



Retail Round-Up

July 2025

July 2025 Retail Round-Up



 = displays produced by DS Smith

Hello and welcome to our July 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

July- Retail news

Total till sales increased by 5.8% , driven by summer products such as fresh cream (+13.8%), cider (+11.2%), with £132m spent on strawberries. Soft drinks (+14%), with value sales up by 21%.



Source: [TalkingRetail](#)

Footfall across all UK retail locations rose by +3.7%, marking a clear shift in consumer engagement driven by cultural moments and seasonal behaviour.

Source: [TalkingRetail](#)



UK shop price inflation accelerated in July to 0.7%, driven by rising food costs and looming tax hikes, with economists expecting inflation to stay above 3% through year-end.



Source: [RetailGazette](#)

19 million UK adults have abandoned UPFs as health fears grow. Findings showed there is a significant opportunity for companies developing non UPF products to capitalize into the shift.

Source: [The Grocer](#)



Since 2023, UK grocery shoppers have increasingly switched where they shop, with discount retailers gaining the most from this trend. Consumers look to stretch their budgets. Cross-shopping has become standard, with 80% of shoppers visiting 3.2 different retailers.

Source: [Retail Times](#)





POS activations and in-store display photos

Activation of the month! | ASDA | McVities Jaffa Hot Honey



DS Smith have collaborated with McVities in implementing the shopper units for the release of the new NPD, Hot honey on Jaffa cakes.



SAINSBURYS
MCVITIES



-  Half Pallet
-  SRP
-  Multi product offer

SAINSBURYS
KELLOGS



-  Floor stickers
-  Brand promotion
-  Impactful semi-permanent stand

SAINSBURYS
RYVITA



-  Half Pallet
-  Easy to shop
-  Multiproduct offer

WAITROSE
CARRS



-  4 Shelf FSDU
-  Brand discount promotion
-  Header with different presentations and eye-catching graphics



**SAINSBURYS
ROBINSONS**



Half Pallet



Stackable



Brand special promo



**SAINSBURYS
PEPSI**



Walk around Unit



Multiproduct brand promotion



QP Stackable



**SAINSBURYS
LUCOZADE**



5 shelf QP



Easy to shop



**ALDI
PRIME**



4 shelf QP



Brand special promotion



Eye catching colours matching the bottle



SAINSBURYS MALTESERS



2 shelf QP



Gift presentation, with eye catching key visual



Easy to shop



SAINSBURYS SOUR PATCH KIDS



WOW arch with 3D elements



New product



Stackable



SAINSBURYS CADBURY



4 shelf QP



Limited edition



Serving suggestion written in header



ASDA M&M's



4 Shelf QP display



Brand promotion



Multi product offer



ASDA
DETTOL



4 shelf QP with SRPs



Multi product presentation



Easy to shop



BOOTS
SIMPLE



FSDU



3D shapes



Shelf coded per benefit



TESCO
NIVEA



WOW unit



Colourful and 3D elements



Multiproduct offer with informative texts



BOOTS
SOLTAN



4 shelf FSDU



Creative and eye-catching elements



Brand promotion



POST OFFICE POKEMON



THE ENTERTEINER SPIN MASTER



4 shelf FSDU



Franchise display



Franchise display with
Eye catching colours
and elements



3 Shelf FSDU



Bright eye catching
colours

ASDA SQUISHMALLOWS



Dumpbin



Eye-catching graphics



Easy to shop

PETS CORNER KING CATNIP



4 shelf FSDU



Mixed materials



Multiproduct offer



WH SMITHS PRITT



Mixed materials



Eye catching colours
with 3D shapes



Brand promotion for
back to school



WH SMITHS CRAYOLA



4 shelf FSDU



Bright and creative
elements



Multiproduct offer



WH SMITHS SHARPIE



Brand differentiation
with mixed elements



Eye catching colours



Easy to shop



WH SMITHS PRITT



WOW unit with 3D
elements



Eye catching colours
and shapes



Mixed materials

Consumer, brand and retail news

Retail news headlines



Pladis adds a berry twist to McVitie's Digestives.



Aldi to open one new store every week for the rest of 2025.



Maryland launches non-HFSS product.



Mentos brings most popular confectionery flavour to Pure Fresh Gum range: Strawberry.



Ben & Jerry's debuts latest flavour launch: Chocolatey Orange Chunk.



Cadbury announces The Cadbury Giveaway Give Away.



