



Retail Round-Up

March 2025





March 2025 Retail Round-Up



 = displays produced by DS Smith

Hello and welcome to our March 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

March retail news

67% of businesses expect **investment in digital loyalty to increase** over the next 12 months.



Source: Retail Times

Inflation figures show slight easing of pressure falling to 2.8% and food inflation remaining unchanged at 3.3%.

Source: Talking Retail



Sales down 7.2% in independent stores, as **huge shifts in the vape market accelerate** ahead of the disposable vape ban.



Source: Talking Retail

TIKTOK Shop is changing the way brits buy groceries.



Source: Grocery Gazette



Retailers urged to **'build emotional connections'** as shopper confidence is unlikely to improve.

Source: Talking Retail



UK retail footfall rebounds with high streets leading the way.

Source: Talking Retail



POS activations and in-store display photos

Mother's Day Instore activations

March was a huge month for Mother's day and here is some of our favourite activations!





<p>THE RANGE BOB SNAIL</p>	<p>ASDA CELEBRATIONS</p>	<p>SAINSBURY'S BEROCCA</p>	<p>SAINSBURY'S LINDT</p>
<ul style="list-style-type: none">  Multi product offer  Eye catching colours  Easy to shop 	<ul style="list-style-type: none">  Stackable  Dumpbin square  Eye catching graphics with cut outs  Seasonal themed 	<ul style="list-style-type: none">  Multiproduct offer  Pallet with integrated blip trays  Eye catching graphics with 3D elements 	<ul style="list-style-type: none">  New product offer  FSDU - 4 Shelf with divisions  Easy to shop



SAINSBURY'S NESCAFE



- Easy to shop
- Multi product offer
- WOW display
- 3D impact Elements



TESCO BREWDOG



- Stacking
- Multiproduct offer
- Half Pallet display



TESCO BROOKLYN BREWERY



- Multiproduct offer
- Easy to shop
- New product



SAINSBURY'S L'OREAL



- New product offer
- 3D impact elements
- Multiproduct offer



TESCO DORITOS

-  3D elements
-  Eye-catching colours
-  Limited edition product



MORRISON'S CADBURY

-  New product offer
-  4 shelf FSDU



TESCO PEPSI

-  Multiproduct offer
-  Stackable QP pallet
-  New product offer



TESCO INCHS

-  Eye catching colours and shapes
-  Stackable
-  New product offer

Consumer, brand and retail news

Retail news headlines



ALMOST AS SWEET
+ AS A TEXT FROM
GRANDMA
(ASO ZERO SUGAR)

8% SWEETER
THAN A CUTE
POTATO
(ASO ZERO SUGAR)

1% SWEETER
THAN A POMERANIAN
PUPPY
(ASO ZERO SUGAR)

Pepsi launches two new zero sugar flavours and creates the world's first AI 'Sweetest'.



FOOD FOR LATER

Sainsbury's unveils new convenience store format.



Cadbury DAIRY MILK
Lotus Biscoff
95g

Cadbury Dairy Milk teams with Lotus Biscoff.



WIN A FAMILY MOVIE NIGHT
1000s OF MOVIE DOWNLOADS TO BE WON

Toffifee
A Hazelnut in Caramel with Creamy Nougat and Chocolate

STORCK

Toffifee launches movie night promotion.



TWO IS MORE THAN ONE

Twix

Twix launches global brand platform 'Two is more than one'. In a nod to the brand's two-bar design, it celebrates the joy of having it all.



A CHANCE TO **WIN PRIZES** EVERY HOUR PLUS A TRIP TO HOLLYWOOD

WALKERS **Quavers** **Wotzits** **MONSTER MUNCH** **MINECRAFT**

Walkers Snacks launches on-pack A Minecraft Movie promotion.



Unilever has acquired personal care brand Wild.



JUBEL BEER 4% **PEACH**

Tesco taps into fruit beer boom with 250% growth.

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.



