

# Retail Round-Up

January 2026



# Retail Round-Up January



 = Displays produced by DS Smith

## Hello and welcome to our Retail Round-Up!

This newsletter brings you a curated collection of observations, news, and POS display photography from retail across UK. 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**
-  **Brand and retail news**
-  **Innovation and sustainability**

# January - Retail news

Shopper sentiment remains heavily influenced by perceptions of price, leading retailers to focus more selectively on value and price-matching strategies.



Total retail revenues were up 2.7% YOY.  
Food sales 3.8% growth YOY this month



British consumers are placing greater emphasis on their health and wellbeing, with 25% of households identifying health as their top priority for 2026.



Health-focused choices became more prominent during January - With shoppers looking for high-protein products, and high-fiber options. Boosting sales of nutritious staples such as fresh fruit, fish, poultry, yoghurt and functional wellness drinks.



Dry January has evolved from a one-month challenge into a year-round commercial opportunity. This shift is reshaping consumer expectations, accelerating the premiumisation of alcohol-free products, and expanding the no and low-alcohol sector.





## POS activations and in-store display photos

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# NPD Launch- Wrigley's Extra Plus

## NPD



Extra Plus is hitting the shelves with a powerful trio – **Chill**, **Hydro** and **Deep Clean**, all sugar-free and fully HFSS compliant.

The full range **lands in TESCO stores**, available in both single packs and bottle formats, **ready to shake up the gum aisle.**

## Out of home



## In store - Digital media



## In store - Point of sale



# NPD Launch- Wrigley's Extra Plus

3D Render

First off production

In-Store



 DS Smith is proud to work with Wrigley's to produce the latest in-store units for Tesco, bringing exciting new NPDs to life in stores across the UK with eye-catching and sustainable displays.



**LIDL**  
NESCAFE



**LIDL**  
STARBUCKS



WOW QP



3D Fun elements



Stackable SRPs

**ASDA**  
COCA COLA



Full size pallet



Partnership collaboration with Premier league



3D die cuts

**MORRISONS**  
BEATBOX



4shelf QP



Structural support



Fully branded



4 shelf QP



Multi SKU offer



SRP utilisation



**ASDA**  
HOT WHEELS



 5 Shelf FSDU

 Multi SKU offer

 Fully plastic free

**ALDI**  
TAMAGOCHI

 FSDU

 Impactful and colourful elements

 Mixed materials

**SMYTHS TOYS**  
MARVEL

 WOW 3D Dumpbin

 Brand partnership with Marvel

 Colourful

**SAINSBURYS**  
SQUISHMALLOW'S



 Dumpbin

 Eye catching colours and elements

 Seasonal graphics



**ASDA**  
CHEERIOS



Stackable QP



Disruptive artwork  
colourway



New product launch



**SAINSBURYS**  
KELLOGG'S



Half Pallet



Multi SKU offer



Retailer loyalty  
promotion



**TESCO**  
MULTIBRAND



Stackable QP Display



Retailer loyalty promotion



Multi-SKU offer



**SAINSBURYS**  
MULTIBRAND



Gondola end takeover



Purchase for the  
breakfast occasion



Multi-SKU offer



**SAINSBURYS**  
CADBURY



5 shelf QP display



SRP



New product

**CO-OP**  
MULTIBRAND



Quad QP design



Colourful brand elements



3D creative headers



**SAINSBURYS**  
MALTESERS



Split QP display



Eye-catching colours  
with creative header



Seasonal product



**SAINSBURYS**  
THORNTONS



QP with branded  
shelves



Fully branded design



Gifting Occasion



**BOOTS  
BENEFIT**



4 Shelf FSDU



Retailer price promotion



Eye-catching graphics

**POUNDLAND  
PANTENE**



5 Shelf FSDU



SKU Segmentation



New product launch

**TESCO  
L'OREAL**



QP with product locators



Product benefits



Easy to shop

**POUNDLAND  
AIR WICK**



4 Shelf QP



SRP utilisation



Multiproduct offer

A blurred photograph of a supermarket aisle, showing shelves stocked with various products and overhead lighting, creating a bokeh effect.

## Consumer, brand and retail news

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# Consumer, brand and retail news headlines



## Snacks

- KP Snacks has revealed plans to broaden its PMP selection with the introduction of McCoy's Salted .
- Walkers has launched its most significant brand makeover in almost 80 years, introducing a striking new visual identity throughout its main product line, marking a fresh era for the brand.

All news sourced from: <https://www.talkingretail.com/products-news/crisps-snacks/kp-snacks-expands-pmp-range-with-mccoys-salted-10-12-2025/>

<https://www.talkingretail.com/products-news/crisps-snacks/new-year-new-look-for-walkers-09-01-2026/>



## Drinks

- TRIP's latest Cherry Lemon achieves 100 million organic impressions in its first week, marking the largest beverage launch in TikTok Shop Europe's history.
- Spraga Kombucha launches in the UK, introducing four functional flavors: Original, Ginger & Lemon, Pomegranate and Apple & Pear.
- London Pride has revitalized its partnership with the rugby union premiership, launching a fresh "Moments of Pride" campaign to highlight the league's "most inspiring stories."

All news sourced from: <https://retailtimes.co.uk/trips-new-cherry-lemon-hits-100-million-organic-impressions-in-first-week/>  
<https://www.talkingretail.com/products-news/soft-drinks/spraga-kombucha-makes-uk-debut-10-12-2025/>  
<https://www.talkingretail.com/products-news/soft-drinks/london-pride-renews-its-rugby-union-premiership-partnership-16-12-2025/>



## Biscuits, cakes and confectionary

- Oreo is introducing a special limited-edition Oreo Creme Egg biscuit, showcasing the taste of Creme Egg with an extra layer of filling.
- Rowntree's is launching a range of sweets inspired by its ice lollies. Available in sharing bag size across major retailers from February.

All news sourced from: <https://www.talkingretail.com/products-news/biscuits-cakes/oreo-unveils-limited-edition-creme-egg-flavoured-cookies-for-easter-11-12-2025/>  
<https://www.thegrocer.co.uk/news/rowntrees-adds-ice-lolly-inspired-fruity-sweets-range/714558.article>



# Night in

Entertaining at Home

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Visit our website: [www.dssmith.com](http://www.dssmith.com)

# Consumer Drivers

Driven by cost-of-living pressures, convenience, and lifestyle changes shows consumers are entertaining more at home.



## Family & Social Time

91% value family time; nights in are replacing nights out.



## Gaming Boom

UK gaming market worth £7bn; snacks and drinks fuel this occasion.



## Affordable Indulgence

People want premium treats without the cost of going out.



## 77% prefer hosting at home

Lockdown habits, remote working and home tech investments have created this behaviour.

# Key Trends

- **More than 48% of consumers** eat crisps, snacks and nuts when hosting at home.
- **Premium positioning** is on the rise: 46% of consumers indicate they are opting for premium food and beverages while hosting at home, aiming for a restaurant or bar atmosphere.
- **Healthier options** like fresh fruit, nuts, yogurt, and protein bars are becoming more popular. Nuts saw a 1.2% growth, while protein-based snacks surged by 16%.
- **Sweet biscuits and chocolate** continue to dominate the snack market in terms of value, remaining popular during moments of indulgence or comfort.
- **Sharing-size packaging** leads the way, accounting for 69% of savoury snack sales in convenience stores.

SOURCE: <https://www.talkingretail.com/advice/category-management/night-fever-in-focus-big-night-in-09-10-2025/>





## 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

**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.