shop! Enhancing Retail Environments & Experiences

POPAI
PART OF THE shop! GLOBAL NETWORK

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 carboard 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

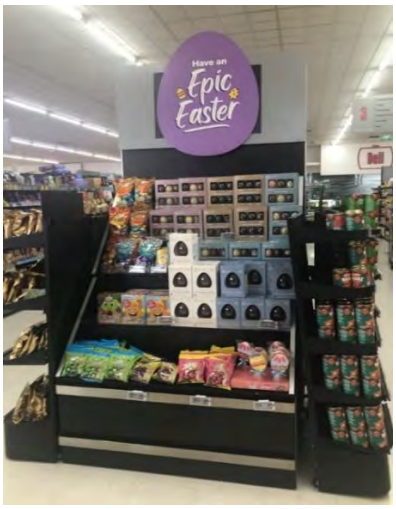


The Warehouse

ANZ

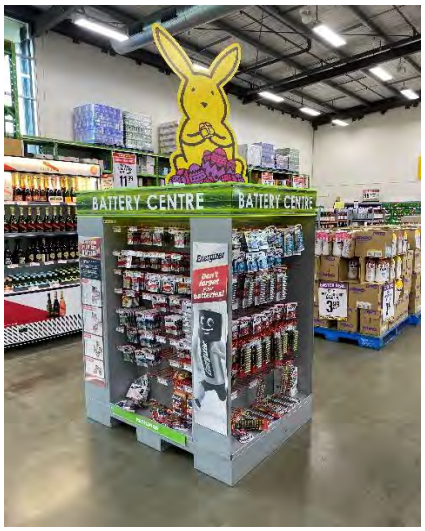






New World







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



SuperKibarato



Grupo ZD





Mel Paiva Boutique

Czech









Billa **Globus**









Globus

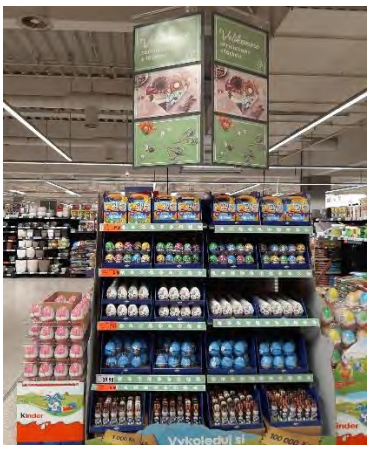








Globus









Kaufland **Albert**

Czech



Makro



Billa





Coop









Globus





Kusmitea





Lindt





Manufactura





Rituals

Czech









M&S **Penny** **Teta drogerie**









Tesco









Tesco







Tesco **Tiger**

France







Auchan









France













Leclerc

France


LES PETITS PRIX DE
PÂQUES
c'est fondant
Milka
120 paniers
LES PETITS PRIX DE
PÂQUES
c'est fondant
CHEVALIERS D'ARGOUGES


énergisantes,
Coca-cola
ORANGINA
Oasis

Germany





Depot



Douglas







Edeka



Edeka



Heinemann

Germany



Edeka



Lechner



Rituals





Edeka

Hungary









Interspar








Interspar








Interspar

Hungary













Tesco



Interspar

The Netherlands

Jumbo













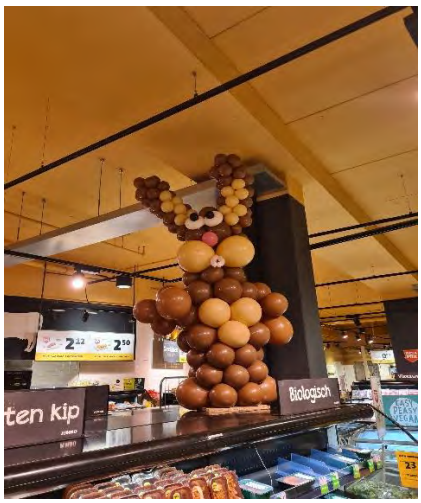






Chox





Jumbo

South Africa





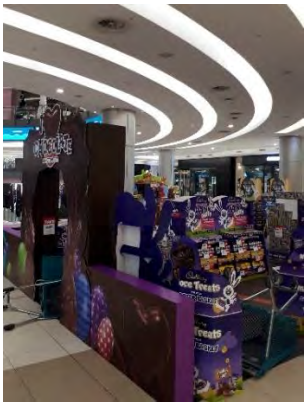


Woolworth

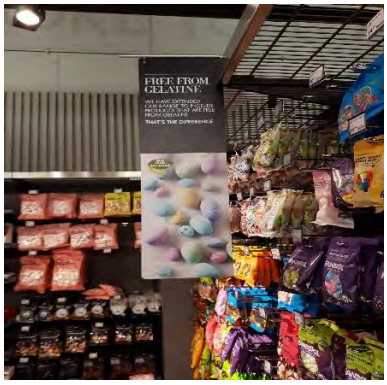








Woolworth









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







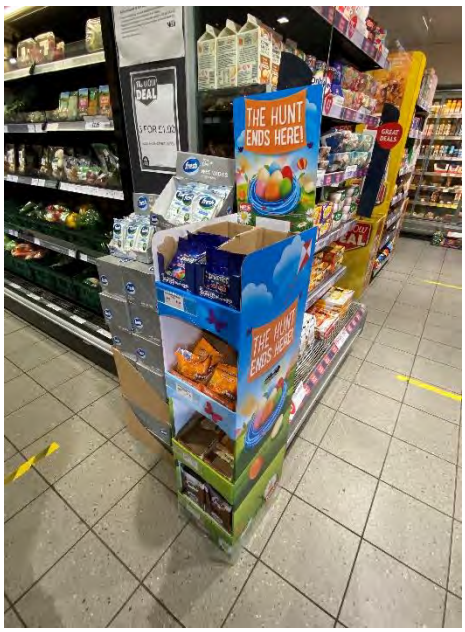
Morrisons



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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