



Global Retail Round-Up

February 2025

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 = displays produced by DS Smith

Hello and welcome to our February 2025 Retail Round-Up!

This February we bring you a curated collection of observations, news, and POS display photography from retail across the world. 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**
-  **February shopping trends**
-  **Brand and retail news**
-  **Innovation and sustainability**

February retail news

Lidl, Eroski announce price reductions to ease household budgets

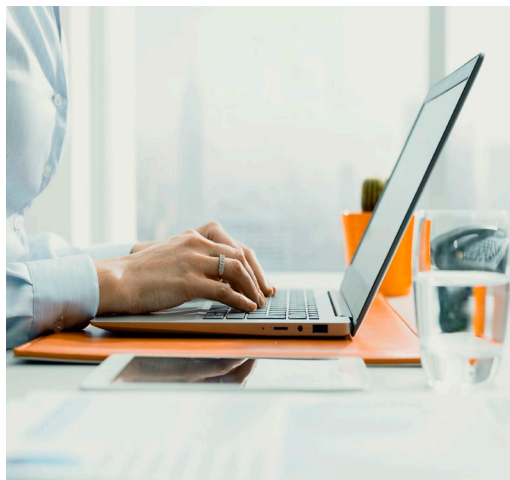


Source: www.esmmagazine.com

Amazon debuts new Alexa voice assistant with AI overhaul



Source: www.reuters.com



EU plans to make e-commerce platforms liable for unsafe products



Source: www.marketscreener.com

Key market sales

0.1% ↑
Germany

0.8% ↑
Poland

-0.1% ↓
France

Source: Jan data: [Euro indicators - Eurostat](#)



Private labels move beyond price wars to secure 40% market share in Europe



Source: retailtimes.co.uk/

Eurozone retail sales: -0.3% ↓

Source Jan data: [Euro indicators - Eurostat](#)

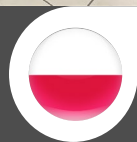




POS activations and in-store display photos



Kaufland
Winiary mixed products



Bilka
Glyngøre / Amanda Fish



Leclerc
Biscoff



Bilka
Haribo



Leclerc
ABY Style toys



Serving suggestion



3D creative display



Multi display layout



In-store theatre



Tiered shelves



Back-to-back displays



Pallet and tray configuration



Brand impact



Multi product offer



Mixed toy product offer



Easy to shop



In-store theatre



360 walk-around display



Integrated SRPs



Leclerc
Bueno



Win
promotion



SRP
integrated



Brand
impact



Sonae
Nivea



Mixed
materials



Brand
impact



3D shape &
materials



Leclerc
Fuzetea



Mixed
materials



Organic 3D
shape



Bilka
Kims Chips



In-store
theatre



Multi layered
tray system



Gold 'effect'
using graphics



Tesco
Nescafe



NPD



Dual brand
promotion



Sainsbury's
Maltesers



Seasonal display



Brand impact



Gravity display



Bilka
Haribo



3D creative design



Minimal materials



Brand impact



Aldi
Dr Beckmann



Modular tray system



Multi product offer



Categorised by task



Lidl
Formil



1 colour stacking tray



Economic & sustainable



Leclerc
La Vaca Qui Rie cheese



Multi brand promotion



Modular displays



Netto
Jameson Whiskey



Pao de Acucar
Pilao coffee



Sainsbury's
Pedigree



Pao de Acucar
Takis



Pao de Acucar
YoPRO



NPD



Mixed materials



Focus on ages & stages merchandising



Mixed materials



Mixed materials



Full pallet design



Restocked display



3D cut out shape and footprint



Click & lock design



Protein product offer



3D standout products



Brand impact



Brand impact

2025 RETAIL & SHOPPER TRENDS

This month we are sharing a snapshot of a DS Smith Insights Report which explores key factors influencing retail and shopper behaviour.

Here we focus on how Discounter growth and online retail is affecting change.



Discounters and online retail driving change

As we continue to live in an inflation-driven environment, consumers focus on value means discounters like Aldi, Lidl and others continue to see immense growth across all markets in Europe. No longer perceived as only cheap and affordable, but as fresh and quality. However, Discounters require different packaging formats; mixed cases and more pallet drops. Often creating a lot of re-packing waste for organisations supplying them. Similarly, the significance of online retail, also requires significant focus as it provides new supply chain, packing and profitability challenges.