A world driven by materials, emissions & waste

Although consumers live in an increasingly digital world, everything we consume relies heavily on materials and energy; from internet cables to raw ingredients and packaging materials. We already see a huge shift towards governments and organisations focussing on the supply chain. We see companies setting scope 3 targets. The most significant piece of packaging legislation ever, PPWR, has been introduced in Europe with EUDR and product passports on the way. **Carbon, waste and traceability tackled together. Are your strategies holistic on all three?**

8

global supply chains account for more than 50% of global emissions

Net Zero

186.5kg

of packaging waste per person in the EU

PPWR

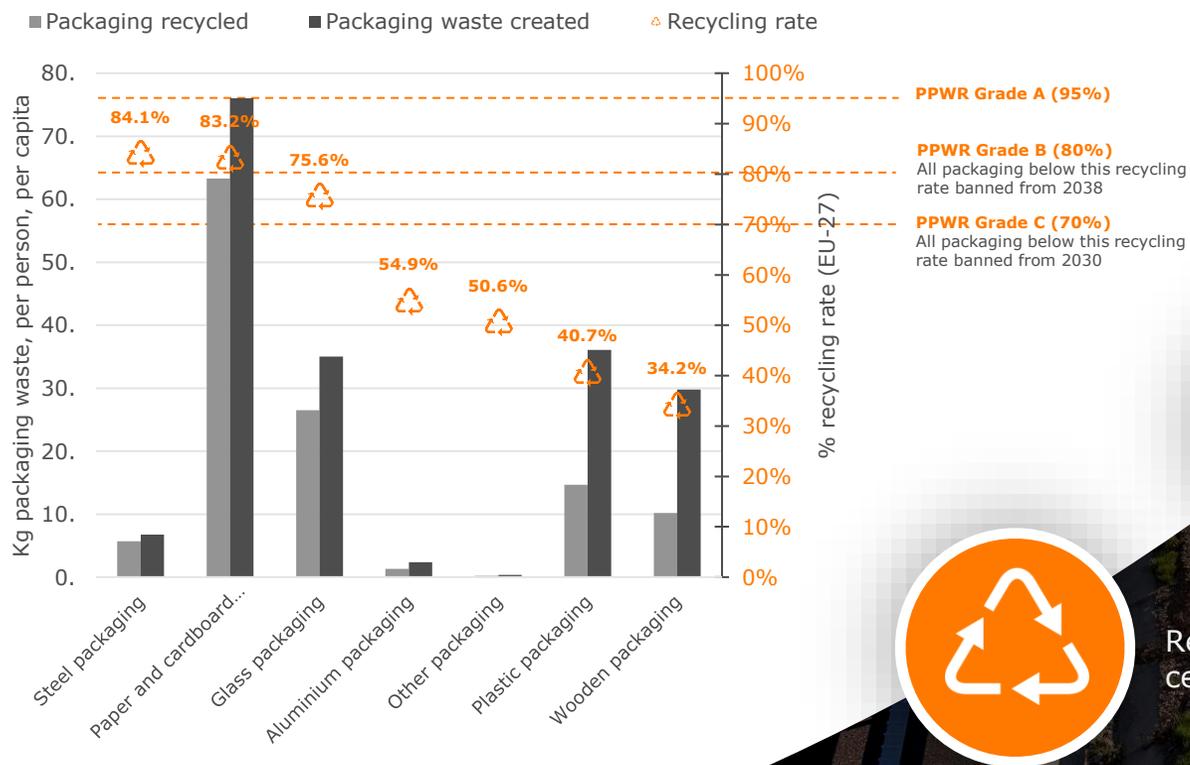
EU Green Deal

15%

of companies with Scope 3 targets to reduce supply chain emissions

We are in the era of accountability

We see a huge shift towards governments and organisations focussing on the supply chain. From companies setting Scope 3 targets, 100% reusable and recyclable packaging targets, to new laws, targets, fees and taxes. The most significant of these, is the EU Packaging and Packaging Waste Regulation (2025).



Bans on certain plastic packaging by 2030



Mandatory minimum recycled content for various plastic types, by 2030



New, EU-wide definition of what is recyclable and new labelling measures



Packaging minimisation and 50% empty space ratio targets for grouped, transport and e-commerce packaging



Recycling and re-use targets for certain packaging types by 2030



April 2025
Retail Round-Up



What's coming up next month?

