

\$ DOLLAR STORE ENTHUSIASTS

The Opportunity for Foods and Beverages



Today's consumers shop across channels. Consumers turn to Dollar Stores for standard items on their grocery list—often from national brands. For many consumers, the Dollar Channel is a regular stop on the consumer's stock-up trip. They browse for items they typically buy at a regular grocery store and are rewarded with significant savings without compromising on the products and brands they prefer. While 42 percent of all primary shoppers frequently shop Dollar Stores (more than once a month), consumers are more likely to make use of other channels for purchasing food and beverage ahead of the Dollar Store channel.

How Often Consumers Shop Dollar Stores



How frequently do you shop at Dollar Stores?

Channel Choice for Food & Beverage Purchases



In the past 30 days, where did you purchase food and beverage?

Source: *Shopping Topography—Mapping the New Consumer Pathways to Purchase* 2012 report