



Retail Round-Up

April 2025



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 = displays produced by DS Smith

Hello and welcome to our April 2025 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

Top 5 Easter trends in 2025

Easter Trends is set to be a blend of beloved traditions and contemporary innovations. Sustainability, personalized experiences, and digital engagement are transforming how people shop, celebrate and decorate.

Source: Firework.



Trending Easter Décor: Aesthetic Meets Tradition

Décor easter trends blend modern flair with timeless charm. Ecommerce marketing plays a key role in shaping these trends, allowing brands to showcase fresh styles and inspire shoppers through digital experiences.

Source: Firework.



Sustainability in Easter

Eco-awareness has sparked a wave of responsible choices, many people now seek for recycled plastic, bamboo, or upcycled fabrics. Reusable gifts have become more common. Chocolate remains a mainstay of Easter giving, and more shoppers favor brands that uphold fair trade and organic standards.

Source: Firework.



Personalized gifts

More shoppers opt for personalized and custom Easter baskets to make gift-giving meaningful. Retailers respond by allowing customization of chocolates, toys, or brand-inspired treats.

Source: Firework.



Gamified Easter

Digital interaction is key. Quizzes, virtual egg hunts, and interactive content, such as games draw people in, offering an upbeat alternative to standard advertising.

Source: Firework.



Gourmet celebrations

Food and drink are cornerstones of modern Easter gatherings, and gourmet touches are gaining traction. There's a growing demand for vegan, organic, and fair-trade confections, reflecting a wider shift towards responsible indulgence.

April- Easter retail news

Easter confectionery sales are up 4.2% YOY vs 2024, despite unit sales seeing a decline of 9.2%.

Source: Talking Retail

Easter basket spend was set for a £12.35 rise from the previous year



Source: Retail Gazette



Morrisons, Aldi and Asda slashed the price of seasonal British veg range during the Easter season



Source: Grocery Gazette

Grocery footfall surpassed 2024 levels by 11.8%. High streets led the charge with a 15.7% rise, followed by retail parks (+8.1%) and shopping centres (+7.1%).

Source: Grocery Gazette



WHO WON BIG THIS EASTER IN CONFECTIONARY? in convenience 2025



Source: Talking Retail



Easter In-store activations





POS activations and in-store display photos



SAINSBURYS KITKAT



2 Shelf FSDU



Eye catching graphics



Multiproduct offer



New product



WH SMITH PRIME



4 Shelf FSDU



Bright colours



Easy to shop



LONDIS MONSTER



4 Shelf FSDU



Multiproduct offer



Eye catching graphics



SAINSBURYS AQUA LIBRA



Half Pallet display



Stackable



M&S
COLIN AND PERCY SWEETS



 3 shelf Half Pallet display

 Eye catching graphics and colours

 New and seasonal product

MORRISONS
LINDT



 1/4 Pallet stacker

 Mixed product offer

 Seasonal product and display

SAINSBURYS
M&M'S & MALTESERS



 Dual brand promotion

 Multi display

 Brand impact

 Eye catching elements

SAINSBURYS
M&M'S



 Parasite displays

 Easy to shop

 Eye catching graphics and colours

 New seasonal product



TESCO AIR WICK



MORRISONS FAIRY



SQUIRES PLAYMOBIL

 4 Shelf half pallet

 3D Product shaped

 1/4 Half Pallet display

 4 Shelf half pallet

 Informative graphics

 Brand impact

 Mixed materials

 Eye catching graphics and colours

 Additional trays

 Restocked display

 Back-to-back displays

 Mixed toy product offer



SAINSBURYS
KITKAT



Half Pallet display



Eye catching graphics and colours



ASDA
KELLOGGS



New Product offer



1/4 Pallet stackable display



SAINSBURYS
TINGLY



Multiproduct offer



Colour coded



1/4 pallet with extra divisions



CO-OP
TENZING



Eye catching colours



Colour coded



Multiproduct offer



BOOTS OWN LABEL

-  New product offer
-  Eye catching colours and elements
-  3 Shelf FSDU with Integrated tray locators

