

April 23-24, 2024

## Value Channel Virtual Event

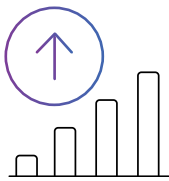
Maximizing the dollar store opportunity

### Key data/facts

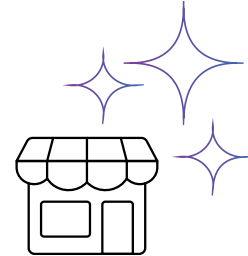


New ShopperScape® research indicates that **28% of dollar store shoppers just started shopping the channel within the past two years.**

Understanding these new shoppers is key to succeeding in the channel because they have different shopping routines and priorities than longer-term shoppers.



Dollar Tree and Dollar General account for nearly **50% of total value channel sales.** Over the next five years, both retailers are **forecasted to grow 5%, outperforming most other retailers in and out of the channel.**



As is the case with the rest of retail, dollar stores are making retail media a strategic priority. Dollar General has seen its retail media business, **launched in 2022, grow to include over 100 advertising partners.**

Kantar's Value Channel Virtual Event will help you maximize the dollar store opportunity by focusing on:

- How shoppers leverage the channel today
- Retailers' short- and long-term strategies
- How to get finance, marketing, and supply chain teams aligned on a common goal

You'll walk away from this event with:

- A definitive view of how individual retailer strategies are changing suppliers' short- and long-term role
- A way to benchmark your performance and improve your go-to-market strategy in the value channel
- Clear insights to help justify more resources to maximize the potential of the value channel

### Virtual Event

Listen live or consume later

Live:

Day 1 | 1:00-4:15 PM ET

Day 2 | 1:00-4:15 PM ET

### Presenters



**Simon Johnstone**  
Senior Director,  
Retail Insights



**Mary Brett Whitfield**  
Senior Vice President,  
Shopper Insights

### Registration

Register today by emailing [events@kantarc consulting.com](mailto:events@kantarc consulting.com) or visiting our [event website](#).

**Day 1: April 23**

1:00-1:15 PM ET

**Welcome and introduction**

Simon Johnstone, Senior Director, Retail Insights

1:15-2:00 PM ET

**Advocating for dollar stores and the value channel**

Simon Johnstone, Senior Director, Retail Insights

- Explore the short- and long-term growth of the value channel and dollar stores and their impact on retail over the next five years.
- Understand the key insights needed to drive resourcing arguments for Dollar General, Dollar Tree, and Family Dollar.
- Review how to drive internal harmony across finance, marketing, and supply chain teams to maximize the opportunity.

2:00-2:30 PM ET

**Understanding dollar store shoppers by loyalty and lifecycle**

Mary Brett Whitfield, Senior Vice President, Shopper Insights

- Discover how shopping routines at dollar stores are evolving in a shifting retail and economic landscape.
- Explore how dollar store shoppers who have started shopping the channel in the past two years differ from those who have been shopping the channel longer.
- Learn how to align your strategy to connect with shoppers who are new to the channel.

2:30-2:45 PM ET | **BREAK**

2:45-3:15 PM ET

**Dollar store category dynamics deep dive**

Mary Brett Whitfield, Senior Vice President, Shopper Insights

- Glean insights into the latest category winners and losers at dollar and how attitudes stand to shape category performance.
- Learn which categories are driving dollar store trips.
- Explore cross-category basket interaction.

3:15-4:00 PM ET

**Supplier excellence in dollar stores**

Simon Johnstone, Senior Director, Retail Insights

- Learn how to align to dollar stores' definition of best-in-class supplier partnerships.
- Leverage merchandising tool kits to gain inspiration across categories for what good, better, and best look like in store.
- Understand how and where to maximize the channel as a marketing vehicle.

4:00-4:15 PM ET

**Day 1 wrap-up**

Simon Johnstone, Senior Director, Retail Insights

**Day 2: April 24**

1:00-1:05 PM ET

**Welcome and introduction**

Simon Johnstone, Senior Director, Retail Insights

1:05-1:35 PM ET

**Profiling dollar store shoppers**

Mary Brett Whitfield, Senior Vice President, Shopper Insights

- Examine how Dollar General, Family Dollar, and Dollar Tree shoppers differ.
- Understand the key shopping priorities of dollar store shoppers and how those priorities have evolved.
- Consider how the dollar store shopper is managing spending given today's economic conditions.

1:35-2:20 PM ET

**Back to basics: Dollar General's balancing act**

Simon Johnstone, Senior Director, Retail Insights

- Understand supplier requirements as Dollar General looks for greater stability in the short term.
- Look ahead to how Dollar General will excel in the "neighborhood of more" over the next five years.
- Explore Dollar General's changing KPIs to maximize profitability and guide its resource allocation.

2:20-2:35 PM ET | **BREAK**

2:35-3:20 PM ET

**Dollar Tree/Family Dollar: Reaching for their true potential**

Simon Johnstone, Senior Director, Retail Insights

- Analyze the implications of the biggest changes to Dollar Tree's store strategy in years.
- Develop a clear understanding of the retailer's digital journey.
- Take a deeper look into how the shelf is changing to provide new and better choices.

3:20-4:00 PM ET

**Winning in negotiations with buyers**

Simon Johnstone, Senior Director, Retail Insights

- Prepare for buyer meetings with our checklist.
- Understand where and how to inspire the buyer.
- Learn how to maximize your time and align to short- and long-term priorities.

4:00-4:15 PM ET

**Event wrap-up**

Simon Johnstone, Senior Director, Retail Insights