

The Autorité de la concurrence clears, subject to the divestiture of stores, the takeover of 71 former Chauss'expo stores by the Chaussea group

Published on December 06, 2024

On 6 March 2024, Chaussea notified the *Autorité de la concurrence* of its plan to take over 71 stores formerly operated under the Chauss'expo banner.

The parties to the transaction

Chaussea operates stores offering affordable footwear for men, women and children, primarily in France. The 71 Chauss'expo stores taken over as part of the transaction are also active in the same sector.

The transaction is part of court-ordered liquidation proceedings (*liquidation judiciaire*), at the end of which the Lille Métropole Commercial Court decided, on 13 March 2024, to assign the aforementioned assets to Chaussea.

The competition risks identified

Chaussea and Chauss'expo are, prior to the transaction, two key players in the affordable town footwear retail market, where large specialist retailers (such as Besson, Gémo and La Halle) operate alongside major food retailers.

At the local level, the *Autorité* examined whether the planned takeover by Chaussea was likely to restrict competition in areas with stores operated by both banners.

At the end of its analysis, the *Autorité* identified competition risks in the catchment areas surrounding the Chauss'expo in Audun-le-Tiche (57), Clermont-l'Hérault (34), Dunkirk – Petite Synthe and Quaëdypre (59), Hirsingue (68), Gruchet-le-Valasse (76), Les Abrets-en-Dauphiné (38), Lexy (54), Pont-Audemer (27), Roye (80) and Sarrebourg (57).

In each of the aforementioned areas, the transaction was likely to affect competition and there was a risk of price rises or a reduced offering to the detriment of consumers, given the significant combined market share of the parties and the lack of sufficient alternatives.

The remedies proposed

To address the competition concerns, Chaussea has undertaken to divest stores in each of the areas concerned to one or more competitors.

The stores concerned are the following:

Area concerned	Stores concerned	Address
1. Audun-le-Tiche	Chaussea (formerly Chauss'expo)	Rue du Maréchal Foch, ZAC de Alzette, 57 390 Audun-le-Tiche
or*	Chaussea	ZAC des Trois Frontières, 54 350 Mont-Saint-Martin

Area concerned	Stores concerned	Address
2. Clermont l'Hérault	Chaussea (formerly Chauss'expo)	10 rue du Mourvèdre, 34 800 Clermont l'Hérault
or	Chaussea	8 rue du Servent, Zone d'activité des Tannes Basses, 34 800 Clermont l'Hérault
3. Dunkirk – Petite Synthe	Chaussea (formerly Chauss'expo)	Rue du Kruysbellaert, 59 640 Dunkirk
or	Chaussea	59 Quai Wilson, avenue Maurice Berteaux, 59 640 Dunkirk
4. Quaëdypre	Chaussea (formerly Chauss'expo)	5 route Nationale, 59 380 Quaëdypre

Area concerned	Stores concerned	Address
----------------	------------------	---------

or

Chaussea

1 rue Eugène Pottier, 59 210
Coudekerque-Branche

5. Gruchet-le-Valasse	Chaussea (formerly Chauss'expo)	Rue de l'Abbaye, 76 210 Gruchet-le-Valasse
-----------------------	---------------------------------------	---

or

Chaussea

Rue de l'Abbaye, 76 210
Gruchet-le-Valasse

6. Hirsingue	Chaussea (formerly Chauss'expo)	7 rue de Bettendorf, 68 560 Hirsingue
--------------	---------------------------------------	--

or

Chaussea

7 rue de Givet, 68 130 Altkirch

7. Les Abrets-en-Dauphiné	Chaussea (formerly Chauss'expo)	Rue de la République, CC le Petit Bailly, 38 490 Les Abrets-en-Dauphiné
---------------------------	---------------------------------------	---

Area concerned	Stores concerned	Address
----------------	------------------	---------

or	Chaussea (formerly Chauss'expo)	ZI de la Baronnie, 73 330 le Pont de Beauvoisin
----	---------------------------------------	--

or	Chaussea	ZC les Vallons de Saint Jean D1006, 38 110 Saint-Jean-de- Soudain
----	----------	---

8. Lexy	Chaussea (formerly Chauss'expo)	A3B Espace du Barrois Lexypark, 54 720 Lexy
---------	---------------------------------------	--

or	Chaussea	ZAC des Trois Frontières, 54 350 Mont-Saint-Martin
----	----------	---

9. Pont Audemer	Chaussea (formerly Chauss'expo)	Rue du Maquis Surcouf, 27 500 Pont-Audemer
--------------------	---------------------------------------	---

Area concerned	Stores concerned	Address
or	Chaussea	ZC impasse des Burets, 27 500 Pont-Audemer
10. Roye	Chaussea (formerly Chauss'expo)	Rue du Colonel Sorlin, 80 700 Roye
or	Chaussea	6 rue Lucie Aubrac, 80 500 Montdidier
11. Sarrebourg	Chaussea (formerly Chauss'expo)	Rue des Terrasses, ZAC Les Terrasses de la Sarre, 57 400 Sarrebourg
or	Chaussea	14 rue Dessirier, 57 400 Sarrebourg

* “OR” indicates that Chaussea may divest either of the stores indicated for each of the areas concerned. Where an offer is received for both of the stores, Chaussea may decide which store to divest.

The commitments will ensure that sufficient competition is maintained and that consumer interests are protected in the local retail markets for affordable town footwear.

The proposed buyers will need to be approved by the **Autorité**, which will ensure their ability to provide a credible affordable footwear retailing alternative in each of the areas concerned.

Store divestitures do not mean store closures, but takeovers with a change of banner

The commitments are intended to safeguard adequate local competition.

The aim is to allow a competitor to take over the stores and their activities in order to safeguard competition in the area concerned, thereby ensuring that consumers have a diversified offering in terms of prices and products. The party cleared to carry out the transaction must present to the **Autorité** buyers capable of ensuring a valid takeover and then providing effective competition. Once the buyers have been examined, the **Autorité** can issue an approval, which will clear the effective divestiture of the store in question.

The divestitures do not therefore entail the closure of the stores, but a takeover with a change of banner.

What is a derogation from the suspensive effect?

While the effective conclusion of a merger is subject to clearance by the *Autorité de la concurrence*, in certain exceptional circumstances, duly argued by the parties, the *Autorité* may grant a derogation enabling the parties to finalise part or all of the transaction without waiting for the clearance decision, in order to allow for the continuation of the business activities.

The granting of such a derogation is exceptional. A derogation may be granted in cases where takeover offers are presented for companies subject to court-ordered liquidation (*liquidation judiciaire*) or receivership (*redressement judiciaire*), as was the case here.

However, the granting of a derogation by the *Autorité* is without prejudice to the final decision taken at the end of the investigation.

DECISION 24-DCC-267 OF 6 DECEMBER 2024

on the acquisition of sole control of 71 former
Chauss'expo stores by Chaussea

See the full text of the
decision (in French)

Contact(s)

Nicola Crawford
Communication officer
+33155040151
Contact us by e-mail

Maxence Lepinoy
Chargé de communication,
responsable des relations avec les
médias

___06 21 91 77 11

Contact us by e-mail