



Global Retail Round-Up

December 2024



December 2024 Retail Round-Up



 = displays produced by DS Smith

Hello and welcome to our December 2024 Retail Round-Up!

This newsletter brings you a curated collection of observations, news, and POS display photography from retail across Europe. 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**
-  **Christmas and New Year focus**
-  **Brand and retail news**
-  **Innovation and sustainability**

December retail news

China's consumer prices stall in 2024 on feeble demand



Source: esmmagazine.com


Christmas fails to revive sluggish UK retail growth in 2024



Source: GlobalData



Eurozone retail trade shows tepid growth after prior drop in October



Source: Euronews

Key market sales

-0.6%	Germany	↓
-0.2%	Poland	↓
0.3%	France	↑

Source: Nov data: ec.europa.eu



Smart Trolleys: A winning formula for grocers



Source: retaildetail.eu

Eurozone retail sales: 0.1% ↑

Source Nov data: ec.europa.eu





POS activations and in-store display photos



John Lewis
San Pellegrino



Auchan
Takis



Kaufland
Lindt



Tesco
Lindor



3D seasonal shape



Eye-catching



Modular pallet system, multiple product types



Stacked tray system



Mixed materials



SRP integrated



SRP integrated into displays



Seasonal theme



Brand impact



Brand impact



Theatrical header design



Kaufland
Martini



Sonae
Beirao



Kesco
Felix



ASDA
Lego



ECI
Ferrero



Permanent display



Iconic colour use



Multi pallet display



Seasonal display



Seasonal display



Brand impact



Integrated pallet



Colour blocking



Immersive design



Mixed materials



Walk around display



Brand impact



Brand impact



Effective artwork



Kesco
Rio



Creative 3D design



Integrated pallet



Easy to shop

M&S
Wicked



Franchise display



Immersive experience



Giftling occasion

Sonae
Amarguinha



Integrated pallet

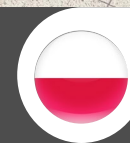


New product promotion



Iconic product shape

Kaufland
Lego



Full pallet design



Seasonal display



3D creative design

Aldi
Finish cleaning



Stacking tray system



Easy to shop





Homebase

Grass Gains



Standout colour



Eye-catching graphics



Easy to shop

Kaufland

Barbie



Gifting occasion



Multi product offer



Brand impact

Albert Heijn

Max Factor



Product 'hero' display



Aspirational imagery



Easy to shop

Sonae

Bimbo bread



360 'walk-around' display



Festive design and snow globe header panel



Gifting occasion



Consumer, brand and retail news

Retail news headlines



Source: [businesswire.com](https://www.businesswire.com)

France: Intermarche extends partnership with SymphonyAI



Source: www.checkout.ie

Ireland: Tesco Ireland Reveals Most Popular Products of 2024



Source: www.businesswire.com

Italy: SymphonyAI Store Intelligence chosen by Carrefour Italy



Source: www.is.fi

Sweden: Lidl removes vegetable shelves in all stores



Source: www.hs.fi

Finland: Food retail market dominated by S and K Group



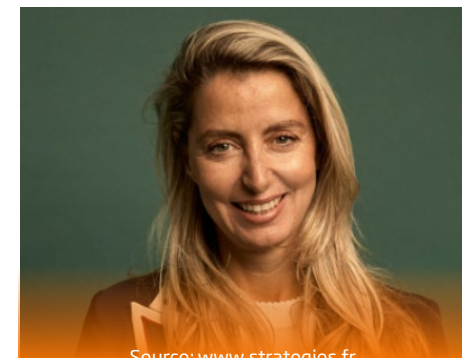
Source: www.trendhunter.com

UK: Sainsbury's launches plastic-free avocado packaging



Source: [Portfolio.hu](https://portfolio.hu)

Czech Republic: Lidl launches first outlet store in Prague



Source: www.strategies.fr

Global: AI helps brands combat counterfeiting by transforming content creation

Top 5 retail trends in 2025

Innovations and experiences to look out for in global retailing in 2025...

Source: [Forbes.com](https://www.forbes.com)

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Experiential Shopping

Physical stores will continue to evolve offering more than just products. They will aspire to be destinations for unique experiences, blending entertainment, education, and community engagement to attract customers

Source: [acopia.co.uk](https://www.acopia.co.uk)



Sustainability & Ethical Sourcing

There will be a heightened demand for products that are ethically sourced and environmentally friendly. Retailers will need to focus on transparency and sustainability to meet consumer expectations

Source: [archerpoint.com](https://www.archerpoint.com)



Social Commerce Expansion

Experiences within social media platforms will continue to grow, allowing consumers to purchase products directly from their favourite social apps

Source: [archerpoint.com](https://www.archerpoint.com)



Flexible Payment Options

Shoppers will expect a variety of seamless and fast payment methods, including digital wallets, buy-now-pay-later services, and even cryptocurrency

Source: [Forbes.com](https://www.forbes.com)



AI-Driven Personalisation

Retailers will increasingly use AI to personalise shopping experiences e.g. tailored product recommendations, dynamic pricing, and real-time inventory management



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

Danke Dankjewel Благодаря 谢谢 Hvala Děkuji Tak Aitäh Kiitos Merci Ευχαριστώ
Köszönöm Grazie Paldies Ačiū Ви благодарам شکرالکم Dziękuję Obrigado Mulțumesc
Đakujem Gracias Tack ขอบคุณ Teşekkür ederim

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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.