

Inside the Dollar channel

Shopper insights & strategic opportunities



Dollar channel overview

Dollar stores are primarily used for mission-based, convenience-driven trips. Shoppers often stop in when they need just a few items quickly, are filling in between larger grocery trips or are seeking everyday non-food essentials.

Top Trip Mission



Immediate need **22%** (Index 128)

Channel attributes



Store/site is easy and quick to shop **44%**



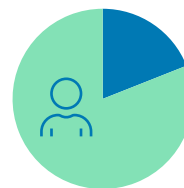
Most convenient for me to visit **44%**



Makes it easy to shop and pay quickly **43%**

Generational shopper profile

While only **19%** (Index 130) of Gen Z shoppers use the Dollar channel, they are more likely to shop this channel than any other generation



Retailer spotlight: Family Dollar

Shoppers tend not to visit Family Dollar for specific food departments. The retailer's perceived strengths come from convenience, having the lowest prices and sales/promotions.

Most recent trip purpose



Get a couple of items right away **22%** (Index 126)



Shop for specific non-food items **15%** (Index 128)

Retailer attributes



Most convenient for me to visit **46%**



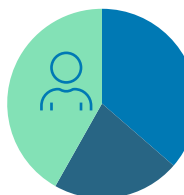
Store/site is easy and quick to shop **44%**



Makes it easy to shop and pay quickly **43%**

Generational shopper profile

Younger consumers make up **64%** of Family Dollar shoppers
(40%) (Index 141) Millennials,
24% (Index 160) Gen Z



Indexing is used to show comparisons against the total.

These insights are just the beginning. Our full report [Food Sourcing in America 2025: Fragmentation and Focus](#) includes complete dashboards for 9 channels and 15 retailers—offering a deep dive into shopper behavior, competitive benchmarks, and strategic levers across the Dollar channel and beyond. Discover how to unlock new growth opportunities at Family Dollar and other key retailers.