



Retail Round-Up

December 2024



December 2024 Retail Round-Up



 = displays produced by DS Smith

Hello and welcome to our December 2024 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
-  Christmas and New Year focus
-  Brand and retail news
-  Innovation and sustainability

December retail news

Food sales increased by 1.7% YOY in December, while non-food sales increased by 4.4% YOY.



Source: [Talking retail](#)

Christmas fails to revive sluggish UK retail growth in 2024



Source: [GlobalData](#)



Convenience growth to outpace supermarkets. Food and grocery spending in UK convenience stores is projected to reach £43.2bn by 2028.



Source: [Talking retail](#)

UK and European grocery retailers must adapt to emerging consumer needs and technological innovation



Source: [Retail Times](#)



Post-Christmas footfall rises as shoppers hit the stores



Source: [Retail Gazette](#)



2024's top 10 consumer spending trends, as card spend grew 1.6% year-on-year

Source: [Retail Times](#)



POS activations and in-store display photos



TESCO MALTESERS, M&M'S



Integrated pallet



Brand impact

TESCO LINDOR



Easy to shop



Mixed materials



Colour segmented

TESCO BAILEY'S



Seasonal themed



Integrated pallet

SAINSBURY'S CADBURY



Seasonal themed



Gifting occasion



Easy to shop



TESCO
LINDT



Easy to shop



Mixed materials



SRP integrated into displays



TESCO
BISTO



Integrated pallet



Brand impact



TESCO
SPECIALLY SELECTED



Modular pallet system,
multiple product types



SRP integrated into
displays



TESCO
LINDOR



Seasonal themed



SRP integrated into displays



SAINSBURY'S DIGESTIVES



SAINSBURY'S AMBROSIA

SAINSBURY'S ROBINSON'S

SAINSBURY'S KP



SRP integrated into displays



Product cut outs



Integrated pallet



Integrated pallet



Stacking tray system



Eye-catching



Stackable



SRP integrated into displays



Stackable



Stacked tray system



**SAINSBURY'S
L'OREAL**



 3D design

 Multiple product types

 Brand impact



**SAINSBURY'S
FAIRY**

 3D design

 Brand impact

 Stackable



**ASDA
ROBINSON'S**



 Integrated pallet

 Stackable



**ASDA
LINDT**



 Gifting occasion

 Easy to shop



ASDA FEASTABLES



ASDA LEGO



Seasonal display



Immersive design



Effective artwork

ASDA NIVEA



Gifting occasion



Multiple product types

JOHN LEWIS ST PELLEGRINO



3D seasonal shape



Mixed materials



Brand impact

Easy to shop

Integrated pallet

Brand impact



HOMEBASE GRASS GAINS

-  Standout colour
-  Eye-catching graphics
-  Easy to shop



M&S M&S WICKED

-  Franchise display
-  Immersive experience
-  Gifting occasion



SUPERDRUG FRUITY

-  Multi product offer
-  Easy to shop
-  Seasonal themed



ALDI QUAKER

-  Integrated pallet
-  Eye catching colours





Celebrate success with
us





In 2024 we created award winning 'WOW' in-store





Consumer, brand and retail news



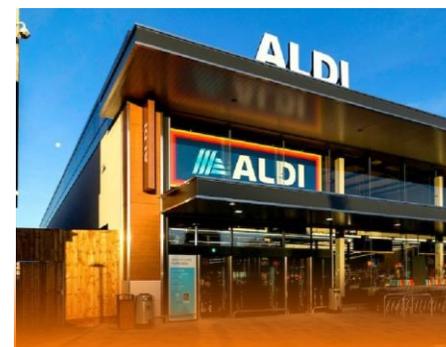
Retail news headlines



Tesco and Sainsbury's crowned Christmas winners by Kantar



Co-op has set out its store expansion plans for 2025.



Aldi to invest £650m in UK expansion plans in 2025



Waitrose expands PlantLiving range as vegan ready meal sales surge



Kraft Heinz has launched a global innovation challenge in the search for new ideas to reimagine sustainable food packaging



Sainsbury's launches plastic-free avocado packaging



Mars Wrigley unveils Easter 2025 range with M&M's and Maltesers NPD



Vita Coco to bring 'Treats' line to UK shoppers

Top 5 retail trends in 2025

Innovations and experiences to look out for in global retailing in 2025...

Source: [Forbes.com](#)



AI-Driven Personalisation

Retailers will increasingly use AI to personalise shopping experiences e.g. tailored product recommendations, dynamic pricing, and real-time inventory management

Source: [archerpoint.com](#)



Flexible Payment Options

Shoppers will expect a variety of seamless and fast payment methods, including digital wallets, buy-now-pay-later services, and even cryptocurrency

Source: [archerpoint.com](#)



Social Commerce Expansion

Experiences within social media platforms will continue to grow, allowing consumers to purchase products directly from their favourite social apps

Source: [Forbes](#)



Climate-Conscious Retail

Sustainability as a Business Model.

2025 marks the year when Sustainability as a Business Model becomes a core business driver. Retailers are implementing carbon footprint tracking on products, offering climate-impact scores alongside nutritional information, and creating circular economy business models



Experiential Virtual Retail

Virtual retail of 2025 is about practical innovation that enhances the shopping experience. It is about making digital shopping better.



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.



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.



Talk to one of our experts to find out more



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

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.