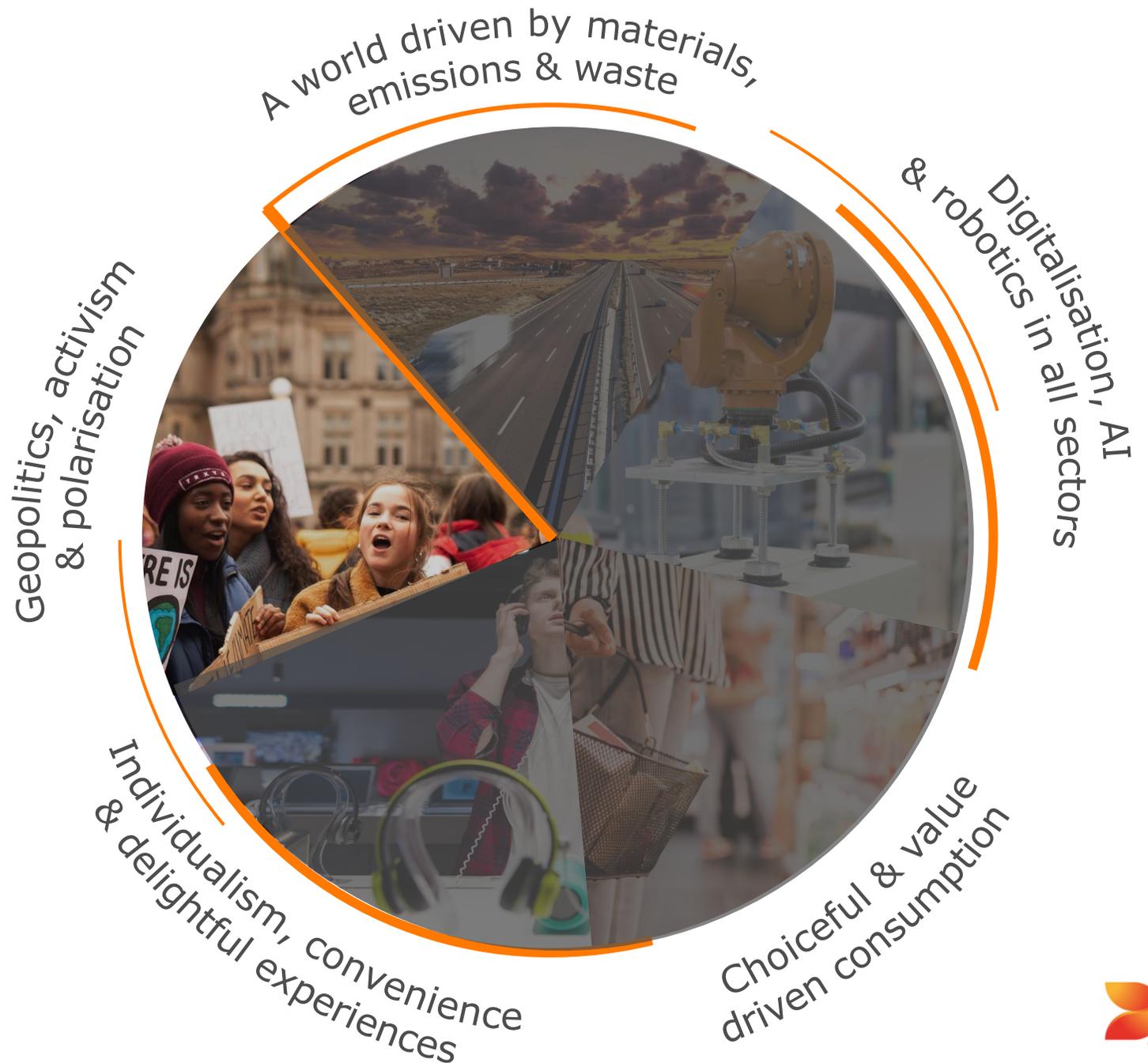
Pepsi Max rewards retailers with new promo.



Budweiser launches limited edition 'Home Again' cans to toast Lionesses triumph.

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.



Geopolitics, activism & polarisation

A complex final macro-trend; as conflict and political issues continue to drive extreme tension and polarisation amongst consumers. 2024 was a prolific year for activists, with 243 campaigns launched globally. But it is also driving apathy amongst others with growing trends towards some consumers being "Greenwashed out" according to Euromonitor. What we do know for sure, it that the last 5 years have been changing the way consumers expect governments to act, and how much they expect them to drive social and environmental change.

A complex mix of consumer demand, brand and retailer ambitions and legislation, are driving a generation of accountability.

77%

of CEOs said they will alter their supply chains in response to rising international tensions

Supply chain risk

Around one **Fifth**

of consumers claim to feel exhausted by climate "doom & gloom"

45%

of professionals said their companies will invest in certifications to avoid greenwashing



UK Halloween trends 2025

Nostalgia: Classic horror icons expect a resurgence of interest, retro styles.