We look forward to sharing next month's Easter Special. Showing the best activations across the retail landscape and what brands stood out the most.

We look forward to sharing more on:



Easter In-store photography



Performance, Insights and Easter consumer trends



Brand and retail 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.



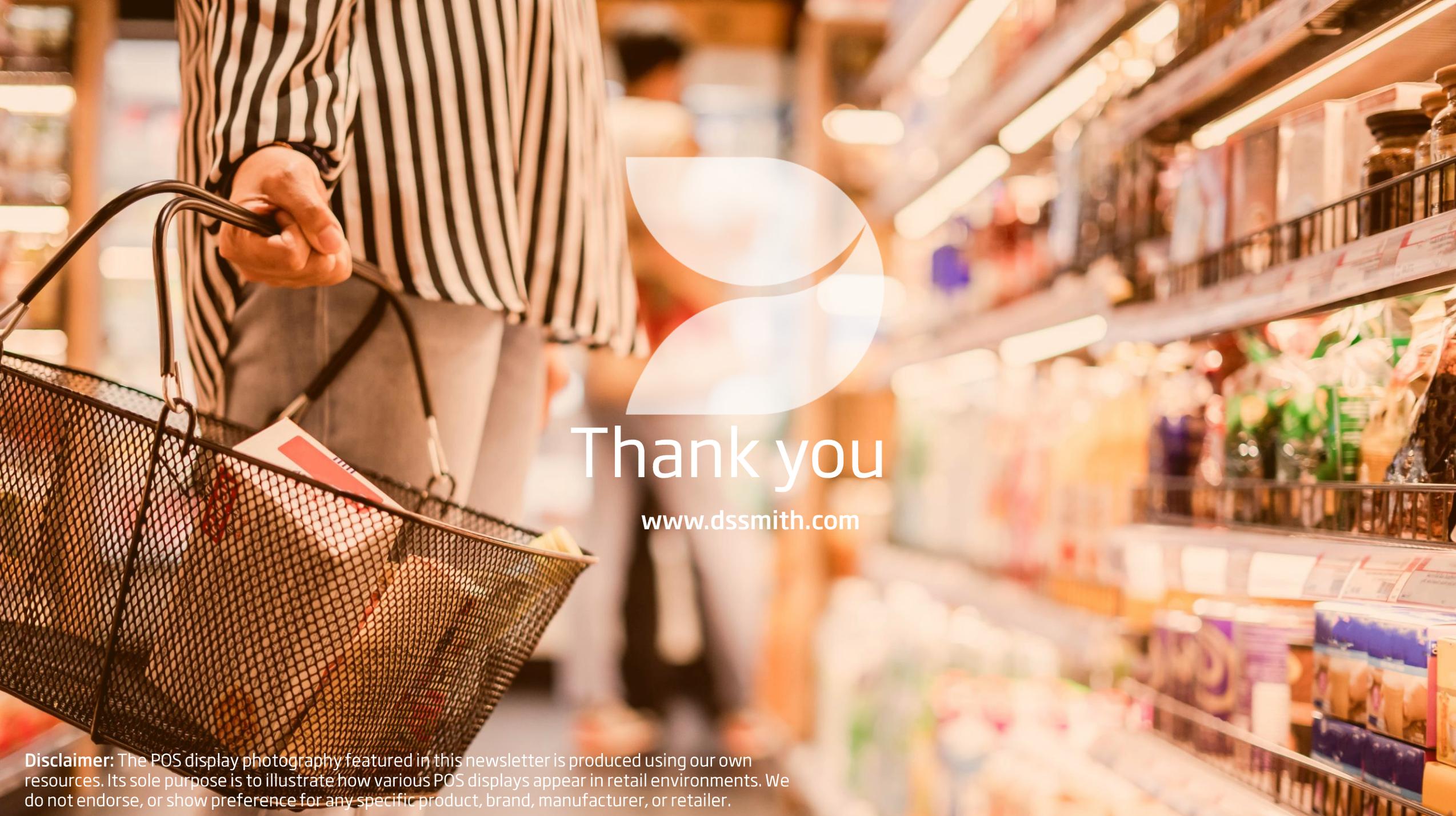
Sustainability

[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

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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.