



# Retail Round-Up

February 2025



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 = displays produced by DS Smith

## Hello and welcome to our February 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**

# February- Valentine's Retail news

**With approximately 40 million people taking part in the celebrations, consumers spend almost £1bn.**

Source: Retail times, Talking Retail



**2% growth in dine-in home meal options. Consumers found a new way to celebrate.**

Source: Talking Retail



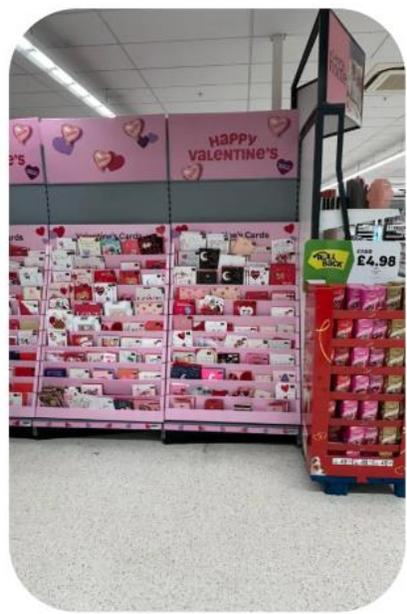
**11.9% of Valentine's shoppers intend to purchase gifts for friends, up 3.2ppts in 2024.**

Source: Retail Times

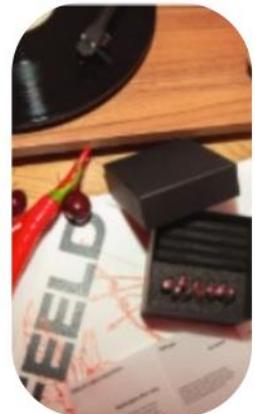
**Brands took a more creative and "unconventional" approach, using the occasion to raise conversations and add fun.**

Source: Campaignisa

# February - Valentine's In store activations



# February- Valentine's OOH activations





## POS activations and in-store display photos

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## SAINSBURY'S LUCOZADE

 Multi product offer

 Colour segmented

 Product benefits

## TESCO PEPSI

 Stackable

 Eye catching graphics



## ASDA HOBGOBLIN

 Brand promotion

 Special features for cards.



## TESCO NESCAFE

 Multiproduct offer

 QP - 4 Shelf





## TESCO PEDIGREE



## SAINSBURY'S ARIEL

## ICELAND PANTENE



## TESCO WEETABIX

 Easy to shop

 Stacking

 Multiproduct offer

 ¼ pallet

 Multi product offer

 Brand impact

 Easy to shop

 Brand impact

 Special promotion

 Pallet display

 New product



## SAINSBURY'S POP WORKS

-  Standout colour
-  Eye-catching graphics
-  Dumpbin square



## SAINSBURY'S NERDS

-  Eye catching colours
-  Dumpbin square with 5 shelf FSDU
-  Brand promotion



## BOOTS SOLTAN

-  Multiproduct offer
-  4 shelf pallet with integrated blip trays
-  3D elements
-  Eye-catching colours and shapes



## COSTCO JAMESON

-  Eye catching colours and shapes
-  Cut outs
-  3d elements



## Consumer, brand and retail news

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# Retail news headlines



**Lidl becomes first supermarket to sell on TikTok Shop.**



**Prime rival Más+ by Messi sports drink to launch in the UK.**



**Nestlé invites shoppers to have a sharing break with new Kit Kat bars.**



**Heinz enlists help from the public in search of new beans flavour.**



**M&S trials first paper packaging on chocolate bars.**



**PopWorks teams with new Bridget Jones movie.**



**M&S debuts AI tool to help shoppers pick perfect wine.**



**Whole Foods to open first new UK store in a decade next month.**

# RETAIL & SHOPPER TRENDS

Trends do not exist in isolation of each other. Macro trends and their relevance to your packaging strategy, must be considered jointly with an understanding of the retail landscape and shopper trends happening in these spaces.



