

FOURTH OF JULY

250 years birthday celebration of the USA!
What's going on In-store?



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“IN-STORE MARKETING AND SHOPPER ACTIVATION” THE FOURTH OF JULY, 250 YEARS CELEBRATION USA!

To serve our members, partners and countries across the globe we are happy to share creative and inspirational insights on Displays, Visual Merchandising, Store design, Digital and Interactive, Sign, Promotions, Decoration, Props, Lighting, Print media, Adhesives and many more with one purpose to improve the shopping experience and create revenue's instore during the 250 years Birthday celebration on the July 4th, 2026.

This report will show you In-store experience and shopper activation examples with 71 photos in total from 14 stores in the USA.

We hope that all of this will inspire you and hopefully it brings you creative thoughts!

Retailers Seek to Score Green by Celebrating the Red, White and Blue

Spending on Fourth of July cookouts and other related activities looks strong.



While Independence Day is not a gift-driven holiday like Christmas or Valentine's Day, it is nonetheless a major spending event for such items as food, alcohol, fireworks, retail (especially patriotic merch), travel and hospitality, a report by fintech firm Plus 500 notes. And this year the Fourth of July holiday has two added boosts: it marks the nation's 250th birthday (known more formally as the U.S. Semi quincentennial), and it falls on a Saturday, translating into a three-day vacation for many celebrants.

So, what's the spending outlook for the Fourth this time around?

It looks to be a strong – but not off-the-charts – year for such expenditures, totaling about \$15 billion, several published reports indicate.

And according to the National Retail Federation, the biggest part of that total will be the \$9.4 billion spent on food. While that figure is up a half-billion dollars from last year, it's still just short of the record \$9.5 billion that was spent in 2023. (The NRF began teaming with Prosper Insights & Analytics to track spending data for the holiday in 2003.)

Some other notable highlights

from the federation's annual survey, which gathered responses from 7,675 consumers between June 1-June 8 and has a margin of error of +/- 1.1%.

Per-person spending on food items will hit a record high of \$94.41.

THE TOP FOUR ACTIVITIES THIS YEAR

62% cookouts, barbecues and picnics

44% fireworks/community celebrations

13% travel/vacation

12% attending a parade

87% of consumers plan to celebrate the Fourth of July.

33% Of those celebrating plan to purchase additional patriotic items.

More from the NRF on spending patterns for the Fourth.

<https://nrf.com/research-insights/holiday-data-and-trends/independence-day/independence-day-data-center>

Source/Courtesy: NRF National Retail Federation

Instore Marketing and Shopper activation information:**IN-STORE STRATEGIES**

- Food and food related and celebration focus offers
- Fireworks, confetti
- A bit of fashion
- Price focus
- Sale
- Discount %
- Every day low price
- 5% Cashback
- Win mechanism's
- Global Brands

IN-STORE TACTICS

- Volume presentations
- End cap usages

IN-STORE MESSAGING

- Brand communication
- Taste like summer
- Celebrate America 250 years
- Sale
- 4th of July sale
- Summer
- Happy Birthday America
- The united tastes of America
- Red, blue and white

IN-STORE DESIGN

- Colors: Red, blue
- Patterns: red /blue stripes in squares and in waves
- Stars, stripes
- Full color pictures
- Cartoons
- Graphics: fireworks

IN-STORE ELEMENTS

- Temporary Displays
- Branded displays
- Digital screens
- FSDU
- Ceiling Hangers
- Window stickers
- Shelf talkers
- Top cards
- Sign
- Posters
- Product packaging
- Visual merchandising
- Decorations: Flags, Balloons
- Pallet displays
- Shelf dividers
- QR codes
- Shelf ready packaging

