Dollar Stores - US - December 2016

Report Price: £3199.84 | $3995.00 | €3775.81

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Dollar stores are faring well, housed within the subcategory of "other general merchandise" stores which is the fastest growing sector within this category. Opportunities for improvement exist around in-store experiential retailing, e-commerce, grocery and overall quality perceptions."
- Diana Smith, Associate Director - Retail & Apparel

This report looks at the following areas:

- **General merchandise stores ringing up billions**
- **Running a profitable e-commerce operation is fraught with challenges**
- **Lingering perception issues persist**

For the purposes of this report, dollar stores are defined as retailers selling deeply discounted merchandise including name brand and private label products such as food, household supplies, health and beauty care, and more, typically ranging in price from $1-20. Some dollar stores are known as single-price stores, offering one price for all merchandise in stores. Dollar stores include but are not limited to:

- **Family Dollar**
- **Dollar General**
- **Dollar Tree**
- **99 Cents Only**
- **Fred's**
- **Five Below**

Note the market size used in this report sources revenues from "other general merchandise stores" as mentioned above. See Appendix – Data Sources and Abbreviations for more details.
This report builds on the analysis presented in Mintel's Dollar and Discount Store Retailing – US, August 2013.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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