# Discounters and online retail driving change

As we continue to live in an inflation-driven environment, consumers focus on value means discounters like Aldi, Lidl and others continue to see immense growth across all markets in Europe. No longer perceived as only cheap and affordable, but as fresh and quality. However, Discounters require different packaging formats; mixed cases and more pallet drops. Often creating a lot of re-packing waste for organisations supplying them. Similarly, the significance of online retail, also requires significant focus as it provides new supply chain, packing and profitability challenges.

**Are you packing lines and packaging formats optimised for these two growing channels?**

Roughly  
**23%**  
of all grocery shopping in Europe is done in discounters

Pallet drops

Packaging guidelines

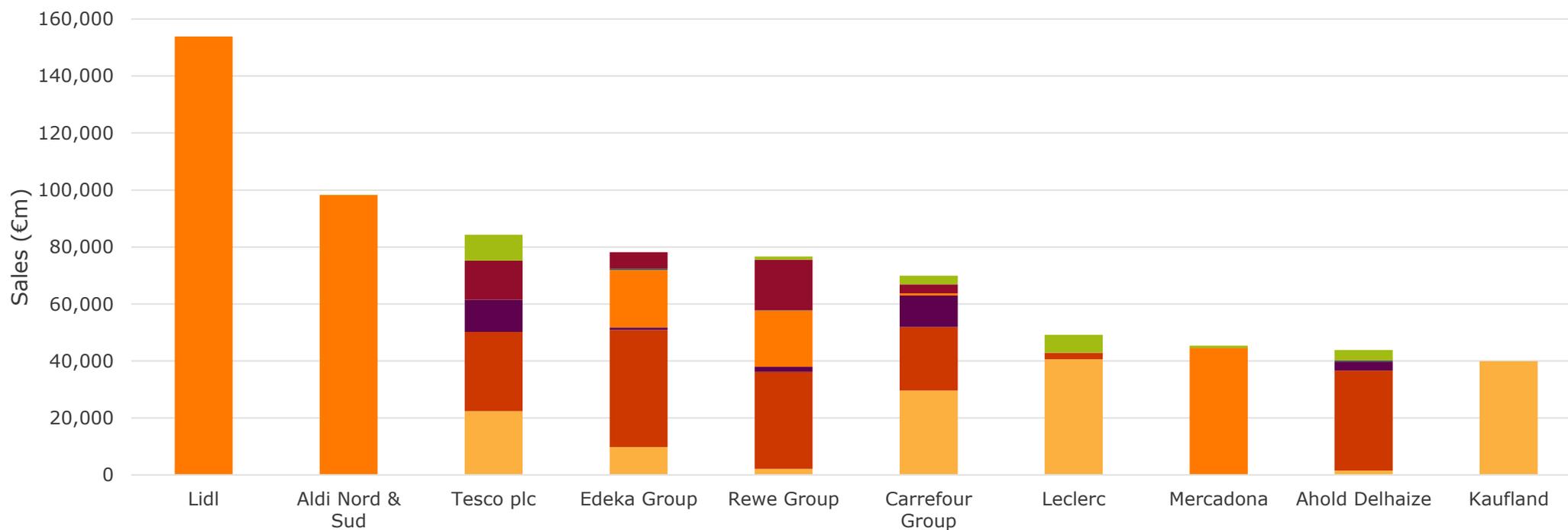
Discounters have seen a  
**7%**  
increase in occupier floorspace over the past decade

Mixed cases

# Discounters and online retail driving change

## Europe's top 10 grocery retailers: sales by channel in 2028

- Hypermarket
- Supermarket
- Convenience
- Discount
- Specialist Stores & Others
- Wholesale & Food Service
- Online- Grocery Retail



Source: IGD

# Retail media, connectivity and digital

When it comes to shoppers, the shorter the time between inspiration and purchase, the better. Brands and retailers are constantly exploring strategies to shorten this through traditional media, but increasingly now through digital displays and audio in-store, to create personalised and real time ads and promotions. Retailers are also introducing automation, robotics and computer vision will transform store operations, enhancing inventory management, streamlining checkout processes, and improving labour productivity.

