




Summer Retail Round-Up

July & August 2025

Summer 2025 Retail Round-Up



 = displays produced by DS Smith

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

This summer, 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 a quick look at what's new in POS. All curated to spark inspiration and support our partnerships.

Enjoy the read!

Summer retail news

Reckitt to sell
Essential Home
to Advent
International in
USD 4.8 billion
deal



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

Companies
capitalize on
menopause
market as
number of
women over 50
rises



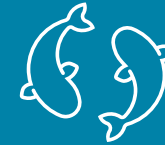
Source: www.faz.net

Reposit, Smartfill,
Manzi water and
Unilever discuss
refilling systems



Source: www.packaginginsights.com

The Ocean Cleanup
and Amazon Web
Services join forces
to accelerate ocean
plastic removal
using AI



Source: marketscreener.com

Key market sales

-1.5% ↓
Germany

0.1% ↑
Poland

0.7% ↑
Sweden

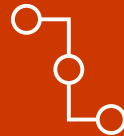
Source July data: ec.europa.eu

Advertising revenue
expected to surpass
USD 1 trillion in 2025



Source: [Sacramento Bee](https://www.sacramento-bee.com)

Mars and
Unilever address
vulnerabilities in
supply chains



Source: [Stratégies Logistique](https://www.strategies-logistique.com)

German
personal care
company Nivea
is rolling out
eco-score labels



Source: businessoffashion.com

Euro area retail sales
compared to June 2024: 2.2% ↑

Source July data: ec.europa.eu

Summer food & drink inspired trends



Global Strawberries & Cream twists
(sandwiches, pasta, risotto)



Pistachio Renaissance
(Dubai chocolate, gelato, croissants, lattes)



Ice Cream + Wine mashups
(White & Red and strawberry wine ice creams)



Savory Cocktails
(tomato, miso, kimchi-tinis)



Garden-to-Table freshness
(edible flowers)



Maximalist Ice Cubes
(fruit, flowers, wine cubes)



Sardine Mania
(‘Fisherman-core’ dishes & décor)



Pearl-Shaped Bubble Foods
(RTD bubble teas)



Drinks:
Hugo Spritz, Non-alco wellness beverages

Sources: 1. Data & Trends of the European food and drink industry 2024 – FoodDrinkEurope Link: [fooddrink-europe.eu](https://www.fooddrink-europe.eu) 2. Foodservice trends across the top 5 European markets: France, Germany, Italy, UK, Spain. Link: [datassential.com](https://www.datassential.com) 3. Europe’s Summer Drink Trends: Recent insights about non-alcoholic drinks growth, sugar reduction, “smart sodas”, energy drinks, and more. Link: [circana.com](https://www.circana.com) 4. Focus on health, wellbeing, ageing, mental & physical health motivations in Europe. Link: [innovamarketinsights.com](https://www.innovamarketinsights.com) 5. Trendspotting at Fi Europe: Your guide to the biggest food and drink trends of 2025 Link: [insights.figlobal.com](https://www.insights.figlobal.com) 6. Europe Food & Beverage Industry Report 2025 Market size, forecast (CAGR), key drivers (sustainability, authenticity, etc). Link: [cognitivemarketresearch.com](https://www.cognitivemarketresearch.com)

Summer **consumer behaviour**



48% of Europeans **purchased condiments** this summer to enhance homemade BBQ meals.



31% of internet users (~998 million) were interested in **watching sports** this summer.



75% of European consumers drank **soft drinks** at least once a month in summer 2025, representing around 383 million people.



68% of European consumers **drank bottled still water** in summer 2025—about 349 million people.

Summer consumer behaviour



61% of internet users in Europe **prefer free delivery when shopping** for food online, making it the top purchasing driver in 2025.



50% of European internet users **purchased health foods online in the last month, a shift coinciding with rising GLP1 drug adoption** and suggesting these treatments are driving healthier grocery habits.



50% of Europeans are willing to pay **more for eco-friendly food products** – indicating eco and health priorities are equally strong.



48% of European food buyers prefer purchasing from **local or independent retailers**.