Food and Beverage innovations: With a focus on creative, Instagram-worthy offerings.

Interactive and Immersive experiences: Entertainment-focused seasonal ranges for in-home celebrations.

Sustainability and circular consumption: Strong demand for eco-friendly materials.



Nostalgia appeals to a wide demographic, making it an effective strategy for engaging diverse audiences.



From spooky cocktails to themed snacks, brands are capitalizing on the visual and experiential aspects of Halloween to drive consumer engagement and social media sharing.



Aligning products with new film releases and popular TV shows, to inspire consumers to elevate celebrations at home, driving further engagement.



Costumes and decorations—made from recycled, biodegradable materials or reused over multiple years.



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.



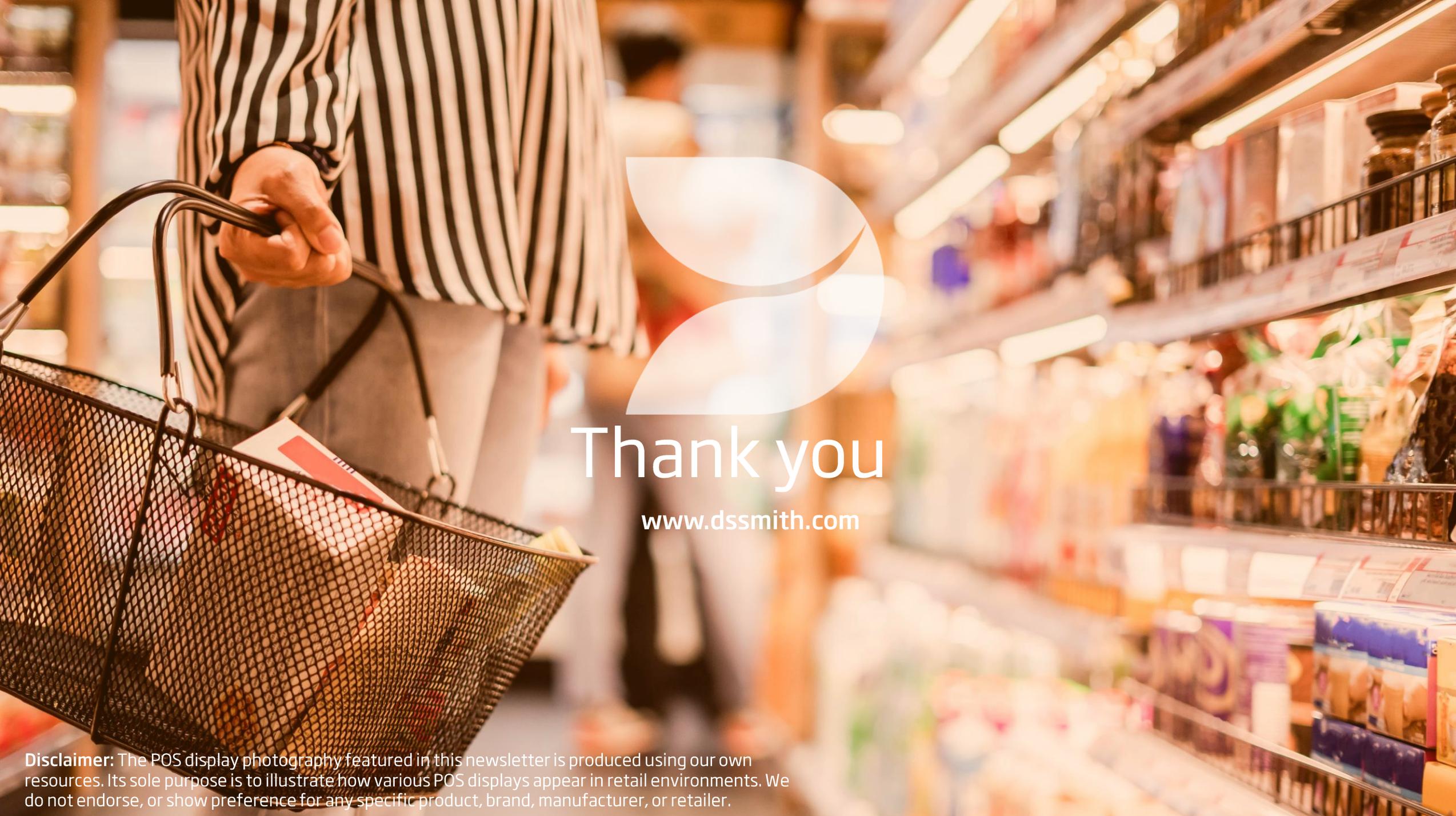
Sustainability

[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

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.