

## **Tokmanni Group's Dollarstore continues its expansion in Sweden and Denmark**

**- Four new store openings to take place this year**



Dollarstore continues to open new stores in Sweden and Denmark, both of its operating countries. In Sweden, the stores serve its customers with Dollarstore brand. In Denmark, Dollarstore operates stores under the Big Dollar brand. The photo above is from the Arninge Centrum store in Täby, Sweden.

The Swedish discount retailer [Dollarstore](#), which is owned by Finnish [Tokmanni Group](#), has entered into agreements on opening three new stores in Sweden and one in Denmark by the end of this year. In Sweden, the new Dollarstore stores will be opened in Erikslund in Västerås, in Gamlestaden in Gothenburg (Göteborg), and in Lycksele. In Denmark, the [Big Dollar](#) store in question will be opened in Skive. In addition to these stores, Dollarstore plans to open other new stores by the end of this year. Tokmanni also plans to open several new stores in Finland.

In Erikslund in Västerås, the new store will be opened by the end of September this year. The store will have around 4,050 square metres of space, which is more than a typical Dollarstore store. Thanks to the large store premises, the product assortment in Erikslund will be very diverse, with a particular focus on home renovation, for example. In Västerås, Dollarstore will open another store by the end of this year. As previously announced in 2024, a new Dollarstore store will open this year in Hälla.

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In Gamlestaden in Gothenburg, the new Dollarstore store is scheduled to be opened in late November. Together with the Gamlestaden store, the Sisjön store, which has already been announced to be opened this year, Dollarstore will strengthen its presence in Gothenburg.

In Lycksele, Dollarstore will relocate from a temporary store premises to a totally new store. The opening celebration is scheduled for this autumn.

As announced already in 2024, Dollarstore will open a new store also in Östhammar this year.

In Denmark, the new Big Dollar store in question will be opened in Skive, a town located in the Central Denmark Region (the Central Jutland Region, Region Midtjylland in Danish). The Skive store will be the tenth Big Dollar store in Denmark.

In the near future, Dollarstore will provide more information about the new stores opening this year.

According to **Fredrik Holmström**, Head of Expansion at Dollarstore, the Swedish discount retailer always aims to offer their customers something extra and a joyful shopping experience where you never know what to expect.

Shopping at Dollarstore and Big Dollar is an exciting treasure hunt, with great products and great prices. With a wide range of products within beauty, hygiene, cleaning supplies, snacks, home décor, seasonal items and a lot more, the stores are designed to have something for everyone - no matter who you are.

“Recently, we have renewed our product range, for example, by introducing numerous products and brands from the [Tokmanni Group's private label assortment](#). These include products from Kotikulta, Miny, Energy+, Iisi, Future TT Sport, Parco, and BBQ King, among others,” Holmström says.

“Thanks to our new stores, our service and offering will be even more accessible to even more customers, something we are very happy about,” he adds.



Dollarstore and Big Dollar focus 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. The photo above is from the Dollarstore store in Järfalla, Sweden.

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

[Tokmanni Group](#) continues to develop its store network not only in Sweden and Denmark but also in Finland.

Still this year, [Tokmanni variety discount retail chain](#) has announced to open new stores in Kimitoön (Kemiönsaari), in Tuusula in Jokela, and in Naantali. In addition, Tokmanni will also relocate to new store premises in Nilsiä in Kuopio. In Kimitoön, the opening of the new Tokmanni store will be celebrated on Thursday this week. In Jokela in Tuusula, in Naantali, and in Nilsiä in Kuopio, the store opening celebrations are planned to take place in November this year. As always, Tokmanni will provide more comprehensive information about each of these upcoming stores closer to their opening ceremonies.

At Tokmanni Group, more store openings will take place next year. The store opening schedules for 2025 and 2026 are mentioned on [Tokmanni Group's website](#). Please note that these schedules are in accordance with the current information and may be subject to change.

Tokmanni Group Corporation is one of the leading variety discount retailers in the Nordics. At the moment, the Group has a total of 383 stores in Finland, Sweden and Denmark. In Finland, Tokmanni Group serves its customers with 204 [Tokmanni stores](#), 34 [Click Shoes stores](#) and two [Shoes House stores](#) as well as through

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the [Tokmanni](#) and [Click Shoes online stores](#). In Sweden, the Group has 134 [Dollarstore stores](#), and in Denmark, nine [Big Dollar stores](#).



Surprise buckets, extremely popular among Tokmanni's customers, have reached Sweden and Denmark from Finland. For decades, these famous buckets have been filled with various product gifts and given to the first customers on the opening day of a new Tokmanni store.

Familiarise yourself with the most significant changes of the Tokmanni Group's store network development from recent years, as well as changes that will be implemented in the near future and that have already been announced at [tokmannigroup.com/en/investors/tokmanni-group-as-an-investment/store-network-development](http://tokmannigroup.com/en/investors/tokmanni-group-as-an-investment/store-network-development).

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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 134 Dollarstore stores all over Sweden and nine stores in Denmark under the name Big Dollar. There are a total of approximately 2,000 employees in Sweden and Denmark.*

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 380 Tokmanni, Dollarstore, Big Dollar, Click Shoes and Shoe House stores and online stores, the Group is always close to its customers. In addition, the Tokmanni Group has had exclusive rights to sell SPAR products and operate the SPAR brand in Finland since 2025. 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.*