



Retail Round-Up

June 2025



June 2025 Retail Round-Up



 = displays produced by DS Smith

Hello and welcome to our June 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

June- Retail news

UK and European e-commerce order volumes increased 18% YOY in Q2, as summer temperatures spiked sales.



Source: Retail Times

UK consumer confidence edges up in June. Driven by improvements in how consumers see the general economy.

Source: Grocery Gazette



Warm weather leads UK shoppers to prioritise healthy eating. The largest category shifts were:

- Big pot yogurts (+29%)
- Frozen fruit (+21%)
- Vitamins (+15%)
- Rice cakes (+18%)
- Sushi (+15%)



Source: Retail Times

UK food brands investing in healthier products. 31% of food and drink manufacturers in the UK are using less salt, 30% are cutting down on sugar and 24% are scaling back on calories, compared to 10 years ago.

Source: Grocery Gazette



The alcohol-free beer category is seeing record sales. Alcohol-free consumption, and a drive of consciously choosing to drink less alcohol, is now ingrained into how UK adults are drinking.

Source: Retail Times



WKD x Love Island- Depot Activation



DS Smith collaborate with WKD implementing their in-store activations to engage consumers, including Pallets, Standees, Bollard covers and Aisle fins.



POS activations and in-store display photos



SAINSBURYS AERO

 Banner shelf decoration

 Floor sticker

 Brand impact and differentiation

SAINSBURYS ROCKY

 Half Pallet

 SRP

 Multi product offer

SAINSBURYS TOBLERONE

 3 shelf QP display

 SRP

 Eye catching graphics

TESCO MALTESERS & GALAXY

 QP stacker with trays

 Easy to shop

 Multiproduct offer





TESCO PRINGLES



Integrated displays and SRP's



Multiproduct offer



Brand special promo



CO-OP JACOBS



5 Shelf FSDU Flatpack



Multiproduct brand promotion



Eye catching colours



TESCO WOTSITS



Stacking tray design



Brand partnership product



ASDA JAFFA CAKES



4 shelf QP



New flavour



Eye catching colours and graphics



WICKES PURINA



- 4 shelf FSDU
- Multiproduct offer
- Easy to shop

PETS AT HOME LILY'S KITCHEN

- Eye catching colours
- Multi product offer
- Easy to shop

PETS AT HOME FRONTPRO

- FSDU design
- Product differentiation by colour
- Informative text

B&Q DETTOL



- 3 Shelf QP display with SRP's
- Eye catching graphics and colours
- Informative text
- Multiproduct



SAINSBURYS L'OREAL



 3D shaped 4 shelf QP

 New product

 Informative text



SAINSBURYS CUREL



 4 shelf FSDU

 3D shapes

 Colour coding per product



SAINSBURYS MAYBELLINE



 3 shelf FSDU

 Colourful and 3D elements

 Multiproduct offer



TESCO CHILDS FARM



 4 shelf FSDU

 Multiproduct

 Informative step by step text



ASDA JURASSIC WORLD



WH SMITH DISNEY



TESCO ORDO



TESCO MAGAZINES



5 shelf FSDU



Franchise display



Franchise display



3 Shelf FSDU



Bright eye catching colours



FSDU



Brand partnership



Colour coding per product



3 shelf FSDU



Eye catching elements and colours



Easy to shop



SAINSBURYS 7UP



Stackable QP

Eye catching colour

Easy to shop



TESCO HEINEKEN



Stackable QP

 Brand promotion



B&M PRIME



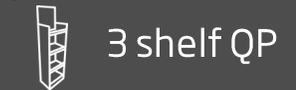
FSDU 4 shelf

Eye catching colours

Easy to shop



TESCO JACK DANIEL'S



3 shelf QP

 Brand promotion



MORRISONS Reckitt



4 Shelf FSDU



Brand Influencer promotion



Multiproduct offer



TESCO FLASH



Multi product presentation



Brand differentiation



TESCO L'OREAL



4 Shelf QP



Cross selling opportunity

Easy to shop



ALDI COLGATE



FSDU 3 shelf



Eye catching colours



Easy to shop and cross sell

Consumer, brand and retail news

Retail news headlines



Pladis adds Hot Honey flavour to McVitie's Jaffa Cakes.



