



EMEA Retail Round-Up

Spring 2026



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

Easter is a Key event in Spring, so we've gathered some related displays to share with you. We also feature a section on displays for drinks.

The next season is of course the one most of us look forward to the most - Summer! With this in mind, we have captured some trends we expect to see more of during this period.

Enjoy the read!

Spring **retail news**

Euro Area Retail Sales
vs. Feb 2025

1.7% ↑

Key Market
Performance

4.7% ↑
Portugal

3.9% ↑
France

3.9% ↑
Poland

2.7% ↑
Finland

Key Themes:

Key retail themes shaping Spring 2026:



1. Retailers Use Print-on-Demand to Test and Scale Products

Retailers are increasingly testing products before scaling to reduce risk in a fast-moving market. Print-on-demand allows them to launch small batches, gather real sales data, protect cash flow, and avoid dead stock. Once demand is proven and consistent, they can move to bulk production with greater confidence, combining flexibility with improved margins through a hybrid fulfilment model.



2. Gen Z Embraces AI-Led Shopping

Rithum's research shows AI is already shaping purchase decisions, with 64% of 18-27-year-olds buying based on AI recommendations and 95% of shoppers not verifying AI information on brand websites. AI also speeds up shopping, with 36% making faster decisions and many feeling more confident and comparing more options as a result.




3. E-commerce Expectations Reshaping the Supermarket Aisle

While most supermarket purchase decisions still happen at the shelf, shoppers increasingly expect in-store experiences to mirror e-commerce—offering guidance, relevance and easy decision-making. Research cited by A2Z Cust2Mate shows that meeting these expectations can increase basket size, loyalty and overall store performance, signalling a shift toward more responsive, shopper-centric aisles.



4. German Consumers To Spend €1.05bn On Mother's Day Gifts

German consumers are expected to spend €1.05 billion on Mother's Day gifts, matching last year's level despite weak sentiment, with 30% planning a purchase and average spending at €18.72 per person. Flowers remain the top choice (64.9%), followed by food (43.3%) and cosmetics (29.9%).

A close-up photograph of a brown rabbit's face, looking directly at the camera. The rabbit's fur is a warm, golden-brown color, and its ears are large and upright. The background is a soft, out-of-focus light brown. A large, semi-transparent orange shape overlaps the right side of the image, framing the text.

Display activity in-store this Spring...

This month's store checks mostly highlight Easter themed displays we have seen in store in Europe.

- Easter Displays
- Displays for drinks

Easter Displays across Europe

Displays emphasised:

- Large pallet display with creative 3D design with a wooden swing.
- FSDU with shopping possible from 3 sides and angled corners.



Kaufland
Ferrero



Lego



Easter Displays across Europe from DSS

Displays emphasised:

- Efficient Stackable Modular Design
- High in-store impact



Lidl
Mars M&M Easter Eggs



El Corte Inglés
Lindt
(Floor standing units only from DSS)



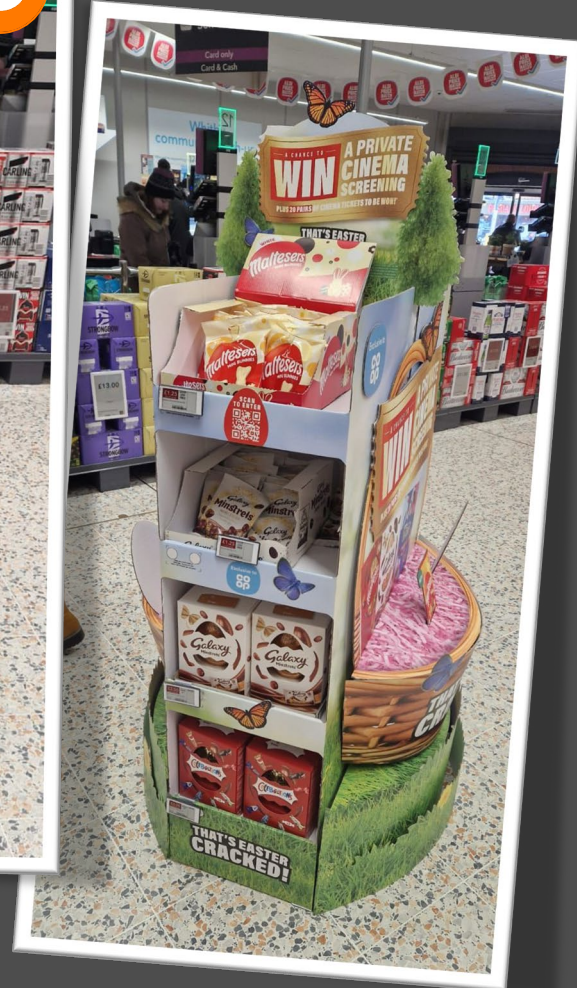
Easter Displays from DSS UK

Displays emphasised:

