



Global Retail Round-Up

November 2024



November 2024 Retail Round-Up



 = displays produced by DS Smith

Hello and welcome to our November 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 confectionery focus**
-  **Brand and retail news**
-  **Innovation and sustainability**

November retail news



Disrupted supply chain becomes the new norm

Source: retaildetail.eu



Amazon successfully tests using delivery drones in Italy

Source: <https://www.reuters.com>




Supermarket sales to top £13bn this month for the first time

Source: www.retailgazette.co.uk

Key market sales

-1.4%	↓
Germany	
<hr/>	
2.2%	↑
Poland	
<hr/>	
-0.4%	↓
Sweden	

Source: Oct data: ec.europa.eu



The self-care paradox: consumers struggle with healthy choices



Source: retaildetail.eu

Eurozone retail sales: -0.5% ↓

Source Oct data: ec.europa.eu





POS activations and in-store display photos



Kesco
Ferrero



Standout
colour



Eye-catching
packaging



Easy to shop

Kaufland
Lindt



Seasonal
display



Stacked
tray system



Brand
impact

Albert Heijn
Heineken



Pallet
display



Brand
impact



Easy to shop

Auchan
Kinder



360 'walk-around' display



Festive design and cladding



Gifting occasion



Grocery
Lindt



Easy to shop



Stacked tray system



Brand impact



El Corte Ingles
Kinder



Eye-catching packaging



Stacked tray system



Brand impact



Kesco
Karl Fazer chocolates



Multibuy focus on price



SRP brand blocking



Christmas themed header card



Lidl
Rio Tuna



Stacked tray system



Brand impact



Kesko
Biscoff



Auchan
KitKat Christmas



Sainsbury's
Coca-Cola



Albert Heijn
National Postcode Lottery



Seasonal
mega display



Brand
impact



Walk around
display



Gift with
purchase



Seasonal
display



Stacked tray
system



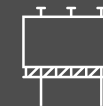
Seasonal soft drinks mega display



Dual pallet display combination



Modular cladding and 3D truck panels



Gondola end
offer



Product
selection
guide



Auchan
Lacasitos



Lidl
The Luxury Bathing Co



Sainsbury's
Oxo & Ambrosia



Carrefour
Kinder



Rewe
Milka



Seasonal display



Seasonal display



Christmas dinner offer



Full pallet design



Full pallet design



Multiple displays



Stacking tray system



Seasonal display



Seasonal display



Seasonal display



Easy to shop



Giftgiving occasion



3D design



3D creative design





Consumer, brand and retail news

Retail news headlines




Source: [RetailDetail EU](#)

Belgium: food industry suffers from food procurement policies



Source: www.expansion.com

Spain: Lidl reaches 700 supermarkets

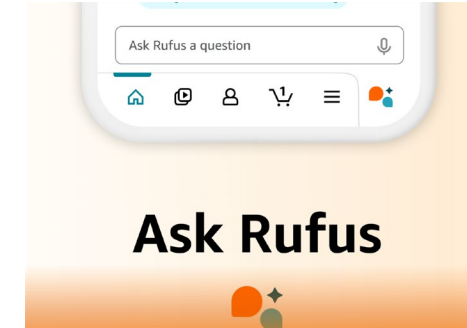


Slik unngår du tabber under Black Week

Black Week er en av årets mest omtalte salgsperioder. Det er en tid hvor butikker lokker kunder

Source: [Dagsavisen](#)

Norway: Norwegians make more online purchases than Swedes



Ask Rufus a question

Ask Rufus

Source: <https://www.t-online.de>

Germany/Austria: Amazon launches AI-Based Shopping Assistant Rufus



Source: www.thegrocer.co.uk

UK: Aldi trials more fruit and vegetable lines without packaging



Source: www.rte.ie

Ireland: Tesco Ireland to raise hourly paid employees' pay by 3%



Source: www.romaniajournal.ro

Romania: Amazon to shut down machine learning department



Source: <https://www.dlahandlu.pl>

Poland: Survey reveals how much parents spend on toys

Happy holidays!

Did you see our 'elf on a display shelf'
Social media posts this season?





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.