**Will you explore the synergies between digital POS and physical POS & Display solutions? And are you looking ahead to prepare for the era of automated distribution centres and back of store?**

Retail media is **expanding at a faster rate** than traditional advertising channels

QR

In-store screens

Dynamic digital pricing

retailers who add AR or VR to their stores see a **94%** conversion lift

Smart shelves



## 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.



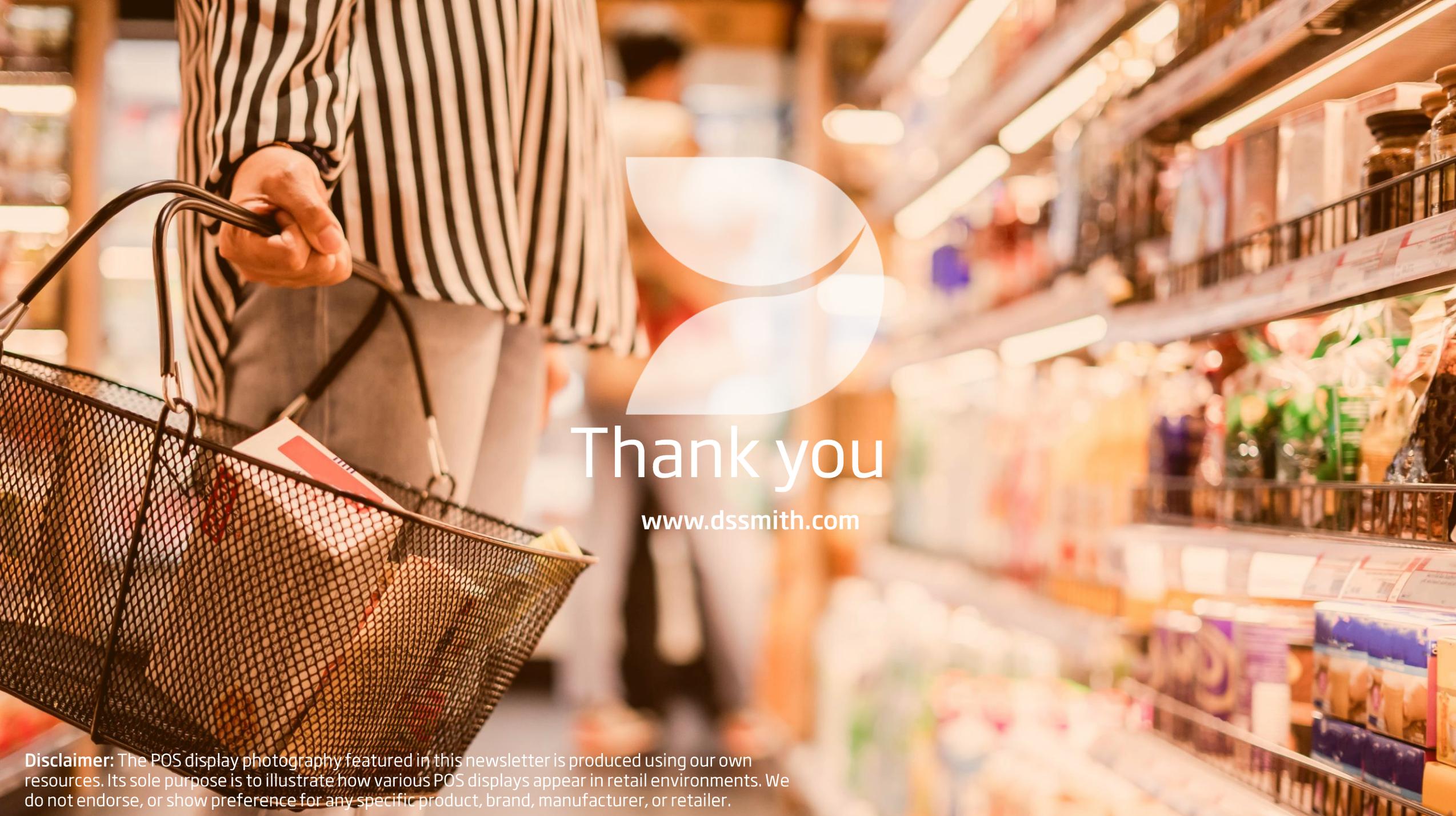
## Sustainability

### [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)

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