



Retail Round-Up

May 2025



May 2025 Retail Round-Up



 = displays produced by DS Smith

Hello and welcome to our May 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

May- Retail news

Consumer confidence improves but savings prioritised after Easter splurge. 41% of households say that loyalty card promotions also influence where they choose to shop.

Source: Talking Retail

UK's top retailers are enhancing their customer service offerings driven by a rise in WhatsApp usage and chatbot integration.



Source: Retail Times



UK consumers are prioritising value over brand loyalty, with 45% opting for discount retailers and 42% switching to own brand or cheaper alternatives.

Source: Retail Times

ChatGPT to change how consumers discover food brands and do their grocery shopping.

Source: The Grocer



45% of UK shoppers say they prefer shopping in-store. 30% favour online shopping. This preference is driven by the joy of in-person shopping experiences (38%) and the ease of visiting multiple stores in one location (30%).

Source: Retail Times



McVitie's- 100 YEARS

McVitie's celebrated the 100th anniversary of its iconic Chocolate Digestives biscuit, which was first manufactured in 1925.

Source: [The Guardian](#)

McVitie's launched a large-scale marketing campaign and a pop-up store in London.

Source: [The Guardian](#)



McVitie's implemented various in-store promotions and displays to catch shoppers' attention, including front-of-store displays, sampling trucks, and store media.

Source: [Grocery Trader](#)



London landmarks were light up with spectacular displays. London Eye was illuminated with a giant rotating projection of the Chocolate Digestive, while Tower Bridge featured a burst of fireworks, confetti and balloons.

Source: [Pladis Global](#)



McVitie's 100 YEARS- In-Store Activations



DS Smith worked with McVitie's implementing in-store activities to engage consumers, including banners, prefilled Pallets, Half pallets, ¼ Pallets , Branded bays and Animated screens.