- Easter Egg basket FSDU with 3D design
- Elegant own brand displays



Co-op
Mars Easter 



M&S
M&S own brand Easter 

Easter Displays from DSS UK

Displays emphasised:

- Chep ¼ pallet displays
- Full pallet display



Morrisons
Nestle Easter



Morrisons
Lindt Easter



Sainsbury's
Lindt Easter Bunnies



Drinks

Displays emphasised:

- Full pallet stacker displays
- Chep ¼ pallet display
- Creative FSDU
- Pallet display with big impact



Tesco
Poppi



Tesco
Cruzcampo



Pingo Doce
Cartuxa



Sainsburys
Robinsons



Sainsburys
Lipton





Summer consumer trends

Display trends for this Summer



Designing with Accessibility in Mind

Retail display design in 2026 is increasingly shaped by accessibility and inclusivity. With more focus on reaching broader audiences, brands are making their displays easy to engage with, regardless of age, ability, or shopping style.

Source: imagecoltd.com



Cardboard Displays Move from Temporary to Strategic

Cardboard POS displays now account for around 1/3 of global POS usage, driven by sustainability mandates, cost efficiency, and speed of deployment. Rather than being seen as "throwaway," corrugated displays are positioned as high-performance, purpose-designed retail assets aligned with ESG targets and seasonal activation needs.

Source: cardboarddisplayunits.com



Lightweight, Temporary Structures for Peak-Season Agility

For Summer 2026, sports retailers and grocery non-food aisles are favouring corrugated cardboard displays because they are lightweight, fast to deploy, and easy to remove post-season. This suits short, high-intensity promotional cycles around summer sports, outdoor activity, and major sporting moments.

Source: sti-group.com



Minimalism and Print Quality Elevate Perceived Value

Advances in structural engineering and digital print mean cardboard displays in 2026 feature cleaner design, fewer messages, and more premium finishes. Rather than shouting value, they are increasingly used to frame hero products clearly, supporting faster shopper decisions at shelf.

Source: johnsbyrne.com

POS a Critical Conversion Tool

Analysis shows that the FIFA World Cup 2026 is expected to drive both planned bulk shopping and last-minute top-up missions, often clustered tightly around match moments. This creates a clear role for POS to remove friction, guide quick decisions, and surface the right products fast, making temporary, highly visible in-store displays a critical tool for capturing impulse spend and growing baskets during the tournament.

Source: nielseniq.com

Big Night in

The FIFA World Cup 2026, is expected to lead to a surge in "big night in" occasions creating a clear opportunity for POS to work harder in-store. By using short-term, highly visible and occasion-led POS, retailers can simplify match-day shopping, speed up decision-making, and capture larger, incremental baskets by making it easy for shoppers to buy everything they need in one place.

Source: talkingretail.com



Power of Print Webinar

Your product has seconds to win. Is your packaging ready? 🕒

In the "Moment of Truth" on-shelf, your packaging is your best salesperson.

Join our exclusive **DS Smith** webinar on **20th May** (10:00 BST / 11:00 CET / 12:00EET) to see how high-quality print for corrugated board is transforming brand presence. We're breaking down how to achieve:

✨ **Shelf Standout:** High-quality print that stops shoppers.

🎨 **Global Precision:** Total colour consistency across all markets.

♻️ **Sustainability:** Premium aesthetics on sustainable materials.

📊 **Real Results:** Case studies from Beauty, Snacks, and Drinks.



Win the shelf, win the shopper

📅 Webinar | Wednesday 20 May 2026
🕒 10:00BST • 11:00CET • 12:00EET

Discover how corrugated board connects your brand, boosts shelf standouts and converts shoppers at the moment of truth.

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[DS Smith Sustainability](#)

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Thank You

Danke Dankjewel Благодаря 谢谢 Hvala Děkují 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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