

Food retail: the *Autorité* unconditionally clears the conversion of 167 stores currently operating under the Auchan banner to the Intermarché and Netto banners

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Background

Following referral of the transaction by the European Commission, ITM Entreprises (Intermarché) and Auchan Retail International (Auchan) notified the *Autorité de la concurrence* of a proposed joint venture that will operate, under the “Intermarché” or “Netto” banners, 167 supermarkets or hypermarkets currently operated under the “Auchan” banner.

Following its examination, the *Autorité* has concluded the transaction is unlikely to harm competition in the markets concerned, whether in the supply of everyday consumer goods in France or in the local retail distribution of food products.

The *Autorité* has therefore cleared the creation of the joint venture unconditionally.

The parties to the transaction

ITM Entreprises is controlled by Les Mousquetaires, itself owned by approximately 1,700 individuals and the association Union des Mousquetaires. The group supplies and supports a network of independent retailers, which

collectively operate various banners in the food retail sector, including “Intermarché” and “Netto”, as well as “Les Comptoirs de la Bio”. Intermarché also operates “Bricomarché”, “Bricorama”, “Bricocash”, “Roady” and “Rapid Pare-Brise”.

Auchan Retail International is also active in the food retail sector in France, operating stores under various formats: hypermarkets (under the “Auchan” banner), supermarkets (“Auchan Supermarchés”) and convenience stores (“My Auchan”). Auchan also offers online shopping services, with pick-up at collection points or drive-throughs.

The transaction

The transaction notified to the *Autorité* consists in the creation of a joint venture, jointly controlled by Intermarché and Auchan, that will operate 167 stores, all of which will change banner. Currently operating under the “Auchan” banner, the stores will be operated by the joint venture under the “Intermarché” or “Netto” banners. A list of the stores and their locations is available at the bottom of the page^[1].

Following its examination, the *Autorité* has ruled out any risk of harm to competition

The *Autorité* analysed the effects of the transaction on competition, in particular on national markets for the supply of everyday consumer goods and local markets for the retail distribution of food products.

The anticompetitive risks examined were specific to the creation of the joint venture, in particular with regard to the coordination of the competitive behaviour of Auchan and Intermarché following the transaction.

- ***Risks associated with the banner change for stores controlled by the joint venture (the transition from the “Auchan” banner to the “Intermarché” or “Netto” banners)***

In the markets for the supply of everyday consumer goods, the *Autorité* found the 167 stores affected by the change of banner already sourced 50% of their supplies from the Intermarché and Auchan purchasing alliance, AURA. Based on the information and statements provided by the two banners, the *Autorité* was able to rule out any risk of creating or strengthening suppliers' economic dependence on the Intermarché purchasing alliance, which will have additional outlets following the transaction.

In the local markets for the retail distribution of food products, the change of banner of the 167 stores does not raise any competition concerns, since the market shares of the “Intermarché” and “Netto” banners are less than 50% in each of the areas examined. Consumers will continue to benefit from competition between several national banners, able to provide alternative offers in terms of both pricing and service quality.

- ***Risk of coordination between Intermarché and Auchan following the transaction***

The *Autorité* examined the risk of the transaction leading to coordination between the two food retailers. Such coordination could take the form of price increases or a deterioration in the quality of services provided to consumers.

In the markets for the supply of everyday consumer goods, the *Autorité* found that Auchan and Intermarché have limited market power and that, at the national level, there are therefore several credible alternatives for suppliers.

In the local markets for the retail distribution of food products, the *Autorité* considered there is no causal link between the creation of the joint venture and any risk of Auchan and Intermarché coordinating their competitive behaviour in the markets in which their banners operate. In particular, the *Autorité* noted

significant differences in the organisation of their respective networks, between an integrated system managed at national level on the one hand and a group structure granting commercial autonomy to its members, who operate stores under the “Intermarché” and “Netto” banners, on the other.

As a result, the *Autorité* concluded the notified transaction was not likely to raise any risks of harm of competition and has therefore cleared the transaction unconditionally.

^[1] *The transaction subject to the decision issued today is part of several separate projects aimed at transferring other retail locations currently operating under the “Auchan” banner to the “Intermarché” or “Netto” banners.*

List of the 167 stores concerned by the transaction

- AMIENS, place du 8 mai 1945, CC ZAC Sud-Est
- ANTIBES, 71 boulevard Raymond Poincaré
- ANTIBES, 138 boulevard Wilson
- ANTONY, 12 place de la Résidence
- ARGENTEUIL, 96 avenue Maurice Utrillo
- ARNOUVILLE LES GONESSE, 59 avenue Charles Vaillant
- AUBERVILLIERS, 55 rue de la Commune de Paris
- AULNOYE AYMERIES, route de la Fontaine
- AUNEAU, route de Chartres, CD 19
- AVION, boulevard Maurice Thorez
- BALLAN MIRE, 9 rue Jean Mermoz
- BEGLES, 468 route de Toulouse
- BESSE ET ST ANASTAISE, route de Compains

