

# Retail Round-Up

January 2025

# January 2025 Retail Round-Up



 = displays produced by DS Smith

## Hello and welcome to our January 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**

# January retail news

Retail **footfall** in January showed **increase** compared with last year.



Source: Talking Retail

Ubamarket launches **AI powered loyalty solution** for c-stores



Source: Talking Retail



**Supermarket** spending sees **uplift** despite cost-conscious consumers.



Source: Grocery Gazette

More than **10%** of the average consumer's January **grocery bill** was spent on **fresh fruit, vegetables and salad**.



Source: Talking Retail



Lidl will become the first national retailer to introduce **digital micro-donation system** Pennies to its tills across the country.

Source: Grocery Gazette



Shoppers are looking to **save money and eat healthier**, leading to a growing trend in scratch cooking.

Source: Talking Retail

# Health & Fitness January

With POP up events, collaborations, in store, activations and sampling, brands are creating opportunities to generate tangible experiences.

LUCKY SAINT+STRAVA



**Dry January and Veganuary**, were opportunities for brands to build **stronger connections** with consumers, by engaging in conversations around starting the year right!





## POS activations and in-store display photos

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**ASDA**  
NESTLE



👁️ Eye catching graphics

📦 Stacking



**TESCO**  
VALENTINE'S



👉 Easy to shop

🎨 Colour segmented

💖 Seasonal themed



**TESCO**  
FELIX



Stacker



Brand promotion



**TESCO**  
MALTESERS M&M'S



👉 Easy to shop

📦 Multi product offer



**ALDI**  
ORGANIX



Multiproduct offer



Stacking

**ALDI**  
GRAZE



Multi product offer



Colour segmented



4 shelf

**TESCO**  
CADBURY



Multi product offer



Easy to shop



Seasonal themed

**TESCO**  
KELLOGG'S



Stacking



Brand promotion



**TESCO**  
MALTESER'S



 SRP integrated into displays

 4 shelf display



**PRIME**



 FSDU shelf square

 Brand impact



**TESCO**  
LINDT



 1/4 pallet

 SRP integrated into displays



**COOP**  
NESCAFE



 1/4 pallet

 Multiproduct offer



## SAINSBURY'S PEPTO BISMOL

 Standout colour

 3D elements



## TESCO ME TO YOU

 Gifting occasion

 Seasonal themed



## SAINSBURY'S ITSU

 Stackable with integrated flat trays

 Easy to shop



## MORRISON'S PAMPERS

 Full pallet

 Stacking tray system



**SAINSBURY'S**  
MALTESERS M&M'S



Hot spot trays



New product



Eye catching colours



**TESCO**  
NESCAFÉ



2 shelves with integrated trays



Multiproduct offer



**SAINSBURY'S**  
BLUE DRAGON



Multi product offer



4 shelf pallet with integrated trays



**TESCO**  
LINDT



Easy to shop



4 and 5 shelves



Colour segmented product



## SAINSBURY'S LINDT

-  Standout colour
-  Eye-catching graphics
-  Multi product offer



## SAINSBURY'S DASH

-  Half pallet
-  Stacking system



## ASDA WALKERS

-  Easy to shop
-  Stackable trays



## SAINSBURY'S GRENADE

-  Eye catching colours and shapes
-  Cut outs



## TESCO HUEL



## SAINSBURY'S MALTESERS



## SAINSBURY'S MR. KIPLING



## SAINSBURY'S SQUISHMALLOWS



Stackable



Brand promotion



QP Stacker



QP stacker



Eye catching colours



Stackable with  
integrated flat trays



Brand impact



Small parasites, QR  
code



Gifting occasion



Easy to shop



Dumpbin square



## SAINSBURY'S OLD EL PASO



Standout colour



Walk around display



3D display



## TESCO UNILEVER



Multi product offer



Easy to shop



Seasonal themed



## TESCO ORIGINAL SOURCE



Colour segmented



4 shelf half pallet



## SAINSBURY'S STARBUCKS

-  Easy to shop
-  FSDU - 4 Shelf



## TESCO LINDT

-  Walk around display
-  Full pallet design
-  3D elements



## TESCO BAYLIS & HARDING

-  Gifting occasion
-  Multiple product types



## M&S MARKS

-  Standout colour
-  Eye-catching graphics
-  3D display

## Consumer, brand and retail news

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# Retail news headlines



"Extra Flaming Hot" Product of the year



Sunny cooking oil launches AI-powered connected packaging experience to make life easier in the kitchen



