



# Retail Round-Up

August 2025



# August 2025 Retail Round-Up



 = Displays produced by DS Smith

## Hello and welcome to our August 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**

# August - Retail news

Restrictions on junk food promotions have reduced HFSS sales - Before the new rules in supermarkets, 20 in 100 items sold were HFSS products, which reduced to 19 after the restriction was placed.



Source: TalkingRetail

Warm weather boosts retail sales by 0.5% in August, likely boosted by consumers grabbing end-of-season bargains and parents shopping for the new academic year.

Source: RetailTimes



Brands are shifting to partnerships that deliver real connection, long term value and measurable ROI.



Source: IPOS

Word of mouth wins over paid influence: 65% of UK shoppers trust user reviews over influencer endorsements.



Source: RetailTimes



Dinner for Tonight' shopping missions, quick, budget-friendly baskets aimed at home-cooked meals, are now the fastest-growing type of trip, making up one in five visits.



Source: RetailGazette





## POS activations and in-store display photos

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BLUEY

How did the biggest brands bring Bluey to consumers this month?



# Bluey Brand Partnerships



This month as our favourite Heeler pup took over on the largest of scales consumers saw Bluey feature;

- On packs with YeoValley!
- Retailer takeovers
- Gorilla marketing





# Bluey Brand Partnerships

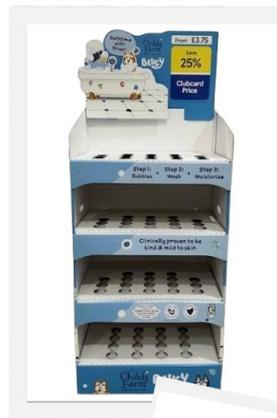
Ever wondered how we go from a partnership key visual to instore?



Key Visual



3D Render



Mock Up



In-Store



DS Smith joined with Childs Farm to produce Tesco's bathtime themed Bluey POS - it was so [Wackadoo](#) and stand out this is how we did it!

# Brand Partnership- In Store



In true Bluey fashion, Childs Farm *ran their race* and made the aisles of Tesco blue in their takeover of the baby and health and beauty aisles.

# Brand Partnership- In Store

Goodies **BLUEY**

Kellogg's

Childs Farm

“Bringing the fun and adventure, enhancing everyday moments, from breakfast, to bathtime and beyond” [The Grocer](#)





**SAINSBURYS**  
MONDELEZ

- ★ Shelf takeover
- 🧩 Multiproduct offer
- 📦 Creative 3d shapes



**HOLLAND & BARRETT**  
TWININGS

- 📦 4 shelf FSDU
- 🧩 Compartmented
- 🕒 (TM) New product promo



**WAITROSE**  
OATLY & GRIND

- 📦 4 shelf FSDU
- 📄 QR code to connect with shoppers
- 🕒 (TM) Brand partnerships