Visit our website: www.dssmith.com



McVitie's 100 YEARS- OOH Activations





POS activations and in-store display photos



ASDA
FINISH



-  4 shelf QP display
-  Easy to shop
-  Multiproduct offer

TESCO
SURF



-  Half Pallet
-  SRP
-  New product

ALDI
WAGG TREATS



-  4 shelf QP display
-  SRP
-  Eye catching packaging

TESCO
FELIX



-  3 shelf QP
-  Easy to shop
-  Multiproduct offer



BOOTS
VOLTAROL



4 Shelf FSDU



Multiproduct offer with different categories



Informative text



TESCO
DOVE



4 Shelf QP with divisions



Gift with product promotion



SAINSBURYS
L'OREAL



4 Shelf QP with flatbed locators and info panel



Multiproduct offer categorised by benefit



SAINSBURYS
WILD



3D product shape



Brand impact



Multiproduct offer



ASDA
ANGELO PORETTI



SAINSBURYS
RED BULL

SAINSBURYS
7UP



ASDA
FANTA



WOW Unit



Brand Promotion



3D Creative elements



Limited edition product



3 Shelf FSDU



Restocked display



QP Stacker



Eye catching colours



Stackable pallet



Eye catching graphics and colours



3D cuts



ASDA
MR KIPLING

-  QP display stacker
-  Easy to shop



MORRISONS
TAKIS

-  4 shelf FSDU
-  SRP system
-  Eye catching colours



SAINSBURYS
CHEEZ-IT

-  3 shelf Half pallet
-  SRP system
-  Brand promotion



SAINSBURYS
M&M'S

-  2 shelf Half pallet
-  SRP system with
-  Multiproduct limited edition offer



SAINSBURYS
DISNEY



TESCO
NANO TAPE MAGIC

HMV
HELLO KITTY

ALDI
ZIMPLI



Dumpbin



Multiproduct offer



FSDU



Eye catching graphics and colours



Eye catching colours and elements



5 Shelf QP



Mixed materials



3 Shelf QP



Bright eye catching packaging



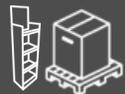
Bright colours



Informative text with instructions around the unit



ASDA
PEPSI



Multi display layout



Brand promotion



Multiproduct offer



WOW unit



TESCO

PRINGLES



QP



SRP



Stackable



WAITROSE

JACOBS



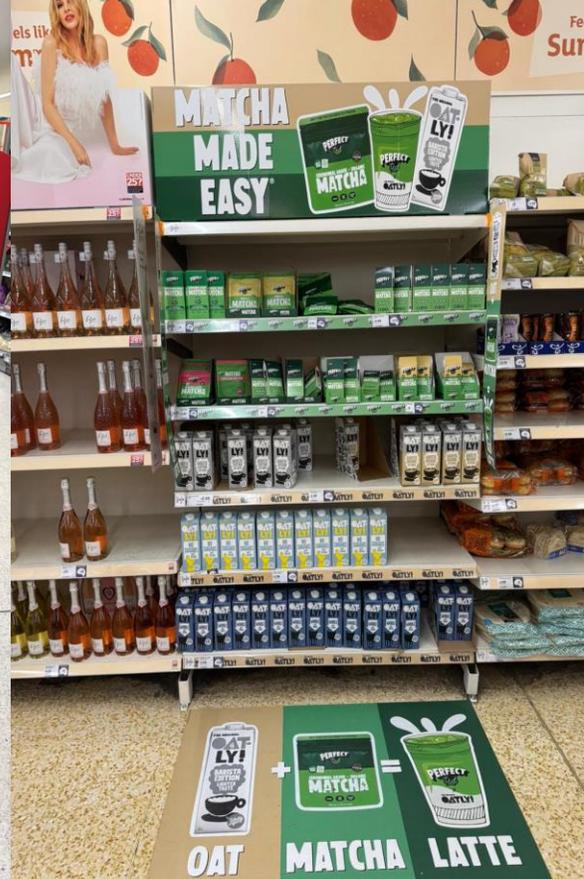
FSDU 4 shelf



Eye catching colours



Easy to shop



SAINSBURYS

OATLY



Banner shelf decoration



Floor sticker



Brand impact and differentiation

Consumer, brand and retail news

Retail news headlines



Pepsi MAX® unites football legends across generations in latest global campaign.



Brits biscuit habits revealed for National Biscuit Day with McVitie's Great British Biscuit Audit.



Premier Foods launches 'Summer of Cricket' campaign.



Maltesers White returns after over ten years.



Warburtons expands gluten-free range.



7Up launches 'Super Duper Refresher' campaign.



Kellogg's expands range with High Protein Bites.



Cadbury's social media competition for retailers.

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.



Choiceful & value driven consumption

The long-lasting impacts of the pandemic mixed with several years of high inflation and cost of living crisis; consumers remain choiceful and value driven. Volumes remain low even though some brands have managed margin recovery. Private label growth is strong. As Euromonitor phrases it; temporary shifts in behaviour, have now become embedded into consumption habits. Purchase decisions are strategic and intentional. Whether it's health & wellness, sustainability or cost, consumers are being choiceful about what they buy in these three main areas.

Communication on packaging should be very targeted on value-driven topics; price, health and sustainability.

52%

of consumers believe they'll be healthier in the next five years than they are now



17%

of respondents to Deloitte survey currently use grocery stores as a source of healthy living information

UK shoppers most price conscious in Europe, ahead of Germany, France, Spain

36%

of global respondents say that lower prices can persuade them to buy something other than their usual brand

€1.99



Cost remains the number one value which consumers are focussed on

What tactics is your business using to recover price or volume? How are you competing against private label?

And how could and does packaging size, format and messaging feature in these initiatives?



A new grocery classification has emerged: Core Essentials, a new grouping driven by price factors, more resilient to volume fluctuation and dominated by Private Label. Essentials are now the murky middle, with more role for branded products although at risk of downtrading and downsizing. Discretionary more competitive than ever.



Health and sustainability come close behind cost, but where do consumers find information to make their choices?

Are you using your packaging to effectively to communicate health and sustainability messages to consumers?

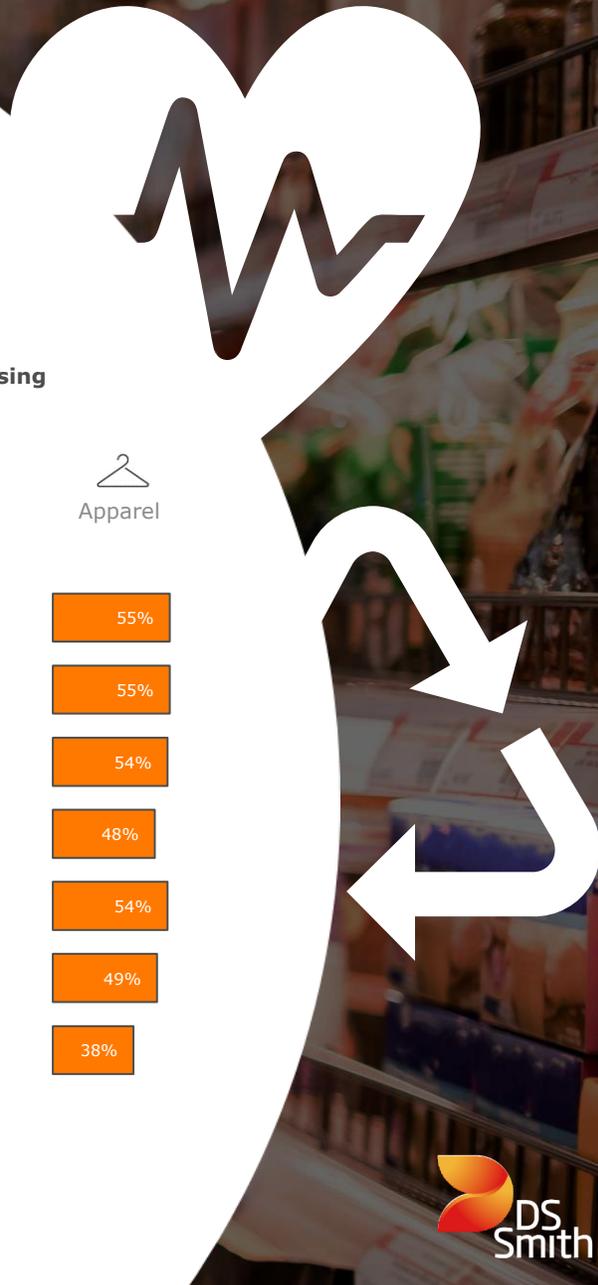
38%
of EU survey respondents look for packaging sustainability info in store, in 2020

