

# The Rise of Dollar Stores: Key Competitors and Trends in the US Variety Stores Channel

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## Abstracts

In an era marked by the rise of e-commerce, the variety stores channel stands out as a rare example of recent success in store-based retailing in the US. This success is due overwhelmingly to the robust performance of the leading US “dollar store” chains. This briefing will lay out the reasons for dollar stores’ sustained ascendance, explore the key trends and competitors in the category, and discuss the prospects for the continued growth of dollar stores over the forecast period.

Euromonitor International's The Rise of Dollar Stores: Key Competitors and Trends in the US Variety Stores Channel global briefing offers an insight into the size and shape of the retailing industry, highlights emerging trends, their effects on retailing in markets around the world, on the development of channels and consumers’ shopping patterns. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market – be they the developments of new store types, the importance of non-store retailing, economic/lifestyle influences, private label or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

**Product coverage:** Non-Store Retailing, Store-based Retailing.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

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Use five-year forecasts to assess how the market is predicted to develop.

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