



TEDi celebrates its tenth anniversary in Spain: over 320 stores and a new store concept for further growth

- **German non-food discounter creates over 2,200 jobs in Spain and plans consistent expansion in important European market**

Dortmund, 7 October 2025 – TEDi, Europe's leading non-food discounter, is celebrating its tenth anniversary on the Spanish market this month. With an impressive 320 stores, Spain has become one of the largest and most strategically important markets for TEDi and is the market with the highest number of stores in Europe after Germany. This success story makes Spain a central pillar of the European growth strategy. Just in time for the anniversary, the new and innovative store concept is also being rolled out in Spain. It is to be introduced across Europe by the end of the 2025/26 fiscal year and will significantly improve the shopping experience for customers thanks to a modern, customer-friendly design, intuitive product presentation and an optimised customer guidance system.

Impressive growth and economic factor

“I am very pleased with how consistently we have grown here and how we have become an important anchor in the local retail sector,” comments Petar Burazin, CEO of TEDi. *“Our engagement in Spain is a clear commitment to further growth. With our new store concept and the tireless dedication of our employees, we are confident that we will continue to inspire our customers in the future.”*

Fernando Strubing Gomes, Managing Director of TEDi Spain, explains: *“Our success in Spain confirms that the TEDi concept is very well received by the public. We are proud to have been making a valuable contribution for ten years – not only through our wide range of products, but also as a major employer. In Spain alone, we have created over 2,200 new jobs.”*

New store concept: modern design for an optimised shopping experience

With the Europe-wide introduction of its innovative store concept, TEDi is setting new standards in non-food discount retail. The concept impresses with its modern design, which

focuses on improved customer guidance, appealing colour schemes and optimised product presentation. Clear signage and clear, attractive pricing directly on the product display make it easier for customers to find their way around and create an intuitive shopping experience. TEDI consistently integrates its brand identity at the point of sale: a fresh colour palette, new fonts and icons, the characteristic TEDI bear, cheeky slogans and sunbeam stripes characterise the appearance. This forward-looking store concept is scheduled to be rolled out across Europe by 2026 and underlines the strategic focus on customer friendliness and modernity.

TEDI remains on course for expansion

TEDI Spain will continue its success story and consistently drive forward its expansion. Forty new locations are already planned in the country for the current financial year. The long-term goal for Spain is to open 600 stores, primarily in high-traffic locations such as retail parks, city centres and residential areas. Across Europe, the fast-growing non-food discounter aims to open 5,000 stores by 2029 and sees long-term growth potential of up to 10,000 stores. Optimal retail spaces of 600-1,200 square metres are of particular interest. Interested property owners are kindly requested to contact: Expansion.ES@tedi.com.

About TEDI

TEDI is Europe's leading non-food discounter with the largest product range at affordable prices. Founded in Germany in 2004, TEDI now has its presence in 15 European countries with over 3,600 branches. Continuing its growth trajectory, TEDI plans to build a network of 5,000 stores across Europe in the medium term. TEDI offers a wide range of products with more than 16.000 articles in categories such as stationery, crafts, home decor, household items, party supplies, and trending goods. Its assortment also includes toys, DIY products, confectionery, and pet supplies. TEDI focuses on providing good quality at low prices, with both branded and private-label products available. 5,000 items are permanently priced at just 1 euro or below.

Social responsibility and environmental protection are priorities for TEDI.



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