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Why Dollar Stores Are Conquering Retail

A look back at their history, and what's next amid COVID-19

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Introduction

Many retail stores have significant closures, attributed to the retail apocalypse. In 2019 we saw a record of 9,300+ retail stores close, far surpassing previous numbers. However, Dollar stores were the top 3 retailers in terms of new store openings in 2019.

While many companies have laid off thousands of workers, with unemployment rising past 14%, retail discount providers have needed to ramp up their workforce to meet rising demand.

Dollar General announced they would be **hiring an additional 50,000 associates**

Dollar Tree & Family Dollar announced they would be **bringing on an additional 25,000 workers**

So, what does this mean for the industry? Understanding the rise of the “dollar” store in the United States will help us understand why they’ve been able to thrive in the current climate.