9% increase

47%
of EU survey respondents look for packaging sustainability info in store, in 2024

Importance of health & environment factors in purchasing decisions, Europe 5 in Q3 2023 (% respondents)

	 Groceries	 Household supplies	 Personal care	 Apparel
Producing goods with less packaging	58%	56%	57%	55%
Recyclable products, packaging or initiatives	56%	57%	56%	55%
Sustainably sourced materials	53%	55%	55%	54%
No artificial ingredients/natural/GMO-free	57%	53%	57%	48%
Fair trade practices	53%	54%	53%	54%
Small or neutral carbon footprint	47%	50%	51%	49%
Organic	44%	43%	43%	38%





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.



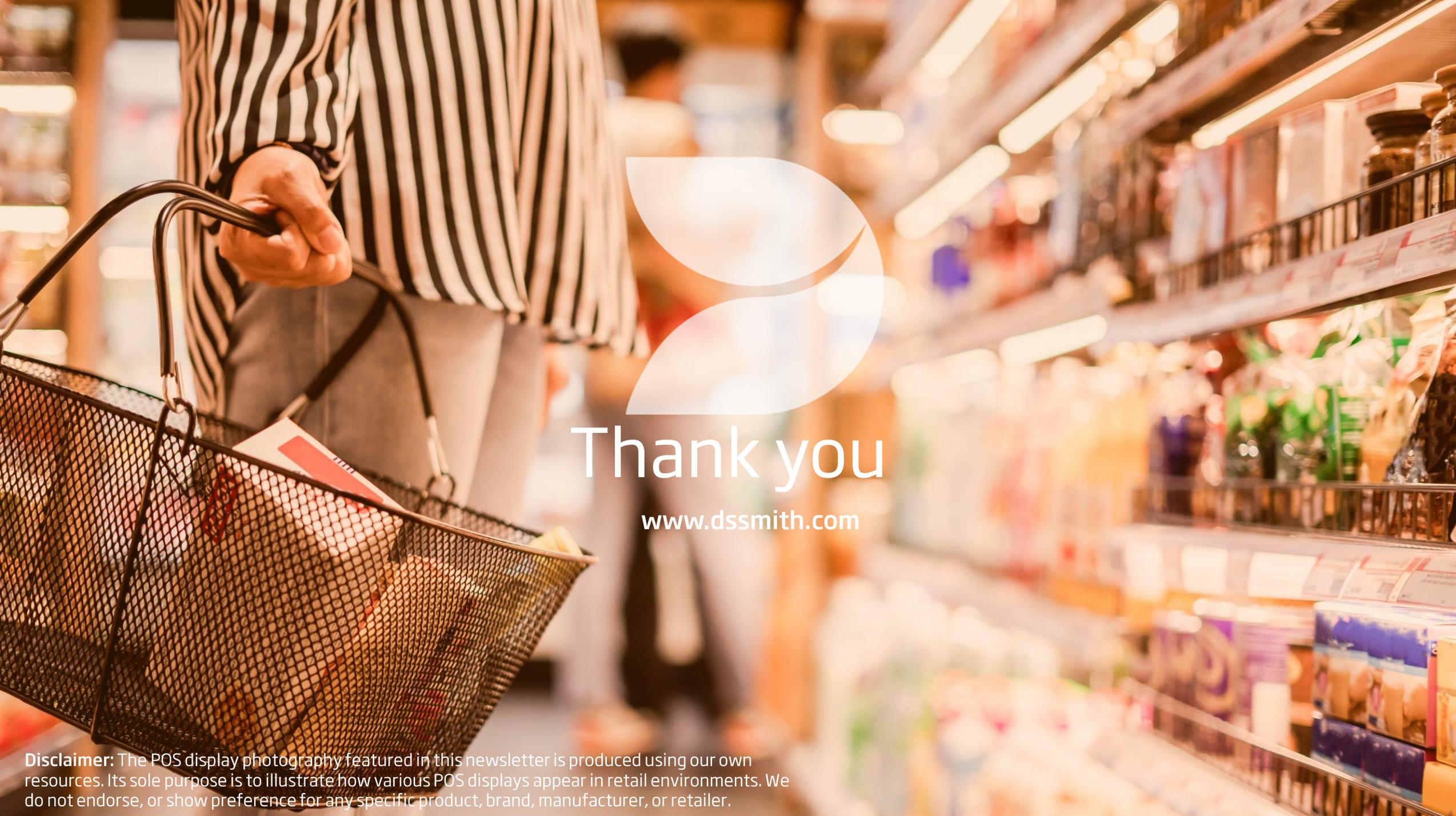
Sustainability

[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.