TESCO LYNX

-  Multiproduct offer
-  4 Shelf QP with integrated trays
-  New product

TESCO L'OREAL

-  Multiproduct offer categorised by benefit
-  4 shelf QP Pallet with integrated full length info panel
-  Eye catching graphics with informative text



SAINSBURYS INEOS

-  Staking trays with integrated divisions
-  4 Shelf QP with divisions
-  Easy to shop



TESCO
SAN MIGUEL



- Half pallet display
- Brand promotion
- Stackable



TESCO
WEETABIX



- 1/4 Pallet stackable display
- Easy to shop



MORRISONS
BREWDOG



- QP Short stacker
- Brand promotion



TESCO
CADBURY



- 1/4 Pallet stackable display
- Stacking trays

Consumer, brand and retail news

Retail news headlines



Schweppes has launched Gin Twist and Paloma Bliss as part of its first foray into the ready-to-drink (RTD) category.



San Miguel launches new 'Spanish Summer' campaign.



Bacardi and Coca-Cola have partnered to launch a new ready-to-drink (RTD) serve.



Wotsits enters ready meals market with Mac 'n' Cheese.



Weetabix teams with skateboarder Lola Tambling in new ad campaign.



Punk IPA celebrates anniversary with on-pack giveaway.



Party Rings launches first new shape in 42-year history.



Cadbury Dairy Milk 'happy birthday' gifting bar hits shelves.

MACRO & CONSUMER TRENDS 2025

Understanding the macro trends in this interconnected and complex world helps us ultimately understand how packaging is, can and will be redefined for the future.



Digitalisation, AI & robotics in all sectors

AI, word of the year in 2023 and dominating a lot of conversation in 2024, is not a new trend, or one that exists alone. As aging populations and increasing labour costs across Europe drive a labour deficit; businesses are turning to AI, digital modelling, traceability and robotics. From the automated distribution hubs of e-commerce and e-grocery brands, and warehouse picking and packing robots, to simpler solutions like semi-automated jigs, exoskeletons to help with repetitive tasks and more. Packaging of the future will need to fit within these systems, and innovation will undoubtedly need to come in partnership with machines.

Improving productivity by reducing reliance on people is a trend we will see impact all industries in a multitude of ways. Are you ready?

14%
decline in share of work completed by **people** over next 5 years

AI
Robotics

Aging workforce

5.1%
increase in labour costs in EU in last year



Automation and human-machine collaboration in all forms is growing

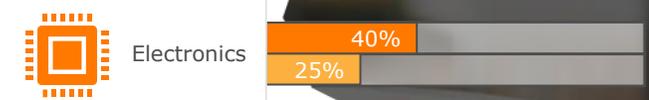
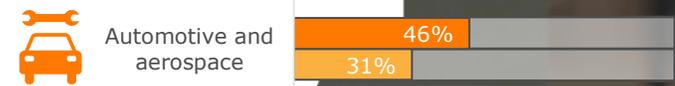
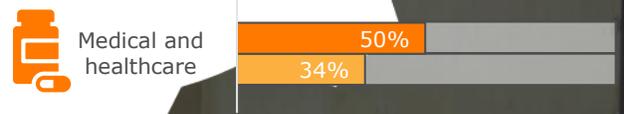
What is your company's automation strategy and how will your packing lines be impacted? And what initiatives do you have in supply chain traceability?



82% likely to come from advancing automation and machinery investment

19% is likely to come from human-machine collaboration (i.e. AI, predictive software)

Share of tasks completed predominantly by...



May 2025 Retail Round-Up



What's coming up next month?

We look forward to sharing next month's Brand Special. Celebrating 100 years of McVities and how we participated in this historical moment.

We look forward to sharing more on:



In-store photography



Performance, Insights and consumer trends



Brand and retail news





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.