**SAINSBURYS**  
NESCAFÉ

- 📦 3 shelf QP
- 📦 SRP stacking
- 👉 Easy to shop



**B&Q**  
RECKITT



-  Stacked trayed half pallet
-  Multi-product offer
-  Brand impact



**HOME BARGAINS**  
P&G

-  4 shelf FSDU
-  Colourful, playful graphics
-  Multi-product offer



**THE RANGE**  
CUPRINOL

-  Shelf takeover
-  Creative 3D Cuts
-  Clear product information



**DUNELM**  
UKG

-  FSDU
-  Brand promotion
-  Creative shaped header



**TESCO**  
BRITVIC



Half pallet



New product launch



Colourful graphics



**ASDA**  
CAPRI-SUN



Half pallet



Colourful, playful graphics



Multi-product offer



**WAITROSE**  
LONDON ESSENCE



3 shelf FSDU



Creative curvature  
shape



**SAINSBURYS**  
LIPTON



Half pallet



Brand special promotion



QR code to connect with  
shoppers



**ALDI**  
PRIME



4 shelf QP



Multi-product offer



Brand impact

**ASDA**  
LUCOZADE



4 shelf QP



Bright-eye catching colours



Brand impact

**SAINSBURYS**  
REDBULL



3 shelf QP



Colourful graphics



Easy to shop

**WAITROSE**  
GOODRAYS



4 shelf FSDU



Multi-product offer



**ASDA**  
PREMIER FOODS



 3 shelf QP

 SRP

 Multi-product offer

**SAINSBURY'S**  
DOLMIO & BENS



 4 shelf QP

 SRP

 Product imagery graphics

**TESCO**  
HELLMAN'S

 Compartmented QP

 QR code to connect with shoppers

 Multi-product offer

**SAINSBURY'S**  
DOLMIO

 Shelf takeover

 Bus stops with eye catching graphics and product imagery



**BOOKERS**  
SERVED

-  Full pallet
-  3D shapes
-  Stackable SRP's



**MORRISONS**  
HARDY'S

-  Full pallet
-  Graphics and product imagery
-  Multi-product offer



**SAINSBURYS**  
CARLSBERG

-  Full pallet
-  Eye-catching brand colours



**SAINSBURYS**  
SOUTHERN COMFORT

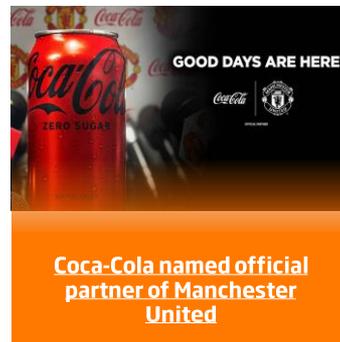
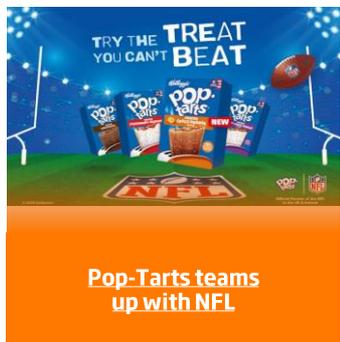
-  3 shelf QP display
-  Colourful eye-catching colours
-  Strong weight distribution

A close-up, shallow depth-of-field photograph of several rows of 'Value Beans' cans on a supermarket shelf. The cans are red with yellow and white text and images of beans. The focus is sharp on the cans in the foreground, while the background is blurred.

## Consumer, brand and retail news

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# Consumer, brand and retail news headlines



# Top 5 gifting trends in 2025



## Digital Integration with Physical Stores

QR codes on in-store displays connect shoppers to detailed product information and gift guides, enhancing the traditional shopping experience with digital convenience.



## Sustainability in Retail

Plastic-free packaging and recyclable gift wrap options. This shift presents opportunities to differentiate retailer's offerings while appealing to environmentally conscious consumers.



## Multi-Channel Marketing Strategies

Ensures consistent messaging while allowing retailers to reach customers at multiple touchpoints throughout their shopping journey, maximizing engagement and conversion opportunities.



## Increasing demand for personalised gifts

Consumers are shifting from generic gifts in favor of more meaningful, customized options that resonate on a personal level.



## Growing preference for experience-based

More consumers, prioritize experiences over material possessions, gift retailers have responded by offering a wide array of experiences as gifts, ranging from adventure trips to wellness retreats.



## UK Christmas trends 2025

**Nostalgia:** Sentimental designs.

**Sustainability, and creativity:** Vintage-inspired décor.

**Emotional connection:** Consumers are looking for more than just good products.

**Value and Quality:** Consumers will continue to prioritise value, with a focus on quality over quantity.



Nostalgia is making a strong comeback, offering comfort and familiarity.



Natural materials like wood and felt, and playful, whimsical designs.



Brands that offer emotional connection around the season by giving ideas and recommendations are sure to win audience loyalty.



Savvy shopping and a focus on promotions will remain important.



