

# Newsletter

July 2024



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Discover our full display offering at;  
[www.smurfitkappadisplay.com](http://www.smurfitkappadisplay.com)



**display**  
A part of the Smurfit Kappa Group



# No surprises...

**The retail calendar is fairly established, with most brands and retailers working to a prescribed series of seasonal events and celebrations. But while the date and the occasion might be an annual familiarity, that doesn't mean each follows the same pattern every year.**

Some years, July is glorious. Just what retailers are selling – sunshine, holidays and good times. Other years, like this one, we've seen more rain and grey skies than we have glimpses of blue and gold.

Which means that retailers and brands must be prepared. Prepared for the 'norm' and prepared for what else the occasion might bring. While they can't predict the unpredictable, they can be geared up to weather the storm. Creatively, innovatively and calmly.

At Display, we're here to bring out the best in every occasion. Talk to us today about how we can help with your displays and packaging... whatever may lie around the corner.

Contact us





## Industry News

# Smurfit Westrock launches on the international stage

Smurfit Westrock has now been announced as a primary listing on the New York Stock exchange, following the completion of our combination with WestRock. We also have a standard listing on the London Stock Exchange.

A truly global organisation, we operate in 40 countries, with an unrivalled capacity to offer our customers a diverse, innovative and sustainable range of renewable and recyclable packaging materials.



**“ Combining Smurfit Kappa and WestRock creates a world-leading sustainable packaging player, bringing together a tremendous depth of experience and expertise from both companies, ”**

said Chief Executive Officer Tony Smurfit.

**“ We believe that this combination has created the ‘go-to’ leader and partner of choice in sustainable packaging. I’m proud to be chosen to lead this great team of people. ”**





## Industry Insights

# The Irish Beer Market Report

Beer continues to be Ireland's favourite alcoholic drink, according to Drinks Ireland's latest report. The Irish Beer Market Report 2023 highlights that domestic beer production grew by 1.6% in the year, with sales of alcohol-free beer also on the rise.

Stout and ales also saw increases in market share, while beer exports also grew, reaching a value of €330 million.

[Read the full report](#)





## Design of the Month

# On the shelf...

Retail packaging boxes are multifunctional – deceptively simple to look at, they actually perform several key roles in streamlining display and prompting purchases.

Shelf-ready packaging makes it incredibly easy for merchandisers to quickly restock goods, while effective use of branding and messaging can help to draw the shopper's eye and encourage them to purchase a product.

Our specially designed shelf-stackable box has an easy opening to quickly display the product. Plus, it can be stacked as two units, maximising stockholding and optimising shelf space. It's strong and sturdy, too, making it a robust shelf-ready solution.

From stockroom to shelf in minutes... a super solution for driving sales.





## Pop Watch

# Sign up to POP Watch...

Read the latest PopWatch

Subscribe to Pop Watch and the Newsletter



If you're not already signed up to receive our POP Watch, you can add your name to the list here.

This is our monthly snapshot of POS executions from UK and Irish retailers. We'll be adding speciality and seasonal market sections into coming editions too, giving you a good overview of what's in store.

## Did you know?

Must-know facts from the world of POP.

Prices for consumer goods and services in Ireland rose by 2.2% between June 2023 and June 2024.

(Central Statistics Office)

A drop in inflation to 1.6% in the UK coincided with the fastest rise in monthly footfall this year, with UK shoppers making 2% more trips to the supermarket than in the corresponding period the year before.

(Kantar)

Sales of alcohol-free beer grew by 18% last year and production surged by 50%, in response to consumer demand.

(Drinks Ireland)