

SPAR Own Brand products now available in Sweden

– Here are the first SPAR products sold in the Tokmanni Group's Dollarstore stores



SPAR products are now being introduced across Dollarstore stores in Sweden. The diverse SPAR-branded product range includes a variety of pasta products, for example.

Marshmallows, pasta, chips, olive oil, Tex-Mex products, biscuits, and wasabi-coated peanuts. These and many other products from the [international SPAR food brand](#) are now available in all [Dollarstore stores](#) across Sweden. The assortment already includes around 70 SPAR products, with further additions planned in the future.

Most of the SPAR products now sold in Dollarstore stores are everyday grocery products that customers use regularly, says **Kim Strömsholm**, Director, Food and Grocery, responsible for the [Tokmanni Group's](#) food and grocery assortments.

“Customers appreciate low prices and convenient shopping. Among the first SPAR products introduced at [Dollarstore](#) are many everyday grocery products that have already become bestsellers in our [Tokmanni stores](#) in

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Finland, including various types of pasta, biscuits and Tex-Mex products. Alongside these, we also offer a range of treats and speciality products, such as caramel-filled syrup waffles.”

This year, the best-selling SPAR products in the [Tokmanni variety discount store chain](#) in Finland, which is part of the Tokmanni Group alongside Dollarstore, have included sugar, hand soap, and various types of pasta and biscuits, measured by units sold. The Group has particularly strong expectations for the success of these products in Sweden as well.

“We are excited to see how our customers in Sweden embrace SPAR products. Tex-Mex products, for example, are extremely popular in Sweden, even more so than in Finland,” Strömsholm says.

Originating in the Netherlands and expanding around the world, SPAR has grown into a well-known and respected international brand, with [nearly 14,000 stores across almost 50 countries worldwide](#).

“We believe SPAR products will be well received in Sweden as well. Coincidentally, SPAR resembles the Swedish verb *spara*, meaning ‘to save’. That makes it a perfect fit for a variety discount retailer,” Strömsholm concludes.

More SPAR products to follow

Tokmanni Group has been the exclusive SPAR license holder in Finland since 2025. Tokmanni currently sells around 200 different SPAR products and operates six EUROSPAR supermarkets. By the end of the year, that number will increase to ten. In August 2026, the Tokmanni Group [expanded its cooperation with SPAR by agreeing to distribute SPAR products in Dollarstore stores in Sweden as well](#).

According to Strömsholm, the SPAR partnership strengthens the Group’s international sourcing capabilities and helps both Dollarstore and Tokmanni offer customers high-quality products at competitive prices.

“Our food assortments in Dollarstore stores across Sweden have already been expanded earlier this year. Our SPAR products further broaden our offering and make us an even more attractive shopping destination for customers who appreciate affordable food.”

The SPAR grocery products being introduced now will not be the last SPAR products launched in Sweden, quite the contrary, Strömsholm says.

“We are eager to see customers’ first experiences with SPAR products in Sweden. Our goal is to continue expanding the SPAR product range in both Tokmanni and Dollarstore stores in the future. We carefully listen to customer feedback and product requests so that we can develop the assortment in line with our customers’ needs,” he says.



For example, the diverse SPAR-branded product range includes various chips, such as vegetable chips with sea salt.

SPAR products already available in Dollarstore stores:

- Marshmallows
- Chips (including Original, Sour Cream, Paprika, Hot Spicy, Hummus, Lentil, Vegetable)
- Corn chips (Original, Nacho Cheese, Chili)
- Microwave popcorn (Butter, Salted)
- Sugar
- Pasta (Penne Rigate, Conchiglie, Spaghetti, Fusilli, Penne Durum, Spaghetti Durum, Fusilli Tricolore)
- Lasagne sheets
- Olive oil
- Peanuts in wasabi coating
- Whole peeled tomatoes and chopped tomatoes
- Caramel-filled syrup waffles (stroopwafels)
- Biscuits (including sandwich, chocolate and peanut biscuits)
- Rice cakes

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- Honey
- Strawberry, raspberry and apricot jam
- Tortilla wraps
- various cat and dog foods
- Hand soap
- Mouthwash.



Strawberry, raspberry and apricot jams, for example, are among the first SPAR-branded products available in Dollarstore stores.

Tokmanni Group's SPAR cooperation in brief:

- [Tokmanni Group's](#) cooperation with the [SPAR International](#) began in January 2025, when Tokmanni Oy (the Tokmanni variety discount store chain), became the exclusive license holder of the SPAR brand in Finland.
- SPAR-branded grocery products have been available in [each of the over 200 Tokmanni stores](#) and in [Tokmanni's online store](#) since spring 2025. In addition to food products, the SPAR product range in Finland

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includes, for example, hand and liquid soap, diapers, toothpaste, mouthwash and deodorants. Tokmanni currently offers around 200 SPAR products, and the assortment will continue to expand.

- Tokmanni is gradually renewing the fresh food departments of its stores to the SPAR concept. Tokmanni currently operates six Tokmanni-EUROSPAR store entities, each comprising a Tokmanni store and a EUROSPAR supermarket (Ylöjärvi, Masku, Tornio, Järvenpää, Joensuu Raatekangas and Iisalmi). The number of Tokmanni-EUROSPAR store entities will increase to ten during this year as the openings of new EUROSPAR supermarkets are celebrated in Lehtikangas in Kajaani, Vanhakylä (Gammelby) in Loviisa, Tervaharju in Kemi and Mäntsälä. In addition, ten stores that also offer fresh food assortments will continue to serve customers under the Tokmanni brand for the time being.
- In August this year, Tokmanni Group [signed an agreement with SPAR International to distribute SPAR-branded products to Dollarstore stores in Sweden](#). The first SPAR products are now available at Dollarstore.

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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 390 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 2025, the Group's revenue was EUR 1,728 million and comparable EBIT amounted to EUR 85 million. The Tokmanni Group Corporation's shares are listed on Nasdaq Helsinki.