Dollar and Discount Store Retailing - US - August 2013

Report Price: £2466.89 | $3995.00 | €3133.71

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

"While dollar and discount stores benefited from increased consumer traffic and a new shopper base as a result of the recession, these channels will have to work hard to retain these shoppers as the economy improves. Everyday essentials are key to dollar stores' strength, while affordable fashion will help discount stores succeed."
– Ali Lipson, Senior Retail & Apparel Analyst

In this report we answer the key questions:

- Who has recently started shopping at dollar and discount stores?
- What would encourage people to shop at dollar and discount stores?

Total sales through dollar and discount stores reached $180 billion in 2012 and are expected to reach $191 billion in 2013, growing by 6.4%. These channels are among the few that benefited from the U.S. economic recession, as consumers favored these stores for low prices. The outlook for dollar and discount stores is good—sales are expected to grow by 19% between 2013 and 2018, to reach sales of $227 billion in 2018.

This report focuses on dollar and discount stores and offers sales trends, profiles of major players in the U.S. market, as well as a detailed exploration of consumers' attitudes, usage, and shopping behaviors in this category.

This report builds on the analysis presented in Mintel's *Dollar Stores—U.S., December 2005.* For this report, Mintel will cover both dollar stores and discount stores.

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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Table of Contents

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