

## **Tokmanni Group's Dollarstore relocates its store in Växjö in Sweden – A new store will be opened on Friday 25 April**



*Dollarstore, which has been part of Tokmanni Group since August 2023, already has more than 130 Dollarstore stores in Sweden and seven Big Dollar stores in Denmark.*

**The Swedish variety discount retailer [Dollarstore](#), which is part of the Finnish variety discount retailer [Tokmanni Group](#), will open a new store in Växjö in Sweden on Friday 25 April 2025. The new store will replace its local predecessor, which will serve its customers for the last time on Monday 21 April.**

The new Växjö store will be located in a versatile commercial centre at address Handelsvägen 6a, with a space of approximately 3,200 square metres.

With a wide range of products within beauty, hygiene, cleaning supplies, snacks, home décor, seasonal items and a lot more, there is something for everyone - no matter who you are. The newest additions to Dollarstore selections include, for example, lifestyle products from Miny, home decoration products from Kotikulta, barbecue products from BBQ King, and garden decoration products from Parco. These four brands are Tokmanni Group's private labels and familiar to [Tokmanni variety discount retail chain's](#) customers in Finland.

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PRESS RELEASE  
16 April 2025 at 11:50 a.m.

Dollarstore always aims to offer their customers something extra and a joyful shopping experience where you never know what to expect. Shopping at Dollarstore is meant to be an exciting treasure hunt, with great products and great prices.

“It will be great fun to open a new, larger store in Växjö. We hope that our new great location will help us attract more customers and develop our business in Växjö,” says **Fredrik Holmström**, Head of Expansion at Dollarstore.

## Plenty of opening offers

The new Dollarstore store in Växjö will be open from 10 am to 8 pm on weekdays, and from 10 am to 6 pm on weekends. The store personnel of the soon-to-be-closed old Växjö store will move to work in the new store.

The opening ceremony will be held on April 25, starting from 10 am. There will be a lot of special offerings from Friday 25 April to Sunday 27 April, as well as coffee and sweets. In addition, surprise buckets filled with product gifts will be handed out for free to the first 200 paying customers.



*Dollarstore's focuses on offering an exciting and unexpected and joyful shopping experience as well as takes great pride in being able to exceed customer expectations in terms of product range and low prices.*

## Tokmanni Group's network of stores continues to grow and renew

[Tokmanni Group](#) continues to grow and renew its store network in Sweden, Denmark and Finland this year as well. For example, [Big Dollar](#), which is operated by Dollarstore, will open a new store in Aalborg (or Ålborg) in

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Denmark before the end of this month, and several stores around Denmark later this year. Also, Dollarstore will both open several new stores and relocate some of its current stores to new store premises in Sweden.

In Finland, [Tokmanni variety discount retail chain](#) will refurbish several stores this year as well as relocate to new stores premises in Nilsiä. In addition, due to a licence agreement between Tokmanni Oy and [SPAR International](#), the first SPAR grocery department will be opened in a yet-to-be announced Tokmanni store next summer.

[Tokmanni Group Corporation](#) is one of the leading variety discount retailers in the Nordics. At the end of 2024, the Group had altogether 380 stores in Finland, Sweden and Denmark. In Finland, Tokmanni Group serves its customers with [Tokmanni](#), [Click Shoes and Shoes House stores](#) as well as through the [Tokmanni](#) and [Click Shoes](#) online stores. In Sweden, the Group has [Dollarstore stores](#), and in Denmark, [Big Dollar stores](#).

*Familiarise yourself with the most significant changes of the Tokmanni Group's store network between 2016 and 2025, as well as changes that will be implemented in the near future and that have already been announced at [ir.tokmanni.fi/en/investors/tokmanni-as-an-investment/new\\_stores](https://ir.tokmanni.fi/en/investors/tokmanni-as-an-investment/new_stores).*

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*Dollarstore*

*Dollarstore, founded in 1994, is one of the largest low-price players in Sweden with a wide product range in fashion & beauty, snacks & drinks, home furnishings, cleaning, season & party, leisure & toys, animals and other. Dollarstore currently has around 135 Dollarstore stores all over Sweden and seven stores in Denmark under the name Big Dollar. There are a total of more than 2,000 employees in Sweden and Denmark.*

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## *Tokmanni Group*

*Tokmanni Group Corporation is one of the leading variety discount retailers in the Nordics. More than 6,000 employees in Finland, Sweden and Denmark make customers' everyday life and special occasions easier by offering a versatile and up-to-date assortment of nordic and international brand-name products and other high-quality products at prices that are always affordable. With more than 370 Tokmanni, Dollarstore, Big Dollar, Click Shoes and Shoe House stores and online stores, the Group is always close to its customers. In 2024, the Group's revenue was EUR 1,675 million and comparable EBIT amounted to EUR 100 million. The Tokmanni Group Corporation's shares are listed on Nasdaq Helsinki.*