## 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.



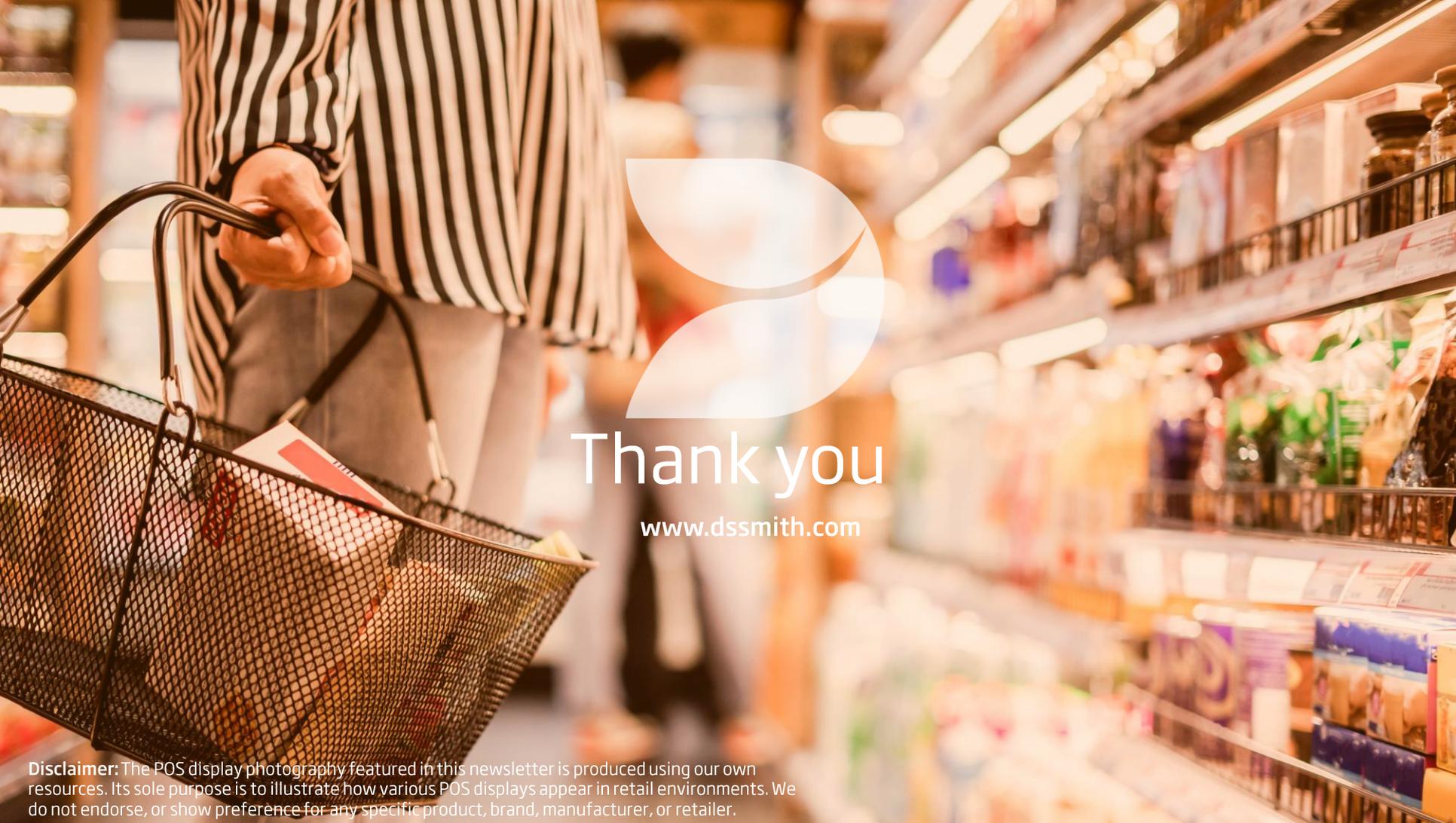
## Sustainability

### [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

[www.dssmith.com](http://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.