

# Dollar Stores - US - December 2019

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## This report looks at the following areas:

- Channel vitality
- The dollar store consumer
- Role of the dollar store
- Barriers to shopping the channel
- Leading retailers

In the near-term, dollar stores will retain their strong momentum, especially against a backdrop of increasing angst among consumers about the future economy. Dollar stores will also continue to make noticeable improvements in food, which will help to retain some shoppers and lure in others, but without a strong fresh offering, they are likely to lose food share to other supermarkets, especially Aldi and Walmart. It's also quite plausible that down the road, other retailers may look to emulate dollar stores' value proposition in an effort to level the playing field.



"Dollar stores continue to benefit from consumers' love of treasure hunt shopping as well as their willingness to make trade-offs on brand names and selection in order to get the lowest possible prices on some everyday, low-involvement products."

- **Diana Smith, Associate Director - Retail & Apparel**

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