BrandSensitize™ – Brand Research Desk

The Dollar General Difference: Value, Convenience, Community

Dollar General makes shopping affordable, convenient, and simple for consumers across America. DG's brand mission is simple: Serving Others.

Dollar General crafts a unique customer experience by blending strategic store locations with low prices on basic goods.

Todd Vasos is the current CEO of Dollar General, having reassumed the role in October 2023.

Carman Wenkoff has been serving as the Executive Vice President and Chief Information Officer since July 2017.

Dollar General Corporation announced the appointment of Donny Lau as executive vice president and CFO.

Dollar General reported total revenue of $40.06 billion for the trailing twelve months ending August 1, 2025, reflecting a 5.0% increase from the previous year.

The company employs about 195,000 people worldwide as of February 28, 2025.

Dollar General's brand philosophy focuses on the mission "Serving Others," which guides the company's dedication to offering value and convenience to customers, employees, and communities.

The approach highlights accessibility, affordability, and community ties, branding Dollar General as "America's general store".

Dollar General's convenient locations are the main reason customers choose it.

The second most prominent attraction is everyday low prices.

The third main factor is providing the best value for money.

Quick, efficient shopping enhances the appeal.

Dollar General has been serving communities for around 85 years, with about 20,700 stores across the country. Dollar General's product lineup includes high-quality private labels and America's most-trusted brands.

Dollar General offers a larger selection of fresh fruits and vegetables in more locations than any other mass retailer or grocer in the United States. The company has also committed to expanding its food selection and has introduced over 100 new private-label food products, many of which provide healthier options.

All Dollar General stores offer customers easy and affordable access to household essentials, including food, health and beauty products, cleaning supplies, housewares, stationery, seasonal items, and basic clothing.

Dollar General's format appeals to both low-income customers and wealthier shoppers looking for convenience.

DG introduces new products to market that generate value for customers – from leading national brands like General Mills, Kraft, J.M. Smucker, Procter & Gamble, and Unilever to celebrity collaborations and popular collections with Dolly Parton.

Dollar General partners with technology firms to improve operations and customer service. The company has teamed up with Kevel to run its DG Media Network, using API-first retail media technology to deliver targeted ads while keeping control of first-party customer data.

Kevel is enabling the retail media network technology for Dollar General to improve its advertising capabilities and provide more value to both advertisers and shoppers.

BrandSensitize™ research and publicly available data show that Dollar General's customer experience is driven by strategic technology investments aimed at convenience and operational efficiency.

Dollar General partners with Shelf Engine for a nationwide rollout of its automated AI ordering system for produce. DG uses AI and machine learning to improve inventory management, especially in fresh produce categories, while also using retail media technology to deliver personalized advertising experiences.

DG also partners with LiveRamp for their Data Collaboration Platform, which offers cloud-based customer identity reconciliation and data clean room capabilities for their Dollar General Media Network (DGMN).

Dollar General's digital transformation focuses on applications that directly impact store operations and customer satisfaction, such as automated ordering systems and enhanced delivery capabilities through third-party partnerships.

What attracts customers most to Dollar General—neighborhood convenience, everyday low prices, or the quick shopping experience for essentials?