

In-Store Report

2021 Easter Retail Worldwide



France

Hello Retail lover,

In front of you;

**The Instore Report “Easter at Retail World Wide 2021”,
great pictures of instore activation from 11 different countries!**

On headlines;

- Instore activities are mainly from grocery retail, but also great examples from cosmetics and fashion.
- You will see Instore activities based on the Easter mindset of customers, for the customer its easter and somehow they want to celebrate it.
- Easter instore is alive as well as Valentine, although in some countries its less important (Japan, China) and in some countries it's on a different date (Russia) but for retailers, brands all over it is still an added value to influence customer behavior instore.
- Retailers are showing an integrated approach of easter throughout the store and making the match with online.
- The big brands are dominant in presentations on the shop floor, but also on shelf, second placement is often used as a tactical approach instore.
- Print media is still alive, temporary POP in cardboard is mostly used but also the use of Digital is rising, you will see clever solutions, creativity, inspiration, design, stopping power, messaging, (from the brands but also from the retailer) means/elements, color, materials, and forms.
- Instore media: you will see displays (Counter, Window, FSDU, On pallets) displays integrated in fixtures, signage print & digital, graphics, adhesives, decoration, window dressing, visual merchandising, digital screens, light, props, promotions, packaging, shop in shop, top merchandise locations and so on, it shows really the business of a lot of our POPAI/Shop! members!

“The customer is in a easter mood and have shopping needs,
so fulfil these needs, it's that simple”!

A big thank you to all POPAI/Shop! countries who made this report possible.
the next report will be about
“Back to School at Retail World Wide”

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ANZ



Meyer



Big W



Cotton on Kids

ANZ



Big W



David Jones



peter alexander

ANZ



Koko Black



WW



WW



WW



WW



WW



Countdown

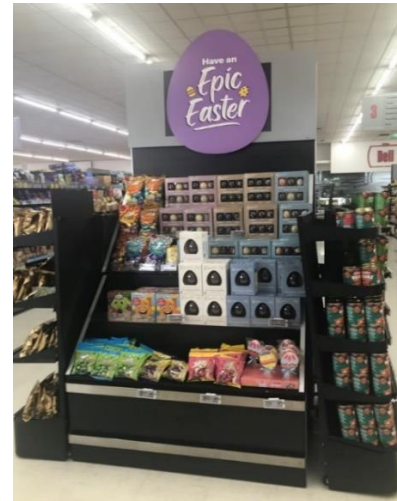


Countdown



The Warehouse

ANZ



New World



PAK n SAVE



The Warehouse

LUSH

Argentina



Jumbo

Bonafide



Havanna



Havanna

Vasalissa

Brasil



Big Contagem



Deliciê Confeitaria



Arcor



Fini

Brasil



Extra Bauducco



Extra Lindt



Fabiano Valente



Foxgraph



Ilha



SuperKibarat



Grupo ZD



Mel Paiva Boutique



Czech



Billa

Globus



Globus



Globus



Kaufland

Albert

Czech



Makro



Billa



Coop



Globus



Kusmítea

Lindt



Manufatura

Rituals

Czech



M&S

Penny

Teta drogerie



Tesco



Tesco



Tesco

Tiger

France



Auchan



France



Leclerc



Germany



Depot



Douglas



Edeka



Edeka



Heinemann

Germany



Edeka



Lechner



Rituals



Edeka



Hungary



Interspar



Interspar



Interspar

Hungary

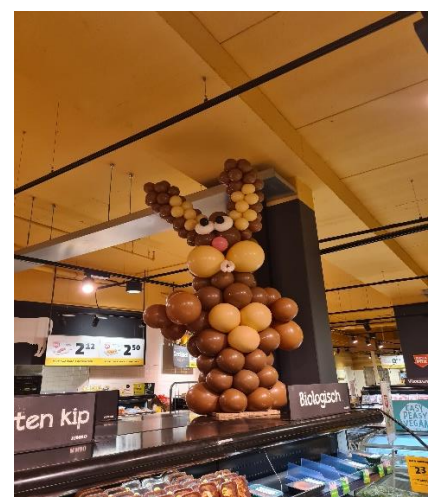
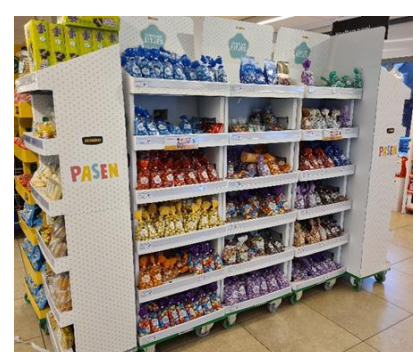


Tesco

Interspar

The Netherlands

Jumbo



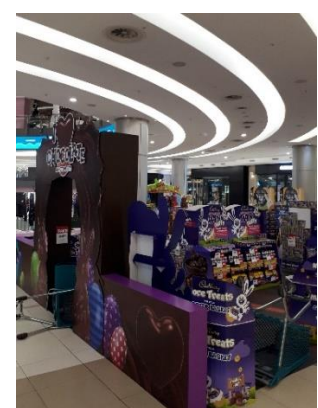
Chox

Jumbo

South Africa



Woolworth



Woolworth



Cotton on Kids



CLICKS

South Africa



Checkers



CAN

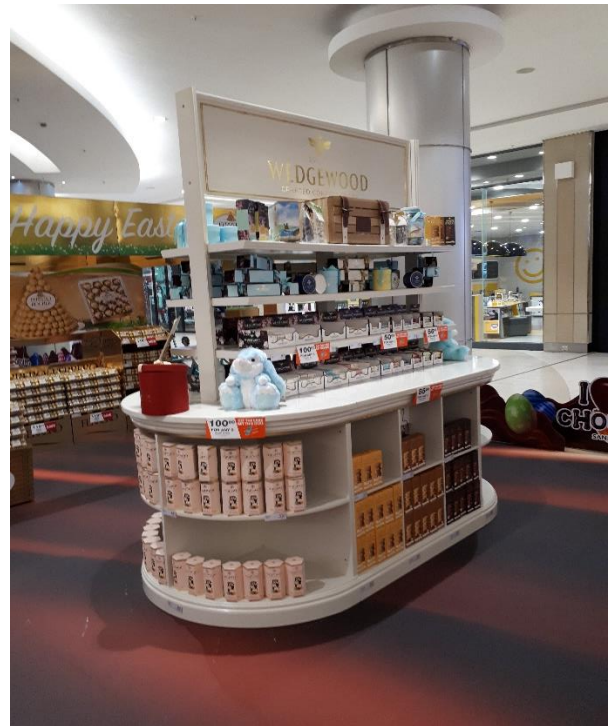


Pick n Pay



Sandton City

South Africa



Sandton City

UK – Ireland



Lidl

Asda



BP

COOP



COOP

Waitrose

Sainsbury

UK – Ireland



Lidl



Lidl



The Range



Morrisons



Morrisons



Pets at Home



UK – Ireland



Poundland



Sainsbury



Sainsbury



NLsa



Sainsbury



WH Smith



Tesco



Wilko



Tesco



UK – Ireland



Waitrose

USA



CVS

About Shop!



Shop! Environments Association (shopassociation.org) is the global trade association dedicated to enhancing retail environments and experiences. Shop! represents more than 1,200 member companies and affiliates worldwide from 25 countries. The association brings value to the global retail marketplace through our industry leadership, research programs, industry certification, education, and networking events. Shop! produces the award-winning magazine, *Retail Environments*, offering business-focused content to retailers, brands, designers, and suppliers throughout the industry

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