

5 THINGS YOU MIGHT NOT KNOW

DOLLAR GENERAL'S RAPID AND DISRUPTIVE GROCERY GROWTH

DOLLAR GENERAL

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1

#1

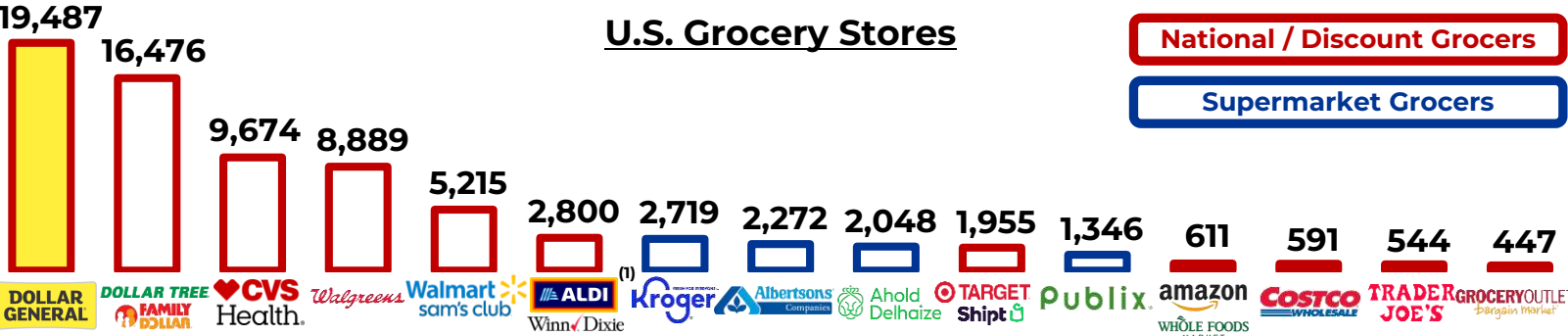
U.S. Grocer by Store Count

19,487 U.S. Stores, over 7x greater than the largest Supermarket Grocer

U.S. Grocery Stores

National / Discount Grocers

Supermarket Grocers



2

13,000+

New Stores in Past 20 Years

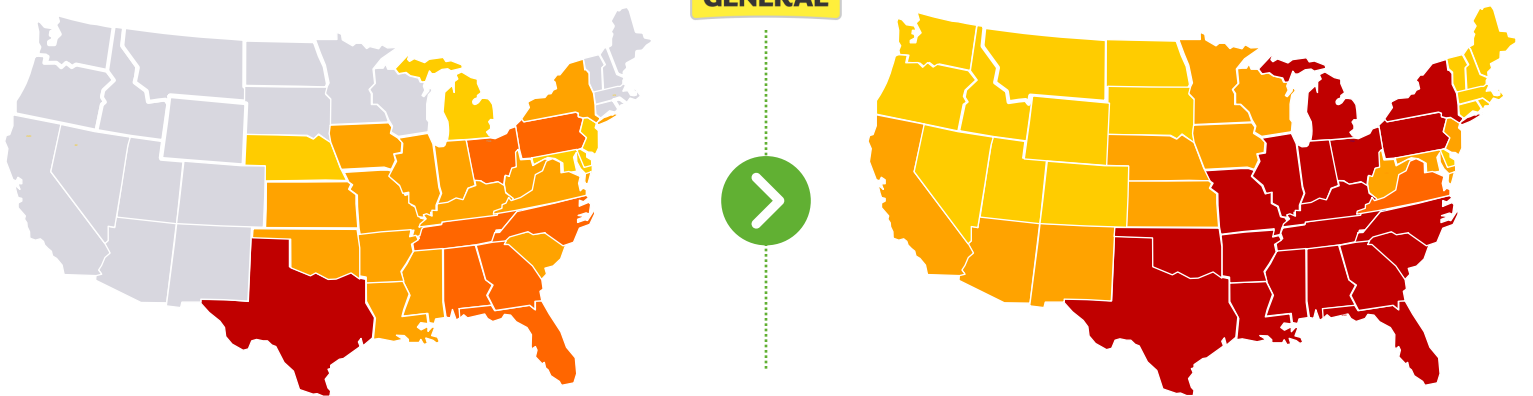
3x 20-Year Store Growth

Projected to grow to 34,000 stores

2003 – 6,113 Stores

DOLLAR GENERAL

2023 – 19,487 Stores



1 – 99 Stores 100 – 299 Stores 300 – 499 Stores 500+ Stores

3

#2

U.S. Grocer by Gross Margin

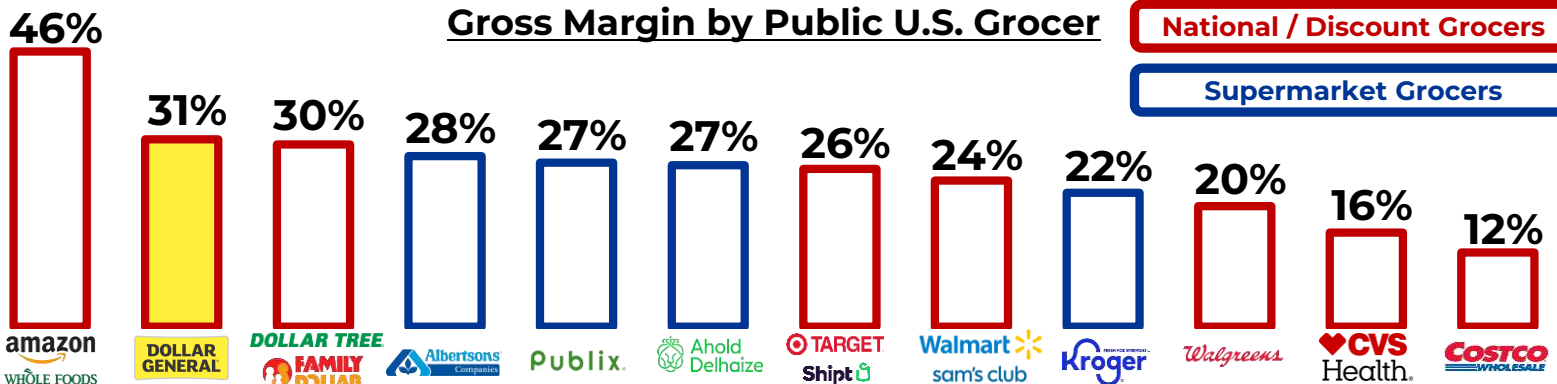
31.0% Gross Margin, second only to Amazon

Increased 3% over 20 years from 28%

Gross Margin by Public U.S. Grocer

National / Discount Grocers

Supermarket Grocers



4

#9

U.S. Grocer (Sales)

- ☐ \$31B in U.S. Grocery Sales
- ☐ Up 750% from \$4B in 2003
- ☐ 80% Grocery, up from 60% 20 years ago

\$4B

2003

+7.5x

\$31B

2023

5

170,000

Non-Union Employees

3x Non-Union job growth in the last 20 years, adding 116,000 jobs

54,000

2003

+3x

170,000

2023

