



# Global Retail Round-Up

Sept 2024

## September 2024 Retail Round-Up



= displays produced by DS Smith

Hello and welcome to our September 2024 Retail Round-Up!

This newsletter brings you a curated collection of observations, news, and POS display photography from retail across Europe. 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



**\*NEW\*** Retail spotlight in France



Brand and retail news



Innovation and sustainability



# Sept retail news

65%   
of consumers switching

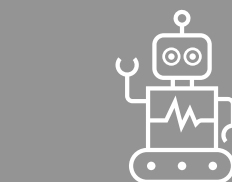
Supermarket loyalty  
pricing fails to stem  
discounter switching

Source:  
[internationalsupermarketnews.com](http://internationalsupermarketnews.com)



UK supermarket sales  
growth picks up as  
consumers start  
Christmas shopping

Source: [www.reuters.com](http://www.reuters.com)



Robotics debuts a  
new tool to remotely  
monitor store shelves

Source: [trendhunter.com](http://trendhunter.com)

Retail sales

0.4%

Spain



0.5%

Poland



1.5%

Denmark



Source: Aug data: [ec.europa.eu](http://ec.europa.eu)



Bricks and mortar  
retail prevails with  
occupiers eyeing  
expansion across  
Europe



Source: [retailtimes.co.uk](http://retailtimes.co.uk)

Eurozone retail sales:

0.2%



Source: Aug data [euronews.com](http://euronews.com)





POS activation and  
display in-store  
photos

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Albert

Knorr permanent kitchen display



Système U

Le Petit Marseillais theatrical display



Albert

KitKat Christmas



Carrefour

Bjorg biscuits



Experiential



Mixed materials



Fully immersive



Experiential



Shop from all sides



3D cardboard creativity



Seasonal display



Stackable



Brand Impact



Recycled materials



Easy to shop





Tesco  
Haribo Halloween



Seasonal  
display



Stackable



Easy to shop

Intermarche  
Grzeski Back to School



Seasonal  
display



Stackable



3D cardboard  
creativity

Tesco  
McVities Gift a Pack



3D shaped  
header



Gift  
promotion



Brand impact

Kaufland  
Herlitz stationery



Segmented by  
colour and  
category type



Easy to shop



Kaufland  
Snickers selection



Pre-filled trays



Stackable





Morrisons  
Madri beer



3D shaped  
cladding



Win  
promotion



Brand impact



Lidl  
Barilla Pesto



Pre-filled trays



Stackable



Easy to shop



Lidl  
Tymbark soft drinks



Stackable



Seasonal  
display



Easy to shop



Carrefour  
Saint James Rum



White print on  
recycled  
cardboard



Brand impact



Easy to shop



Kaufland  
Lubelska mixers



3D shapes and  
curves



Mixed  
materials  
display



# Retail Spotlight in France



Sarah Holmes, POS Business Development Manager explores the latest display trends seen across various store formats in France



"Pliz polish display uses stacking tray and base plinth for max brand impact"



"angled base panel to make branding easier to see"



"Uhu brand blocking using signature colour"



"wood effect printed on cardboard"



"Toy deal selector using pop up stands and giant display"



"Nescafe using kraft recycled board to amplify sustainability message"



Gold foil blocking

"Pantene 1/8 display mounted on 1/4 pallet"



"SRP ready shelf trays"



"Cardboard arch and base wrap"



# Retail Spotlight in France



"fully recyclable display with cardboard pallet"



"permanent stacking systems with cardboard cladding in beers, wines and spirits aisles"



"presentation pallet plinths for SRP"



"stacking tray systems utilised across Carrefour"



"3D cardboard school bus for various confectionery products"



"permanent displays in confectionery"



"use of wood for permanent display"



"use of pre-filled stacked trays for soft drinks"



# Retail Spotlight in France



"easy to read size categorisations"



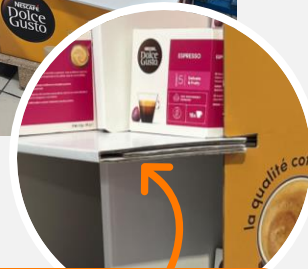
"Smart pillar design for presentation of garden windmills"



"creative use of packing to create stacked product presentation"



"use of folded cardboard to provide floating shelf"



"Recycled material display"



"Giant multi product shelf displays made from corrugated board"



"Stacking trays with holes to make transit and presentation of wine products"

"image pattern repeat on packaging for maximum product impact"







## Consumer, brand and retail news

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# News headlines

EU: Lidl revises upwards the climate targets for its suppliers

Source: [www.businessgreen.com](http://www.businessgreen.com)

Switzerland: Nestlé replaces more packaging with paper innovations

Source: [www.fnbnews.com](http://www.fnbnews.com)

Ireland: Amazon invested over EUR 22bn since 2004

Source: [www.techcentral.ie](http://www.techcentral.ie)

Spain: Heineken goes green

Source: [euroweeklynews.com](http://euroweeklynews.com)

UK: Sainsbury's ditches plastic for paper packaging on bakery lines

Source: [www.thegrocer.co.uk](http://www.thegrocer.co.uk)

Poland: Auchan and Intermarché to form purchasing alliance

Source: [www.horecatrends.pl](http://www.horecatrends.pl)

France: Intermarché, Auchan and Casino create Aura Retail

Source: [www.boursier.com](http://www.boursier.com)

Finland: Private label products account for 25% of food and beverage sales

Source: [Statista](http://Statista)



# Congratulations

UK scoops four POPAI awards







## 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 Dėkuji Tak Aitāh Kiitos Merci Ευχαριστώ  
Köszönöm Grazie Paldies Ačiū Ви благодарам شكرالكم 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 in-store environments. We do not endorse or show preference for any specific product, brand, manufacturer, or retailer.