Nomadic embarks on 12-month sampling exercise



Mars brings back Milky Way Crispy Rolls alongside two new variants



Sanpellegrino launches Zero Added Sugar range



Cadbury and VCCP launch integrated campaign that celebrates everyday generosity 'Made To Share' Dairy Milk bars



Smint and Mentos freshen up Sainsbury's aisles this January



Flora partners with Gordon Ramsay to champion plant-based butter in home cooking

# Top 5 gifting trends in 2025

2025 is moving forward, shopping habits are evolving, and new gift trends are emerging.

Source:Forbes



**Growing preference for experience-based gifts**  
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.

Source:Globe News Wire



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

Source:Storyly



**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.

Source:Storyly



**Sustainability in Valentine's Retail**  
Plastic-free packaging, locally sourced flowers, and recyclable gift wrap options. This shift presents opportunities to differentiate retailer's offerings while appealing to environmentally conscious consumers.

Source:Storyly



**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.

# Brand of the Month

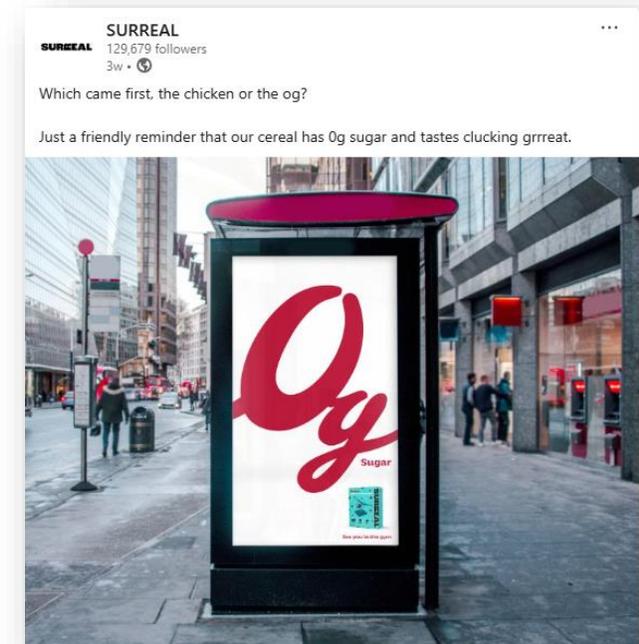
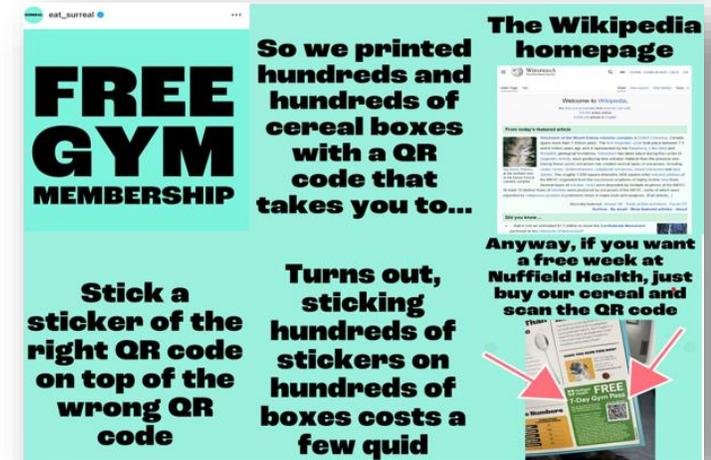
# SURREAL™



Surreal take a bow!

After a fatal copy right error on their January campaign with Nuffield Health on pack promotion the spin to drive visibility and ownership online meant consumers went to store to see if the oversight was in fact true!

And if that wasn't enough, reacting to the latest OG campaign from Kelloggs and spinning it to remind consumers that their products are 0 grams of sugar just enforced why having a playful nature and tone of marketing can work wonders to drive brand saliency and keep you at the front of consumers' minds!



