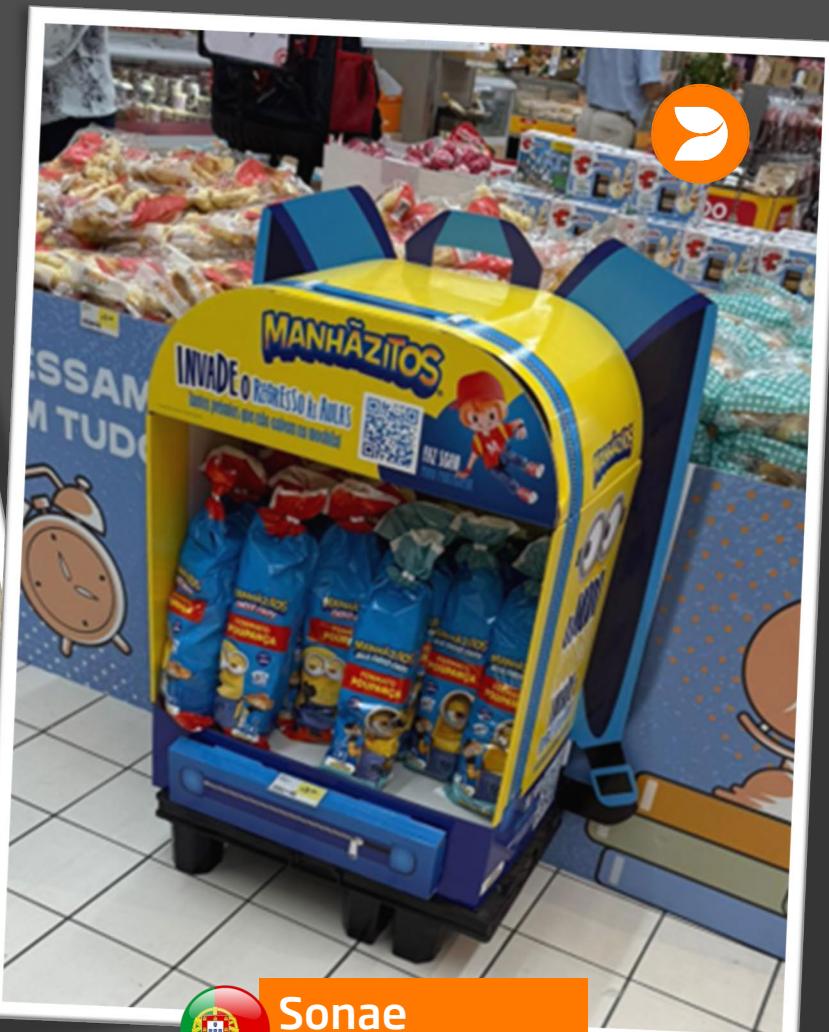
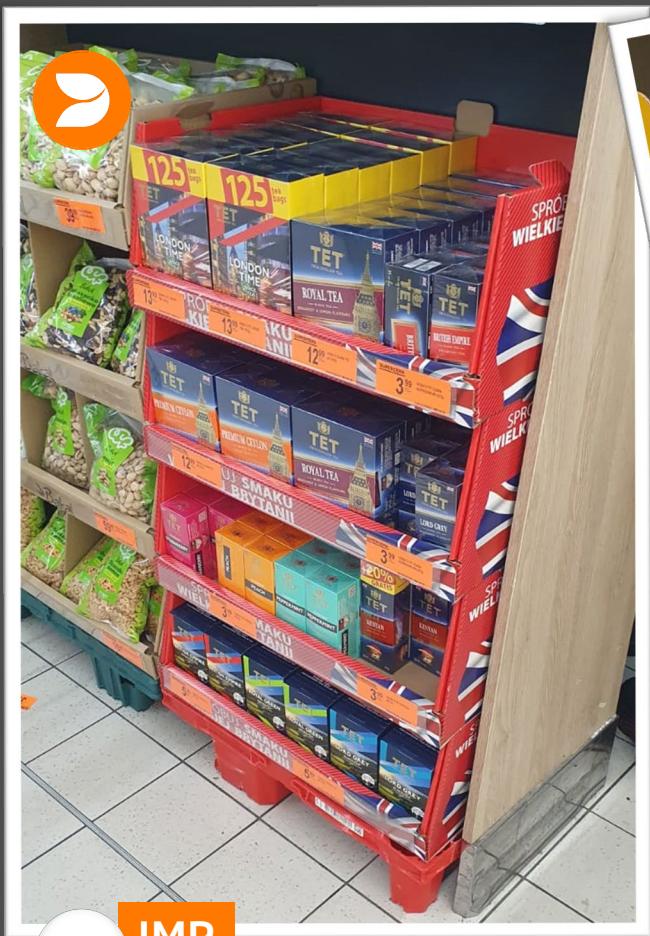


Display activity
in-store this
September...



