Organic food retail sector: the Autorité unconditionally clears the joint takeover of La Vie Claire by Crédit Mutuel Equity and Famille Pelen & Cie

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Background

On 26 February 2026, the *Autorité de la concurrence* was notified of the planned joint takeover of La Vie Claire by Crédit Mutuel Equity and Famille Pelen & Cie.

At the end of its examination, the *Autorité* concluded the takeover was not likely to harm competition and has cleared the transaction unconditionally.

The parties to the transaction

The Crédit Mutuel group is a mutual banking group with operations spanning banking, insurance and private equity. Crédit Mutuel Equity, a subsidiary of the group, encompasses its private equity operations.

Famille Pelen & Cie is the holding company of the Famille Pelen & Cie – La Vie Claire group, which wholly owned La Vie Claire prior to the transaction.

La Vie Claire operates in the organic food retail sector, with more than 300 stores under the “La Vie Claire” banner in France.

The *Autorité* ruled out any risk of harm to competition

As the Crédit Mutuel group does not control any company in the same markets or in any markets related or vertically linked to La Vie Claire, the ***Autorité*** concluded the planned takeover was not likely to raise any risks of harm of competition and cleared the transaction unconditionally.

DECISION 26-DCC-68 OF 16 MARCH 2026

on the joint takeover of La Vie Claire by Crédit Mutuel Equity and Famille Pelen & Cie

See the full text of the decision (in French)

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