

14 September, 2021

# Big 2 discounters: Dollar General and Dollar Tree Virtual Event

## Dollar stores after COVID: A blueprint in how to reframe, readjust, and refine your dollar store business

Dollar stores account for approximately 50% of discounter channel sales. But as dollar store priorities shift, dollar store shoppers change, and the expectations for your products heighten, the way in you go to market with Dollar General, Dollar Tree, and Family Dollar must change as well. Kantar's annual event can help you reframe, readjust, and refine your dollar store business for profitable growth.



## Insights and skills you'll gain from this virtual workshop include:

- A strong grasp of how the channel's core low-income shoppers are changing and how to respond to their new behaviors and attitudes
- An understanding of how each retailer (Dollar General, Dollar Tree, and Family Dollar) is resetting its price and promotional strategies amid greater competitive pressure, reconfiguring store layouts, and rethinking ecommerce and digital
- A clear picture of new opportunities emerging as changes in the shopping environment and the most important merchandising messages and marketing platforms take hold
- A road map to improve the internal sell, advocate for more resources, and refine your selling story to buyers

## Virtual Event

Listen live or consume later

Live: September 14, 11:00 AM–4:15 PM ET

## Registration

Register today by emailing

[events@kantarc consulting.com](mailto:events@kantarc consulting.com)

or visiting [our event website](#)

## Kantar Presenters



**Simon Johnstone**  
Director, Kantar



**Mary Brett Whitfield**  
Senior Vice President, Kantar



**Lauren Winkler**  
Associate Vice President

11:00 AM-Noon

### Reframing dollar stores post-COVID

Simon Johnstone, Director

Mary Brett Whitfield, Senior Vice President, Shopper Insights

- Understand dollar stores' relative strength versus other retailers in and out of the channel in the aftermath of COVID-19.
- Recognize the macroeconomic and consumer sentiment trends impacting retail.
- Review how spending is changing among lower-income shoppers and what it means for dollar stores.

Noon-12:45 PM

### Reframing dollar store shoppers post-COVID

Simon Johnstone, Director

Mary Brett Whitfield, Senior Vice President, Shopper Insights

- Understand dollar store shoppers in the context of 2021.
- Explore how dollar store shoppers have changed since the pandemic.
- Discover the differences in motives, attitudes, and behaviors of dollar store shoppers.

### 12:45-1:00 PM | BREAK

1:00-1:45 PM

### Readjusting to Dollar Tree's and Family Dollar's strategic focus

Simon Johnstone, Director

- Get the latest on Dollar Tree's and Family Dollar's performance and financial trends and drivers.
- Understand COVID-19's impact on accelerating or pivoting key initiatives, including assortment optimization, pricing shifts, format reinvention, and private label innovation.
- Identify omnichannel tactics to engage with shoppers across income segments.

1:45-2:30 PM

### Readjusting to Dollar General's strategic focus

Simon Johnstone, Director, Kantar

- Get the latest on Dollar General's performance and financial trends and drivers.
- Understand COVID-19's impact on accelerating or pivoting key initiatives, including digital and ecommerce, format innovation, fresh, and private label investment.
- Identify omnichannel tactics to engage with shoppers across income segments.

### 2:30-2:45 PM | BREAK

2:45-3:15 PM

### Reframing categories in dollar stores

Lauren Winkler, Associate Vice President

- Understand the changes to category spend at dollar stores throughout COVID.
- Review best practices and illustrative examples of categories winning at dollar stores during and through COVID.
- Explore how post-COVID attitudes will shape category performance at dollar stores.

3:15-4:00 PM

**Refine the selling story in dollar stores**

Simon Johnstone, Director

- Deconstruct old and new myths that act as barriers to selling to dollar stores.
- Identify tactics that can help convince your organization to allocate more resources to the channel.
- Learn how to refine your selling story to buyers and the action steps you can take to accelerate category and brand growth with dollar store retailers.

4:00-4:15 PM

**Wrap-up**

Simon Johnstone, Director