= displays produced by DS Smith







 **Edeka**
Haribo



 **Rossmann**
Gourmet



 **Tesco**
Pumpkin Heavy Duty Pallets

Other EU markets



Sainsbury's
Doritos



Sainsbury's
PepsiCo



Convenience
Haribo



Sainsbury's
Mars



Tesco
Yankee Candle

DS
Smith

Halloween

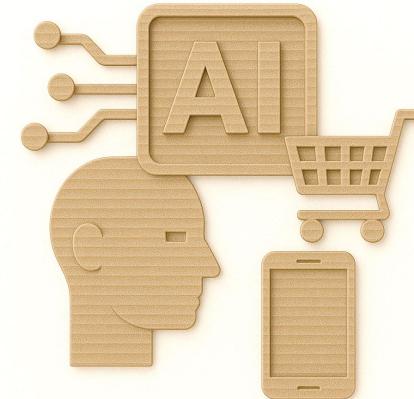


Consumer, brand and retail news

September retail headlines

This September retailers across Europe focussed on innovation, efficiency and consolidation

- Major players such as Carrefour and Cosmo Pharm are reshaping portfolios to strengthen profitability
- UK and Benelux markets are testing new in-store technologies, from facial recognition to AI-assisted trolleys, aiming to enhance convenience and security
- In Germany and Poland, campaigns around nutrition and responsible retailing highlight shifting social expectations
- Southern discounter retailers in Spain and Italy, are seeing continued growth and investment
- Meanwhile, global partnerships between streaming and e-commerce giants are redefining how retail media and advertising converge



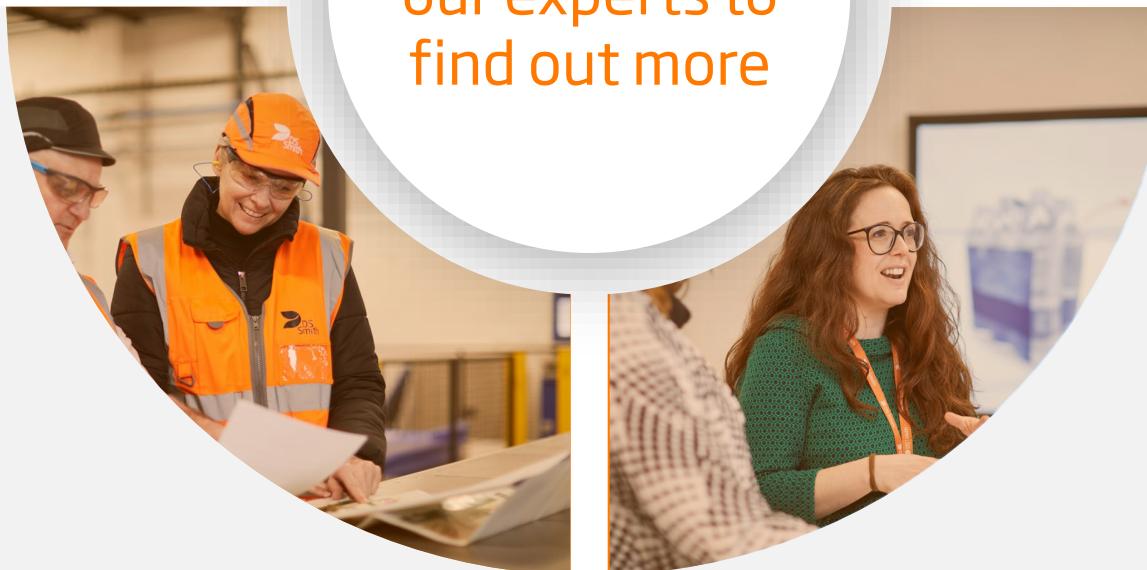
Sources: 1. LSA Conso – “Carrefour sells Italian operations to NewPrinces” (France, 2025) 2. Ingredients Network – “Sainsbury’s facial-recognition pilot” (UK, 2025) 3. RetailTrends.nl – “Colruyt introduces Belgium’s first AI-controlled trolley” (Belgium, 2025) 4. Fruchtportal – “Aldi Süd launches nutrition education campaign” (Germany, 2025) 5. PortalSpozywczy.pl – “Biedronka blocks alcohol sales after 10 p.m.” (Poland, 2025) 6. Bursa.ro – “Cosmo Pharm reports 40% sales growth, expands portfolio” (Romania, 2025) 7. ESM Magazine – “Lidl increases investment and sales in Spain” (Spain, 2025) 8. Merkur.de – “Netflix and Amazon form global advertising partnership” (Global, 2025) 9. Gulf News – “Carrefour’s global restructuring and store closures” (Europe & GCC, 2025)



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.