



Retail Round-Up

September 2025



September 2025 Retail Round-Up



 = Displays produced by DS Smith

Hello and welcome to our September 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**

September - Retail news

UK retail footfall fell in September by 1.8% due to lowering consumer confidence ahead of the Autumn Budget.



Source: Grocery Gazette

UK total retail sales saw a slower rise in September compared to previous months with an increase of 2.3% YOY.

Source: Talking Retail



UK shoppers are seeking seasonal deals and healthier options in the run up to Christmas.

Source: Retail Times

New research reveals UK Consumers experience an emotive reaction when they believe they secure a great deal.



Source: Retail Times



5,000% surge in online searches for “Diwali party food” and “Indian food” over the last 30 days as families prepare for the Festival of Lights



Source: Retail Times





POS activations and in-store display photos



Happy
Diwali

How did brands prepare for the
Diwali Festival?





Diwali In-Store displays



Brands brought Diwali to life in-store with bold activations, using lights and rich red and gold tones to connect with festive shoppers.

Diwali In-Store displays

DS Smith proudly partnered with MARS to celebrate the Diwali Festival — here's how we brought the celebration to life.



3D Render model



White Sample



Full colour first off



In-Store





B&M
AIR WICK



4 shelf QP



Multi SKU offer



SRP utilisation



B&M
FINISH



Stacking trays



Compartmented



Multiproduct offer



TESCO
L'OREAL



4 shelf QP



SKU Segmentation



SKU locators



SAINSBURYS
GLADE



4shelf QP



SRP utilisation



Easy to shop



**SAINSBURY'S
KITKAT**



 Half Pallet

 Stackable SRP

 New Product



**SAINSBURY'S
HOBNOBS**



 QP Unit

 Multi SKU offer

 New Product



**SAINSBURY'S
GRAZE**



 Half pallet

 Multi SKU offer

 Stackable SRPs



**SAINSBURY'S
NAKD**



 5 Shelf FSDU

 Multi SKU offer

 Impactful colours and brand information



M&S
Fresh fruit



B&M
MAGGI



WAITROSE
HEINZ

TESCO
ARLA



Octobins



4 shelf QP



4 shelf FSDU



Shelf takeover



Strong weight holder



SRP



Creative elements



Multi SKU offer



Eye-catching text and images



Colourful with clear product information



Brand Partnership Limited Edition



Creative 3D shapes



COSTCO
YORKSHIRE TEA



Full Pallet



Colourful



Large Quantity stock holding



SAINSBURYS
REDBULL



3 Shelf QP



Multi SKU offer



Creative header, with QR code



SAINSBURYS
COCA COLA



QP display



Brand partnership



Retailer price promotion



TESCO
BROTHERS



QP display



Multi SKU offer



Retailer price promotion



WAITROSE
ASAHI + KETTLE



3 shelf FSDU



Multi category



Brand Partnership



SAINSBURYS
ROKU+LONDON ESSENCE



Half Pallet



Brand Partnership



Easy to shop



TESCO
BROOKLYN



QP Pallet



Eye-catching colours



Retailer price promotion



WAITROSE
BOMBAY SAPPHIRE+SCHWEPPE



3 shelf FSDU



Strong weight distribution



Brand Partnership



SAINSBURYS
ROBINSONS



SAINSBURYS
NESCAFE



SAINSBURYS
HUEL

WAITROSE
CARLSBERG BRITVIC

-  Stackable HP Display
-  Retailer price promotion
-  Eye-catching graphics

-  Stackable QP Display
-  Multi-sku offer

-  Counter Takeover
-  Eye-catching graphics
-  Floor stickers

-  Shelf takeover
-  Colourful eye-catching graphics
-  Multiproduct offer



SAINSBURYS
CADBURY



Full pallet



Stackable SRPs



Impactful Brand Promotion



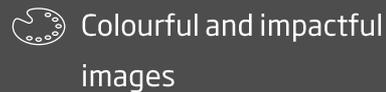
ALDI
ROWNTREE'S



QP unit



Stackable SRPs



Colourful and impactful images



TESCO
AERO



3 Shelf FSDU



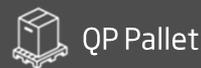
Stackable SRPs



Colour coded per SKU



TESCO
QUALITY STREET



QP Pallet



Colourful



Large Quantity stock holding

Consumer, brand and retail news

Consumer, brand and retail news headlines



Mondelez trials paper Cadbury Heroes tubs in Tesco ahead of Christmas.



Red Bull unveils latest winter edition Fuji Apple and Ginger.



Arla launches Arla Cultura, a new gut-health dairy brand designed to bring accessible, science-backed nutrition to British shoppers.



Carlsberg Britvic partners with DS Smith to create sustainable packaging innovation and cut out over 50 tonnes of carbon dioxide emissions.



Bel UK taps into Netflix global phenomenon Stranger Things with Babybel® Hellfire limited edition.



Weetabix Crispy Minis Caramelised Biscuit in new PMP format.



Doritos launches limited-edition Stranger Things-themed party packs.



Five supermarkets investing in customer-related AI tech.



Gen Z Retail Expectations by 2050

Future trends shaping shopping habits of
young consumers

New research explores how Gen Z (currently aged up to 28) will reshape Britain's high streets by 2050.

With their growing economic influence and digital-native mindset, Gen Z is expected to **drive a transformation** toward immersive, tech-enabled, and experience-rich retail environments.

SOURCE: Retail Times



The high street will become a "living stage"

A fusion of shopping, co-working, wellness, and entertainment. It will be less about transactions and more about connection, discovery, and belonging.



