





Anouska Kett Global POS Strategy & Innovation Lead

### Hello and welcome to our NEW monthly 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



**Events and seasonality** 



Brand and retail news



**Innovation and sustainability** 

# July retail news

0.3%

In volume in UK retail sales from summer promotions

Source: ONS.co.uk

41%

Of Finnish consumers reported browsing for fun and inspiration before purchasing

Source: thinkwithgoogle.com



Retail sales news

4.4% 1 Poland<sup>1</sup>

0.2% 1 Sweden<sup>2</sup>

0.3% 1 Spain<sup>3</sup>

Source: June data 2: focus\_economics.com; 1& 3: tradingeconomics.com



Sustainability continues to be a major trend, with more consumers prioritising ecofriendly products. Retailers are responding by increasing their range of sustainable and ethically sourced goods

Source: McGradyClarke.com



# Euro football 2024



Significantly boosted consumer spending, particularly in the grocery and electronics sectors

Source: retailgazette.co.uk

# Own label

1/3 consumers in Europe purchasing more own-brand items compared to last year

Source: Talkingretail.com

# +500

New Aldi & Lidl stores to open in H2 2024

Source: the independent









Albert Birell soft drinks FSDU



**Kaufland** M&Ms quarter pallet



Albert Hellman's full pallet



**Biedronka** Studentska slim FSDU



Sainsbury's Absolut quarter pallets



ABSOLUT.



Angular design



3D shape



Strong weight distribution



SRP compliant



Stackable tray system



Brand impact



Seasonal connection



Multi layers



Floor graphics



SRP compliant



Easy pop-up design



Brand Impact

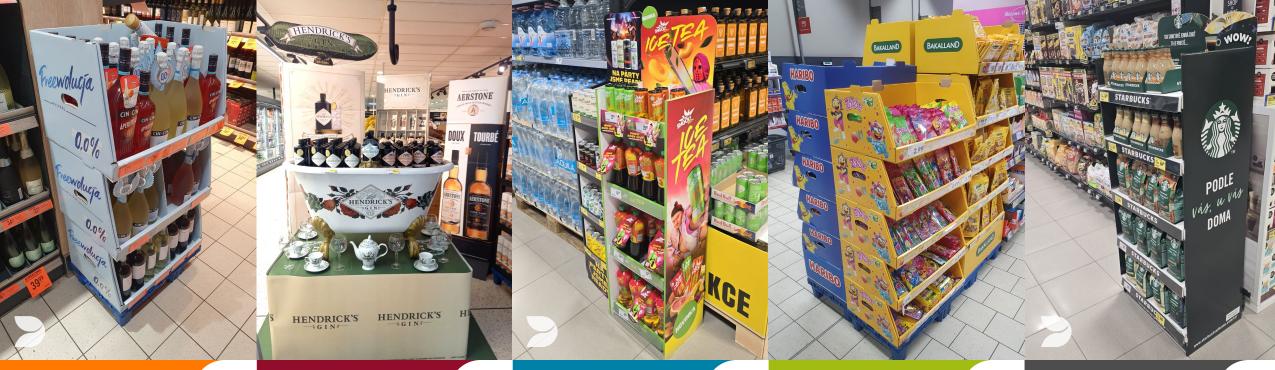


Pre-filled display



QR code interaction





## Biedronka

Low alcohol quarter pallet



Stackable



Heavy-duty

Long-lasting

Modularity





Permanent &



temporary materials



Brand impact



Floor & ceiling graphics

Albert Shock! Ice tea FSDU



Brand impact



Long-lasting



Strong shelves

**Kaufland** 



Pre-filled trays



Stackable





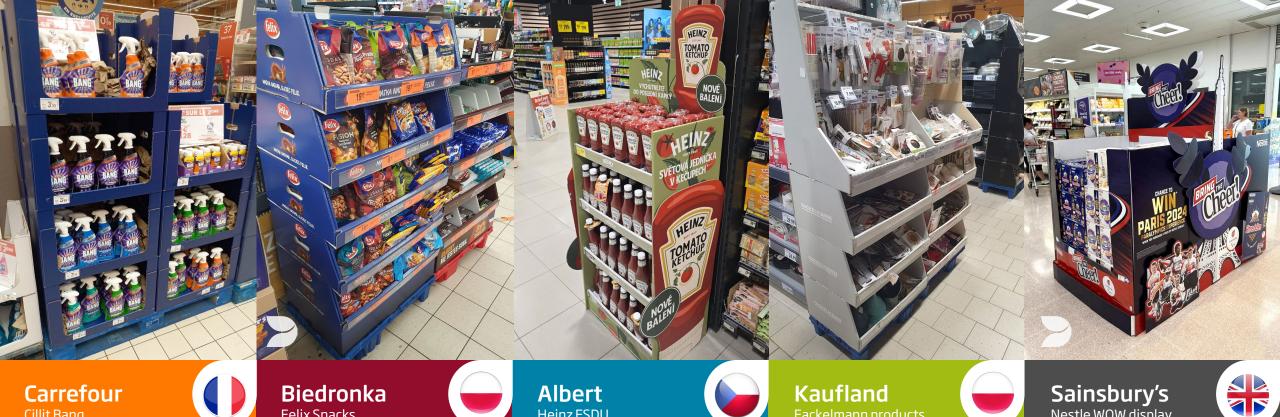


SRP compliant



Long-lasting and refillable





Carrefour Cillit Bang stackable trays





Easy to shop

Biedronka





Stackable tray system



Easy to shop

**Albert** Heinz FSDU



Brand impact



Strong shelves



quarter pallet



Pre-filled trays



Stackable



Euro hook system

Sainsbury's Nestle WOW display



Seasonal competition



3D cladding





# News headlines



















# **Award-winning POS**

3 winners, 4 nominations in 2024\*















### **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.



### 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 <u>here</u>