Source: [LinkedIn](#)



# Stronger Together



**International  
Paper**

+



**DS Smith**

Creating a global leader in sustainable packaging solutions,  
focused on the attractive and growing North American and EMEA regions

New 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.



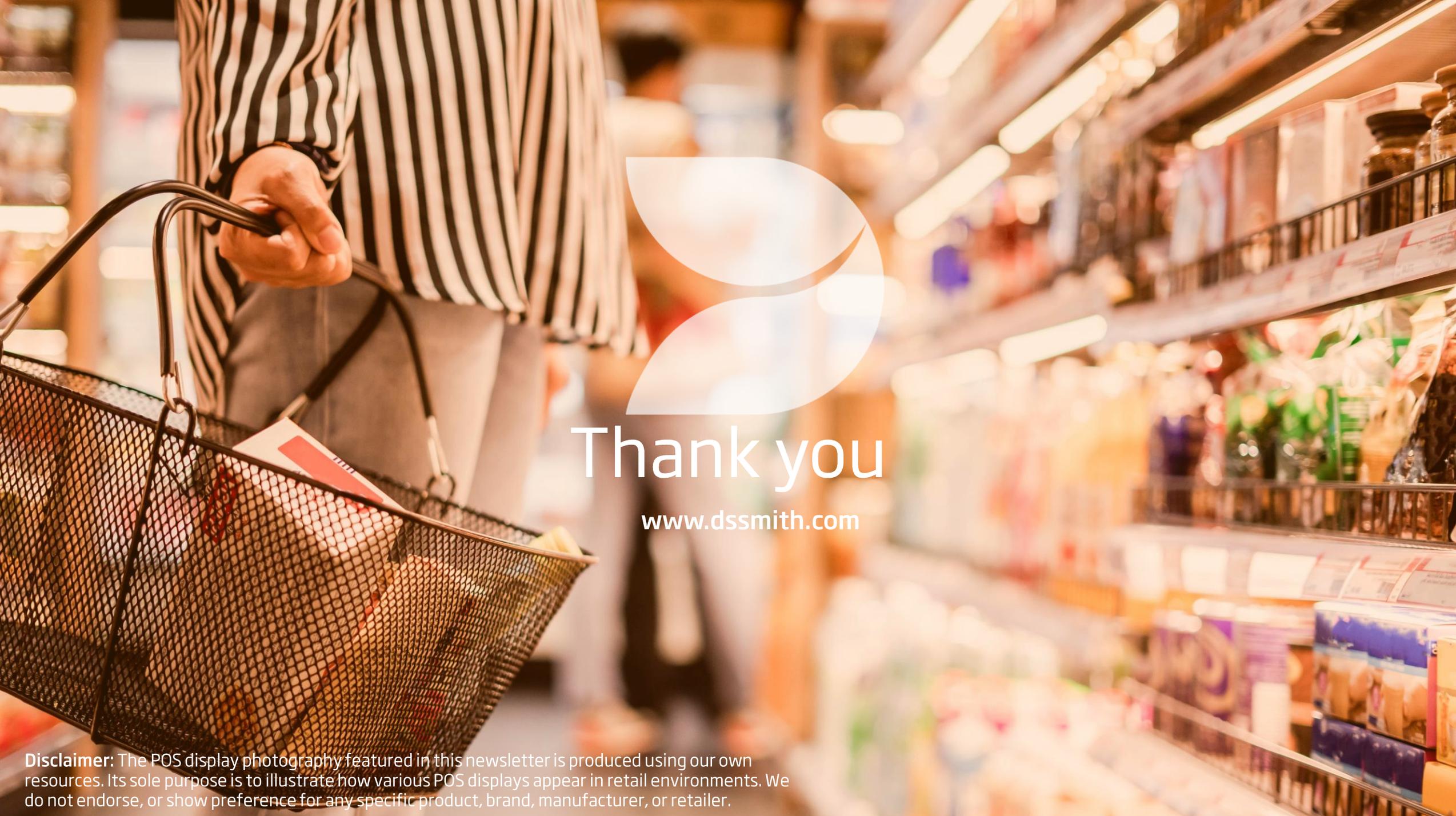
## Sustainability

### [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

[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.