Retailers must evolve by:

Offering differentiated, immersive experiences.

Embracing new formats and AI-driven personalisation.

Creating multi-functional spaces that blend retail, hospitality, and community.

GEN Z

Key expectations

Gen Z Retail Expectations

Gen Z seeks immersive, tech-driven retail with unique offline experiences and vibrant social spaces.

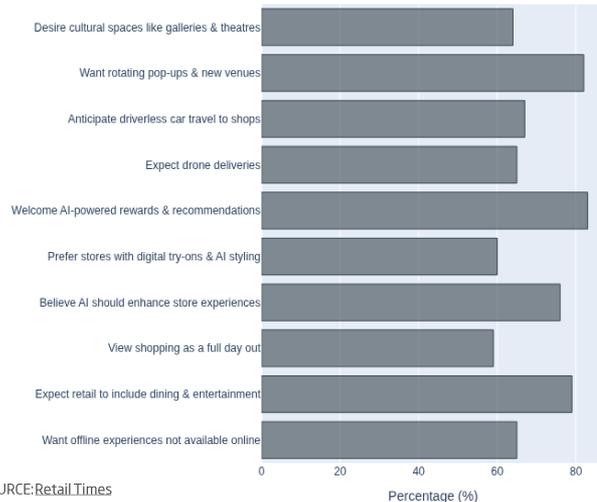
Technology and Personalization

AI and digital tools like virtual try-ons enhance personalization and convenience in stores.

Cultural and Leisure Integration

High streets will blend retail with dining, leisure, culture, and entertainment for full-day experiences.

Gen Z Retail Expectations by 2050



SOURCE: RetailTimes





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.



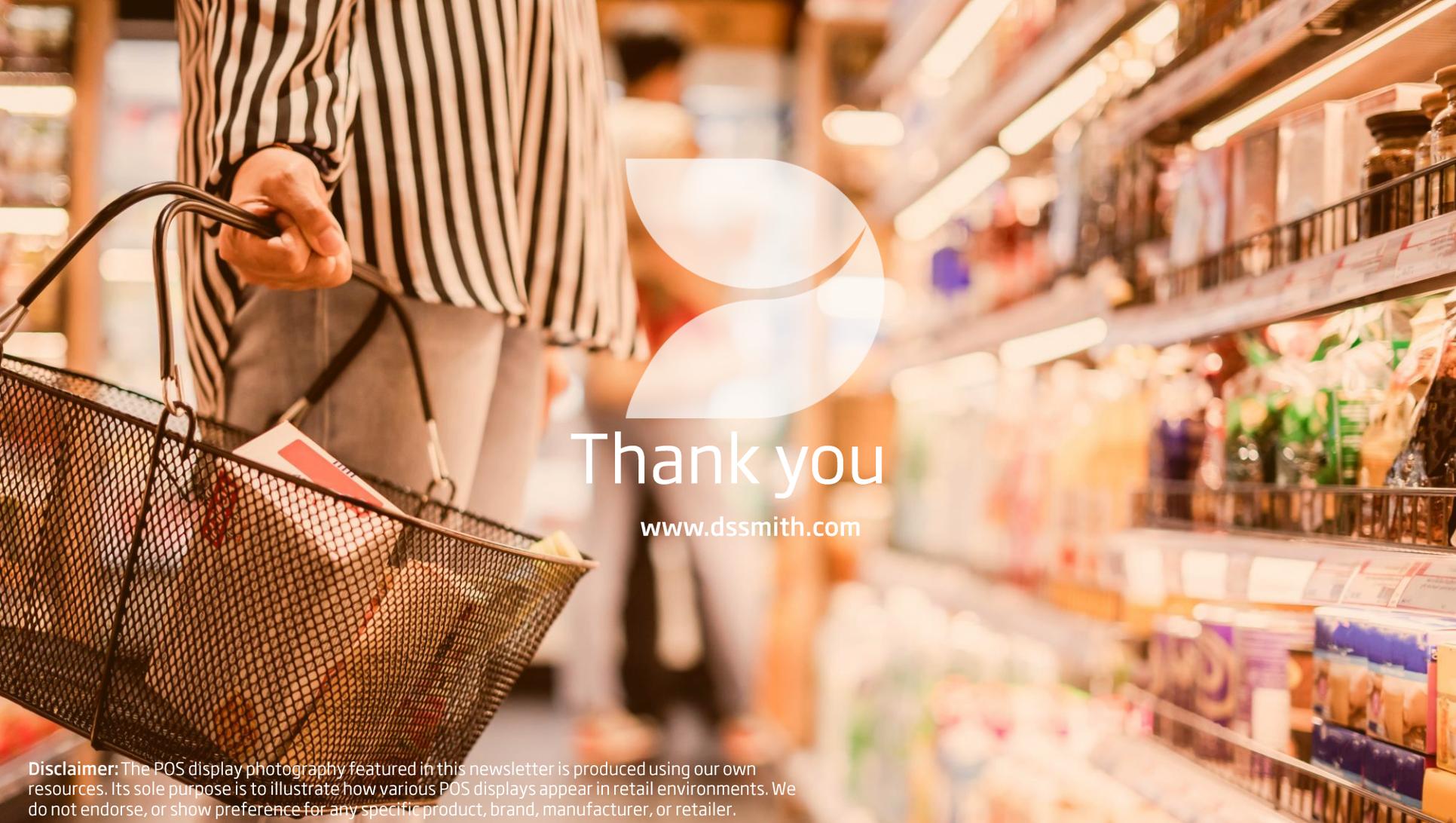
Sustainability

[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.