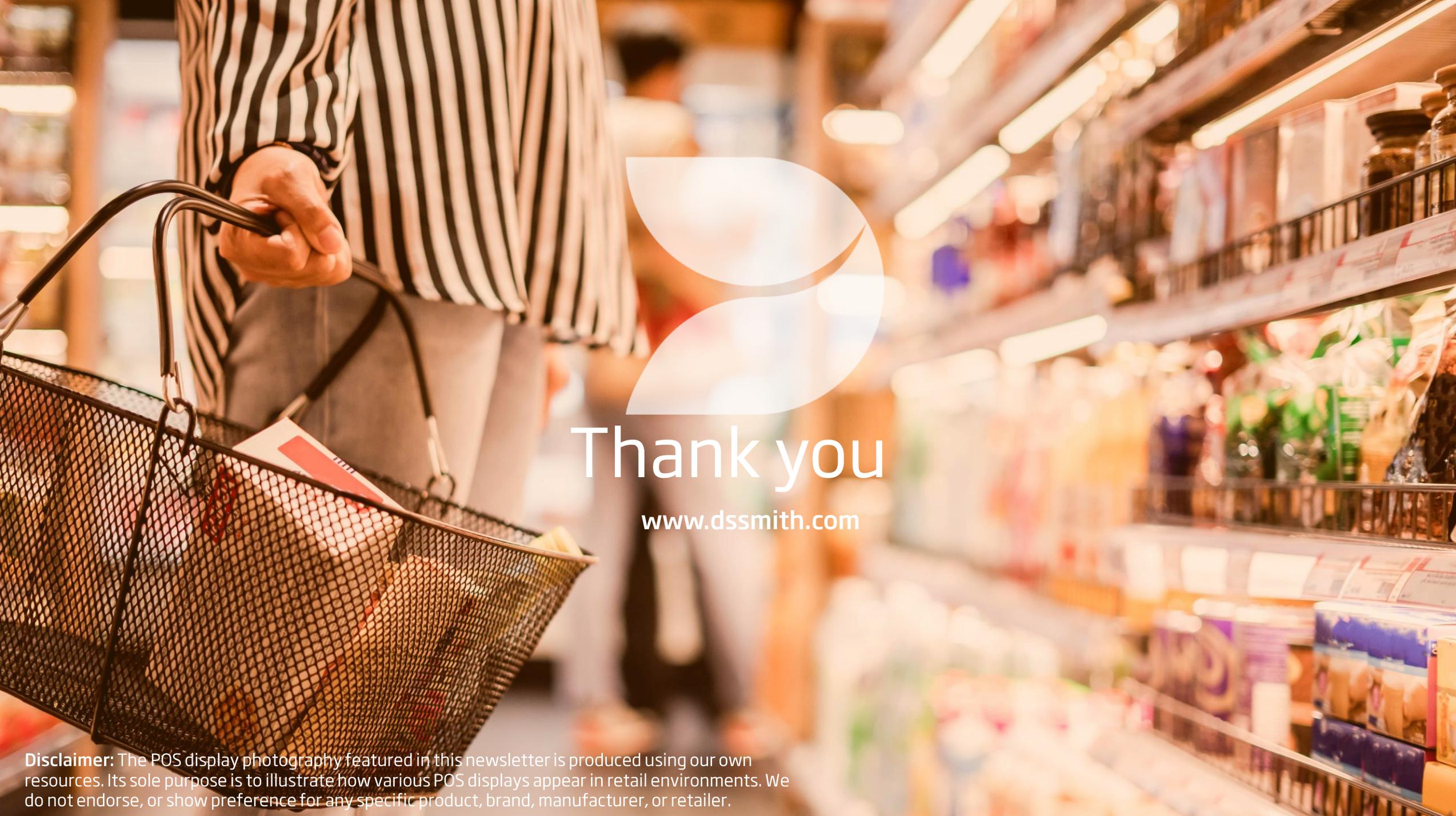
Sustainability

[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

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