Are your packing lines and packaging formats optimised for these two growing channels?

Approximately

23%

of all grocery shopping in Europe is done in discounters

Pallet drops

Packaging guidelines

Discounters have seen a

7%

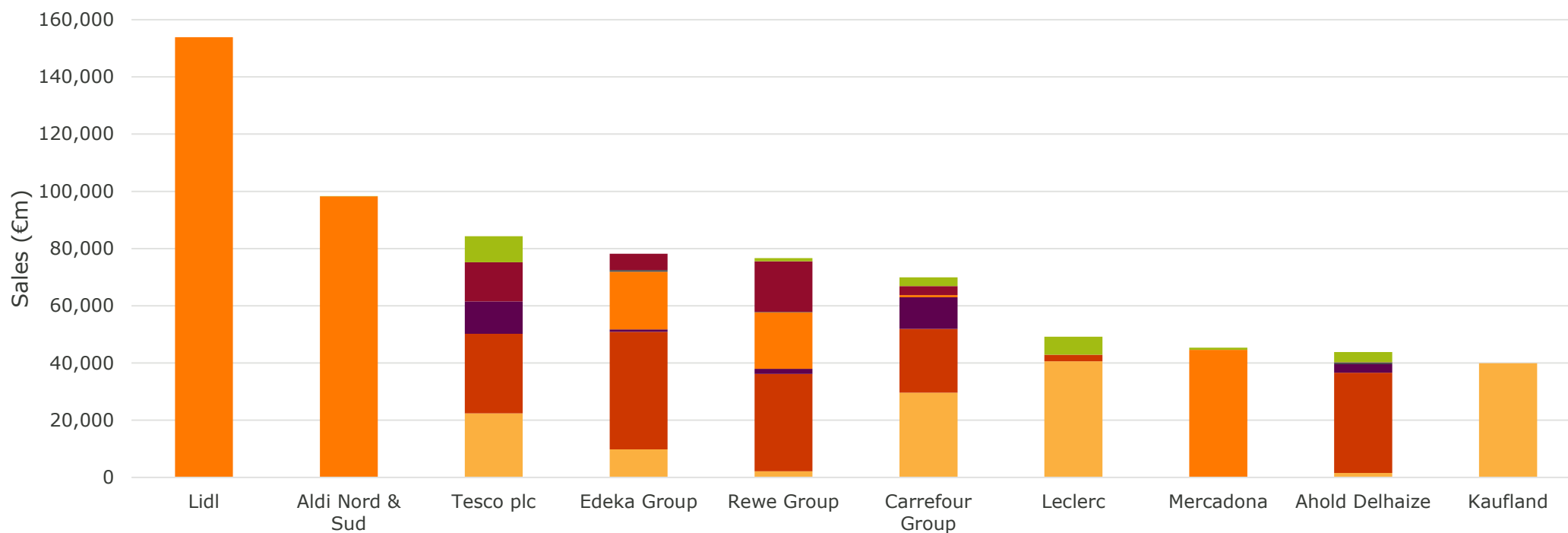
increase in occupier floorspace over the past decade

Mixed cases

Discounters and online retail driving change

Europe's top 10 grocery retailers: sales by channel in 2028

■ Hypermarket
 ■ Supermarket
 ■ Convenience
 ■ Discount
■ Specialist Stores & Others
■ Wholesale & Food Service
■ Online- Grocery Retail



Source: IGD

Retail media, connectivity and digital

When it comes to shoppers, the shorter the time between inspiration and purchase, the better. Brands and retailers are constantly exploring strategies to shorten this through traditional media, but increasingly now through digital displays and audio in-store, to create personalised and real time ads and promotions. Retailers are also introducing automation, robotics and computer vision will transform store operations, enhancing inventory management, streamlining checkout processes, and improving labour productivity.

Will you explore the synergies between digital POS and physical POS & Display solutions? And are you looking ahead to prepare for the era of automated distribution centres and back of store?

Retail media is **expanding at a faster rate** than traditional advertising channels

QR

In-store screens

Dynamic digital pricing

retailers who add AR or VR to their stores see a **94%** conversion lift

Smart shelves



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 شكرا لكم 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.