New York Bakery unveils sub rolls and cookies in major NPD push



Co-branded Pringles and Cheez-It wholesale depot roadshow launches.



Carlsberg rolls out first beer brewed from entirely regeneratively grown barley.



Kit Kat chunky goes Funky with marbled chocolate bar.



Pepsico partners with Squid Game on "Flamin' Hot or Not?" packs.



McVitie's brings Club into confectionary aisle with Layers Orange.



BrewDog introduces price-marked packs offer across its two best sellers.

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.



Individualism convenience & delightful experiences

While choiceful consumption is a key trend, we do see some recovery in spending. E-commerce still growing, although not as fast. Retail has seen some recovery, and we see that amongst this, the drive towards convenience and treating oneself during harder times is still prevalent. Especially with the squeezed but splurging middle income consumers. Brands will need to fight for this, to differentiate themselves, which is where hyper-personalisation, loyalty programmes and online shopping will play a role as social media platforms continue to drive demand for delightful product experiences.

With so many channels, brands will need to be choiceful and make sure their execution is consistent; from digital through to physical execution online or in store on-pack and Displays.

50%

of consumers say they are willing to spend money to save time

48%

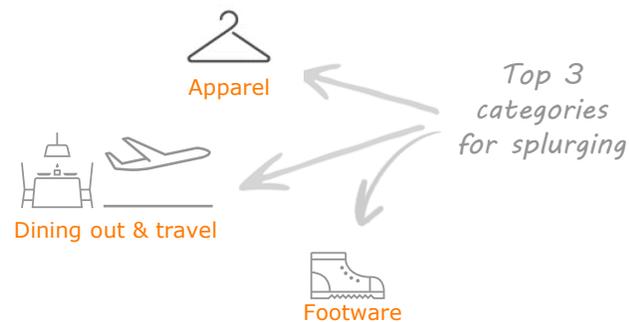
the combined retail spending share by Millennials and Gen Z by 2030

46%

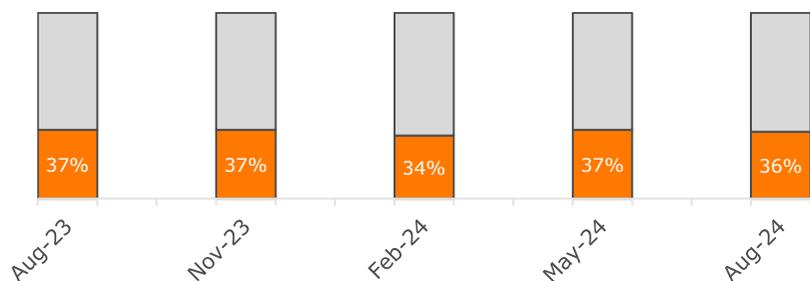
of consumers purchased directly through social media in 2024, versus 21% in 2019

Capturing value and loyalty requires differentiating, consistent and delightful experiences across channels

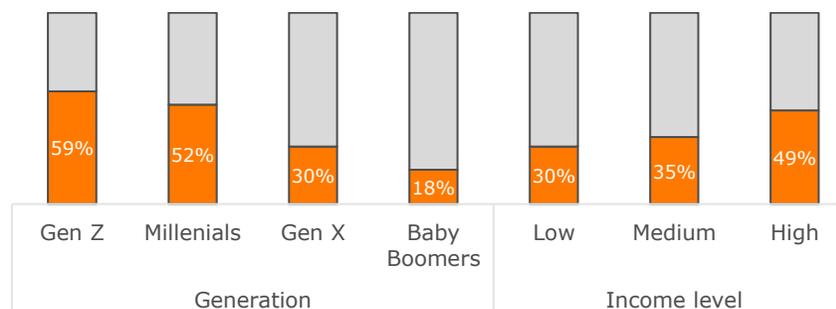
Packaging reaches 100% of your shoppers. How could you utilise it to drive impulse, splurging and deliver delightful experiences in e-commerce and in-store?



