

# Bet your bottom Dollar General

## Article

As one of the most accessible US retailers (in terms of price and location), **Dollar General** is a trusted stop for shoppers battling inflation.

Let's open up the register and see what Dollar General has to offer:

**\$9.4 billion:** Dollar General's **net sales in the second quarter**, a **9%** increase year over year (YoY). Same-store sales increased **4.6%** YoY, driven by growth in the consumables category but partially offset by declines in apparel, seasonal, and home products categories.

**\$7.5 billion:** **Second quarter consumable sales**, up **13%** YoY. Like **Walmart**, Dollar General saw growth in the shoppers from higher-income households, and CEO Todd Vasos said shoppers bought more private label items as they looked to save money.

**90%:** The percentage of active Dollar General customers that its media network can **reach with paid media**. Dollar General's advertising partners, including **Unilever**, **General Mills**, **Hershey's**, and **Colgate-Palmolive**, are interested in its **rural customers**, which represent about **30%** of the country.

**25.1%:** The increase in **total merchandise inventories**, on a per-store basis, totaling **\$6.9 billion**. This increase reflects the impact of inflation and a greater mix of higher-value products, particularly in the home and seasonal categories.

**\$2 million:** The anticipated year one annual sales volume for one of **Dollar General's pOpshelf stores**, which feature continually refreshed merchandise where the majority of items are priced \$5 or less. The retailer plans to nearly triple its pOpshelf store count this year, bringing the total to **150**.

**Why we care:** Dollar General is showing no signs of slowing down: It has raised its full-year guidance and plans to open over **1,000** stores in the second half. And its investments in digital will only help to widen its customer base and rake in more advertising revenue.

*This was originally featured in the Retail By the Numbers newsletter. For more retail insights, statistics, and trends, [subscribe here](#).*