



Global Retail Round-Up

May 2025

May 2025 Retail Round-Up



 = displays produced by DS Smith

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

This May 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



May shopping trends



Brand and retail news



Innovation and sustainability

May retail news

Europe:
Private labels
consolidate
their empire



Source: www.expansion.com

Global: China Mobile
leads technology
companies in
greenhouse gas
emissions, followed
by Amazon



Source: www.teraz.sk



Europe: Carrefour
signs Sustainability
Linked Business
Plan with Coca-Cola



Source: www.eleconomista.es

Key market sales

7.4% ↑
Poland

2.4% ↑
Sweden

0.3% ↑
France

Source April data: ec.europa.eu



Aldi overtakes
Asda to become
Britain's third
biggest
supermarket,
analysis shows



Source: www.thisismoney.co.uk

Euro area retail sales
compared to 2024: 2.3% ↑

Source April data: ec.europa.eu





POS activations and in-store display photos



Ritter Store
Ritter Sport



Coop 365
Vitakraft



Netto
Winiary sauces



Sonae
Chupa Chups



Adapted SRP



Limited Edition



Creative shape and form



Mixed product display



Impactful cladding



Easy to shop



Stacked tray design



Mixed products



Easy to shop



Modular FSDU system



3D theatrical design using corrugate shape and form



Eye-catching colours, shape and design



Rewe
Darbo



Hyper U
Justin Bridou snacks



Bilka
Underberg



Meny
Fisherman's Friend



3D creative design kitchen
cupboard setting



Multi product jams and sauces on
half pallets



360-degree walkaround display
presentation



Stacking
display



Modular
system



Brand colour
recognition



3D creative
display



Pallet, FSDU
and Standee



Immersive 360
design



Impulse
display



Easy to shop



Rossmann
Hipp Organic



Edeka
Nivea



Hyper U
Bonduelle meals



Rossmann
Gillette / Venus



Fotex
Funady Hangover RTD



SRP
integrated



Stacking trays
& FSDUs



Mixed product
presentation



Multi product
offer



Giant product
image



Multi product
presentation



Multiple
display uses



SRP
integration



Tray system &
locators



NPD
presentation



Brand
recognition



Seasonal
application



Quarter pallet



Easy to shop



Pop-Up Store
COMPO BIO



Kaibi
Promotional signpost



Netto
Teekanne teas



Lidl
Sun / Skip homecare



3D design space for garden products



Eye-catching design, easy to assemble and modular



Immersive space to invite shoppers to explore



Navigational signage



Information & offers



3D shape in cardboard



Multi product offer



Stacking tray design



Easy to shop



Multi product offer




Stacking tray design

shop! D-A-CH 2025 Awards



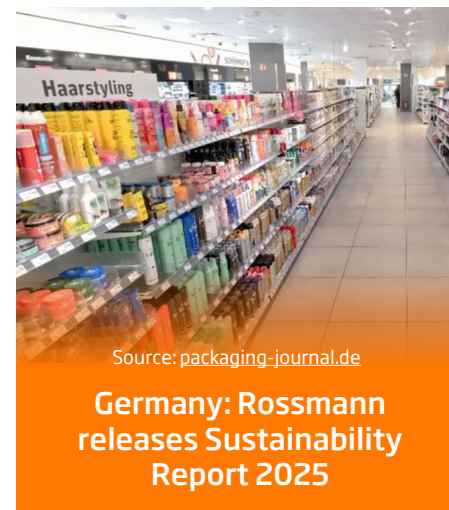
Triple silver award winner at SHOP! D-A-CH Awards 2025

- With Wan Kwai standee, the COMPO BIO Pop-Up store, and the More x Hitschies Zerup display.

A close-up photograph of several bundles of fresh green asparagus. The asparagus spears are vibrant green with some purple-tinged tips. They are tied together with orange rubber bands. The image is positioned on the left side of the slide, with a white diagonal line separating it from the text area on the right.

Consumer, brand and retail news

Retail news headlines





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 شكرا لكم Dziękuję Obrigado Mulțumesc
Ďakujem Gracias Tack ขอบคุณ 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.