**Display activity
in-store this
summer...**



Edeka
Haribo



Edeka
ESN protein



Rewe
Haribo



Rossmann
Nivea, graphics by DS Smith



Edeka
Rotkäppchen



Edeka
Martini



Rewe
Doritos





Sainsbury's
Evian



WH Smith
KitKat



The Range
Disney Stitch stationery



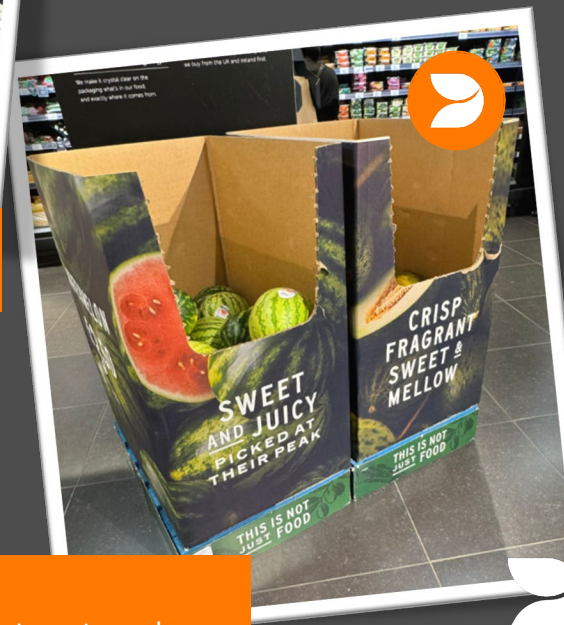
ASDA
Nestlé



Tesco
Dubai chocolate



Sainsbury's
Ribena



M&S
Heavy duty watermelon

UK

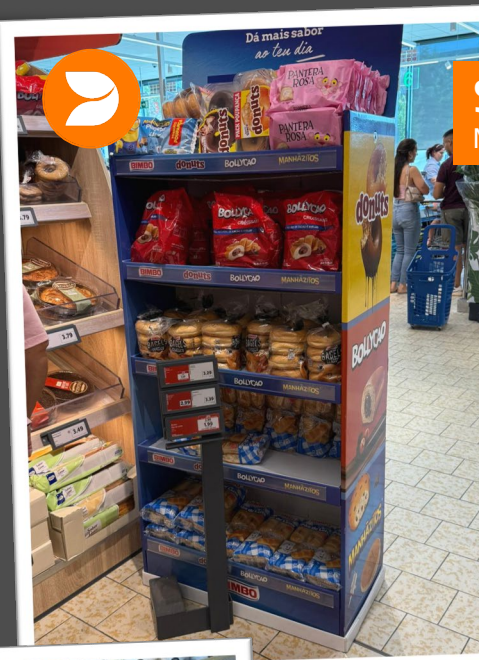




Sonae
Lobello



Sonae
Albergaria



Sonae
Mixed snacks Bimbo brands



Sonae
Diageo mixed spirits



Sonae
Piteu Tuna



Sonae
Port



Coles
Cadbury



Coles
TipTop





Austria
Milka



Bilka
Weibulls



Rossmann
Felix



Apothek1
Kenvue



Target
Back to College



Target
Red Bull



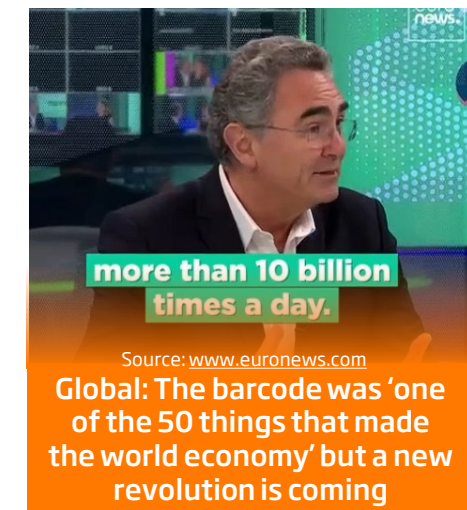
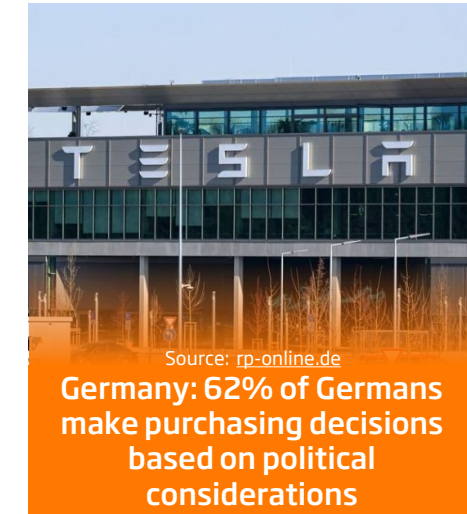
France
Red Bull

Other markets



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 شكرالكم Dziękuję Obrigado Mulțumesc
Ďakujem Gracias Tack ขอบคุณ Teşekkür ederim

www.dssmith.com

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.