Consumer willingness to treat themselves has remained consistent around 36% despite inflation



Consumer willingness to treat themselves across generations and income levels differs



■ % repondants planning to splurge □ % repondants not planning to splurge



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.



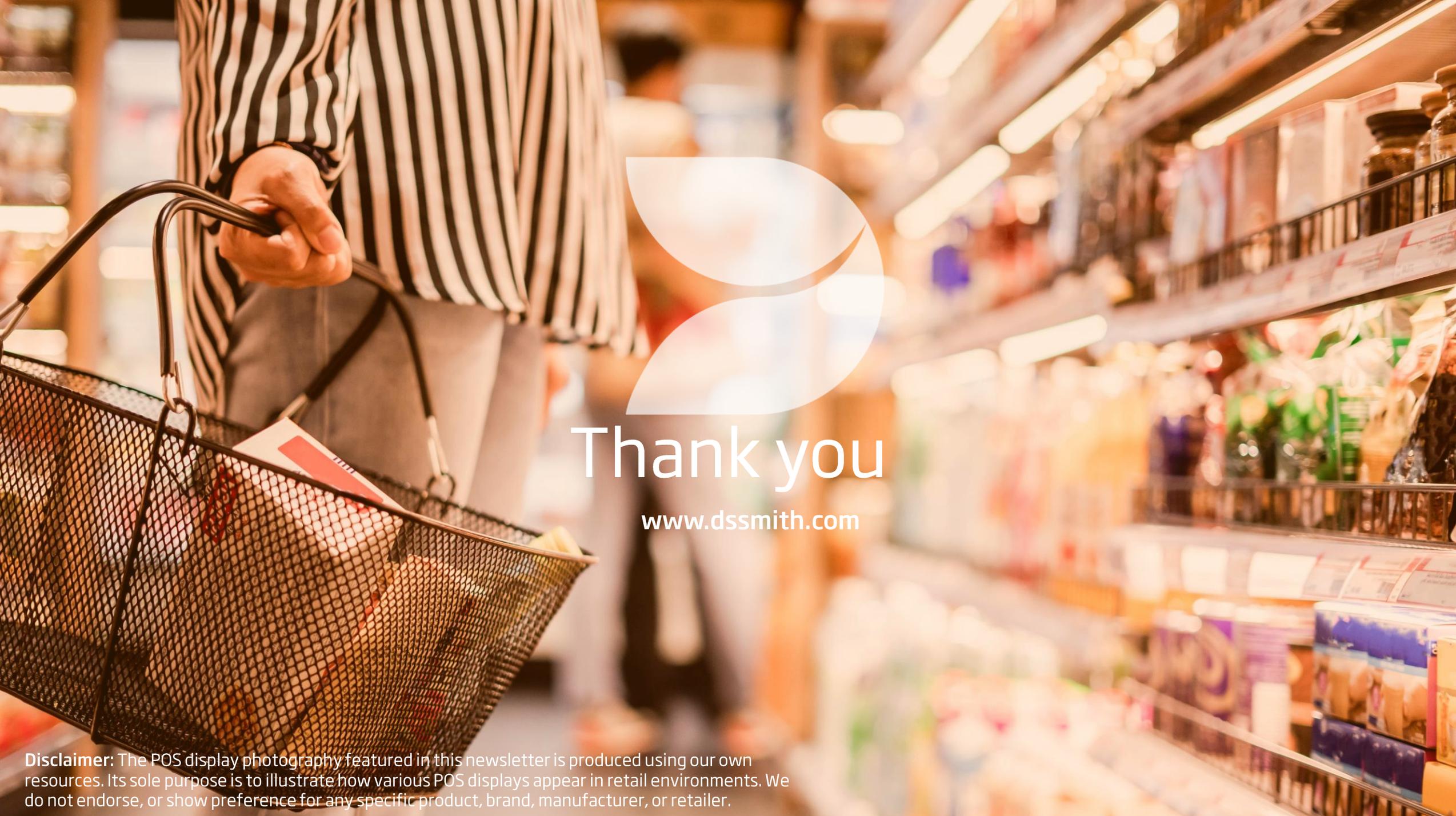
Sustainability

[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.