

Tokmanni Group's Dollarstore continues to expand in Sweden and Denmark – Two Dollarstore stores and one Big Dollar store will be opened this year, and more store openings will take place next year



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

Dollarstore, the Swedish variety discount retail chain owned by Tokmanni Group, has entered into agreements on opening several new stores in Sweden and Denmark.

According to the latest agreements, the new stores in Sweden will be opened under the Dollarstore brand name in Källered in Gothenburg (Göteborg), in Kungälv, in Valbo in Gävle, and in Upplands Väsby. In addition, as previously announced, Dollarstore will open new Dollarstore stores in Gamlestaden and Sisjön in Gothenburg (Göteborg), in the Väla shopping centre in Helsingborg and in Kiruna, and relocate to new store premises in Backaplan in Gothenburg (Göteborg).

The Sisjön store will open its doors soon, on November 28 this year. The store opening in Gamlestaden will be celebrated on December 11 this year. In Backaplan, the opening of the new Dollarstore is expected to be celebrated in new premises around the turn of January and February next year. In Källered, the Dollarstore store is

TOKMANNI GROUP CORPORATION

PRESS RELEASE

12 November 2025 at 6:25 p.m. Finnish time

expected to open for the first time next spring. Store opening ceremonies in the Väla shopping centre in Helsingborg and Kiruna are currently expected to take place next summer, and in Kungälv around late summer and early autumn next year. In addition, the store openings of the new Dollarstore stores in Valbo in Gävle and Upplands Väsby are currently scheduled to be celebrated in the autumn next year.

In Denmark, according to the latest agreements, the new stores will be opened under the [Big Dollar brand name](#) in Guldborgsund, Haderslev and Holsterbro. In addition, as previously announced, Dollarstore will open a Big Dollar store in Ringsted.

In Guldborgsund, Big Dollar will be the place to go for Christmas shopping already this year, as the store opening ceremonies for Denmark's 11th Big Dollar store will be held in late November. In Ringsted, the new Big Dollar store will be celebrated in January next year, according to the current schedule. The Big Dollar store openings in Haderslev and Holsterbro are planned for autumn next year.

“We are very happy with our strong pace of store network expansion. Thanks to our store openings across Sweden and Denmark, we can make our services and product ranges available to even more customers,” says **Fredrik Holmström**, Head of Expansion at Dollarstore.

Dollarstore always aims to offer their customers in Sweden and Denmark something extra and a joyful shopping experience where you never know what to expect.

“Shopping at Dollarstore and Big Dollar is meant to feel like a kind of treasure hunt, with great products and great prices,” Holmström describes.

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.

Especially this year, Dollarstore and Big Dollar stores have added products from Tokmanni Group's private labels, familiar from Tokmanni stores, to their product ranges.

Among the popular private labels in Finland, for example, Kotikulta, known for its home decoration products; lifestyle brand Miny; electronics and electrical appliance brand Energy+; lisi, known for its craft, cleaning and storage products; Future TT Sport, which focuses heavily on exercise and sports; barbecue and grilling equipment brand BBQ King; and Parco, which offers furniture and equipment designed for the yard, balcony and garden, have landed in Sweden and Denmark.

The Tokmanni Group's private labels brands have brought more depth to the product ranges of Dollarstore and Big Dollar stores, Holmström says.

“Our product selections have already been delightfully diverse, especially in the lowest price points. Today, many of the Tokmanni Group's private labels, which are well-known in Finland, also offer a wide range of products for everyday life and celebrations at different price points to customers in our Dollarstore and Big Dollar stores.”

“This autumn, among the Tokmanni Group's and therefore also Dollarstore's and Big Dollar's private labels, our customers in Sweden and Denmark have been interested in, for example, Kotikulta, lisi, Energy+ and Miny.”



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 develop its store network not only in Sweden and Denmark but also in Finland.

For example, this month, the Tokmanni variety discount retail chain will open a new store in Jokela in Tuusula and relocate to new store premises in Nilsinä in Kuopio.

At Tokmanni Group, more store openings will take place next year. More information about the store opening schedules can be found on the [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 388 stores in Finland, Sweden and Denmark. In Finland, Tokmanni Group serves its customers with 205 [Tokmanni stores](#), 34 [Click Shoes stores](#) and two [Shoes House stores](#) as well as through the [Tokmanni](#) and [Click Shoes online stores](#). In Sweden, the Group has 137 [Dollarstore stores](#), and in Denmark, ten [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.

TOKMANNI GROUP CORPORATION

For further information, please contact:

Josefin Augustsson
Head of Communications
Dollarstore

TOKMANNI GROUP

TOKMANNI GROUP CORPORATION
PRESS RELEASE

12 November 2025 at 6:25 p.m. Finnish time

Tel. +46 70 085 23 28

josefin.augustsson(at)dollarstore.se

Maarit Mikkonen
Head of IR and Communications
Tokmanni

Tel. +358 40 562 2282

maarit.mikkonen(at)tokmanni.fi

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 137 Dollarstore stores all over Sweden and ten 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.