BATH & BODY WORKS



FORD



FRESH THYME MARKET



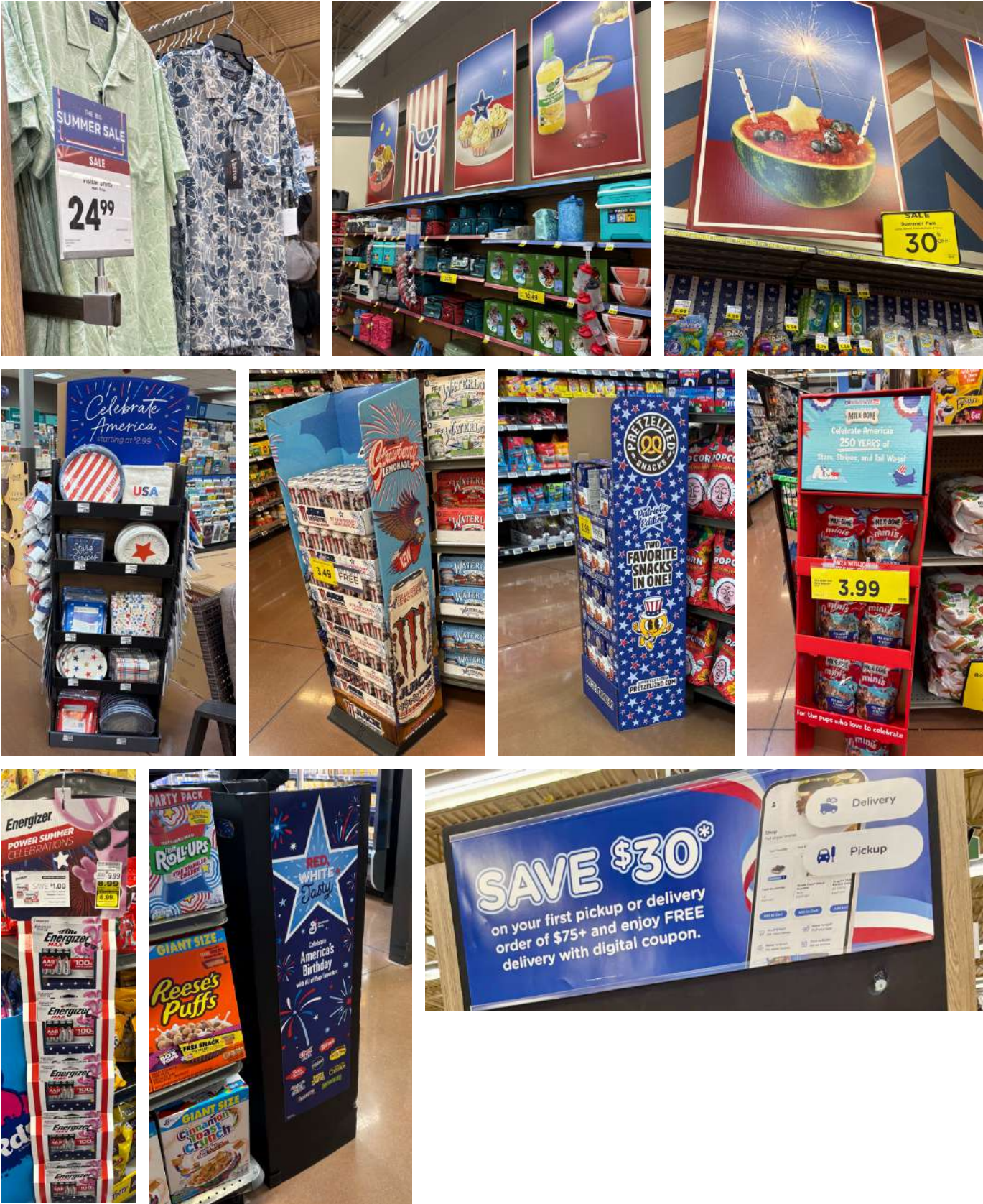
HOME DEPOT



GREAT LAKE ACE



KROGER



LOWE'S



MEIJER



MEIJER



PUBLIX



TARGET



TARGET



VINYARD VINES



WALGREENS



WALMART



WALMART



WALMART





ABOUT SHOP!

Shop! Association (shopassociation.org) is the global retail trade association dedicated to elevating the in-store experience and is the catalyst for progressive evolution in retail. Shop! represents companies and affiliates worldwide from 32 countries.

The association brings value to the global retail marketplace through connecting, networking, research and education programs, events and industry awards while also offering business-focused content, support and resources to retailers, brands, designers, producers and suppliers throughout the industry.

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