- BORDEAUX, 108 rue du Vélodrome, Caudéran
- BOULOGNE BILLANCOURT, 231 boulevard Jean Jaurès
- BREUIL LE VERT, rue des Grives, RN 16
- BURES SUR YVETTE, 2 rue de la Hacquinière
- CALUIRE ET CUIRE, 1 place Maréchal Foch
- CARBONNE, route l'Arize, lieu-dit Fanjeau
- CASTELLANE, route Digne, N 85
- CEBAZAT, route de Châteaugay
- CHANTILLY, place Omer Vallon
- CHARENTON LE PONT, 3 place des Marseillais
- CHATILLON, 160 avenue de Paris
- CHELLES, avenue Sylvie, ZI La Belle Ile
- CLERMONT FERRAND, 19 boulevard Loucheur, St Jacques
- CLERMONT FERRAND, 57 boulevard Côte Blatin
- CLERMONT FERRAND, 19 rue des Chanelles
- COLLEVILLE MONTGOMERY, rue de la Mer
- COLMAR, avenue d'Alsace
- COMPIEGNE, 47 rue Notre Dame Bon Secours
- CONFLANS-SAINT-HONORINE, 109 rue de l'Ambassadeur
- CRETEIL, 22 rue du Général Leclerc
- CROLLES, avenue Belledonne, ZI
- EAUBONNE, 25 avenue Jeanne d'Arc
- EGLETONS, avenue Charles de Gaulle
- ERAGNY, la Challe d'Eragny
- FERRETTE, 20 rue de la 1^{ère} Armée
- FLEURY SUR ORNE, route d'Harcourt
- FONBEAUZARD, 102 route de Fronton
- FORMERIE, route d'Haucourt, CD 67
- FOURMIES, rue Jean Jaurès
- FRANCONVILLE, 100 rue du Général Leclerc, Résidence du Moulin
- FREYMING MERLEBACH, rue Houillières
- GOLBEY, rue des Forges
- GRADIGNAN, 14 allée des pins, CC Laurenzane
- GRENOBLE, 10 avenue Marie Reynoard
- GRENOBLE, 35-37 rue de Stalingrad

- GRENOBLE, 56-58 boulevard du Maréchal Foch
- HAGUENAU, 88 route de Bischwiller
- HEROUVILLE ST CLAIR, 2 avenue Garbsen
- IVRY SUR SEINE, 107 rue Hoche
- LA BREDE, 1 allée Pérucade
- LA FERTE ST AUBIN, 122 rue du Général Leclerc
- LA GARENNE COLOMBES, 49 avenue du Général de Gaulle
- LA VALETTE DU VAR, avenue Pasteur, Grande Plaine
- LE BEAUSSET, N 8, quartier le Peyron
- LE BOSC ROGER EN ROUMOIS, RN 313, Les Genets
- LE HAVRE, 5 rue Louis Eudier, Espace Caillard
- LE PERRY EN YVELINES, 57 rue de Chartres
- LEGE CAP FERRET, 26 rue des Goëlands
- LENS, rue Alain Fauqueur, Grande Résidence
- LENS, 47 route d'Arras
- LES MARTRES DE VEYRE, avenue du Commandant Berrier
- LESQUIN, rue Pierre Brizon, RD 952
- LIMEIL BREVANNES, 3 rue Louis Salle
- LOUVRES, 25 avenue Charles de Gaulle
- LYON, 38 rue Garibaldi
- LYON, 157 avenue Barthélemy Buyer, CC Champvert
- LYON, 38 rue de l'Université
- MAISONS ALFORT, 133 rue Jean Jaurès
- MAISONS ALFORT, 15-17 rue du Professeur Cadiot
- MARCOUSSIS, ZAC de la Croix de Bellejame
- MAREIL MARLY, 17 rue du 4 Septembre
- MARLENHEIM, 1 rue Griesmatt, CC de l'Ellipse
- MARSEILLE, 3 rue Marius Jauffret
- MARSEILLE, 13 rue Désirée Clary
- MARSEILLE, 66 boulevard de Strasbourg
- MASSIEUX, 14 avenue Lavoisier
- MASSY, 23 place de l'Union Européenne
- MERIGNAC, avenue des Frères Robinson
- MERIGNAC, 2 rue des Conviviales, Peychotte
- MERIGNAC, avenue Maréchal Gallieni, Mondésir

- METZ, 11B place du Forum, CC Saint Jacques
- METZ, 66 route de Woippy, Devant les Ponts
- METZ, 141 avenue de Strasbourg
- METZ, 23 rue 20^{ème} Corps Américain
- MONTCEAUX, 1 route de Francheleins
- MONTFERMEIL, 186 avenue Jean Jaurès, Sept Iles
- MONTREUIL, 98 boulevard Boissière
- MONTRouGE, 35 rue Molière
- MONTRouGE, 110 avenue Aristide Briand
- MOUANS SARTOUX, 1006 chemin des Gourettes
- MOUVAUX, 37 rue Mirabeau
- MUTZIG, rue du Mattfeld, CC des Brasseurs
- NESLE, route de Rouy, D930
- NOISY LE GRAND, 1 place des Opérettes, ZAC du Clos St-Vincent
- NOISY LE SEC, 90 rue Jean Jaurès
- OBERNAI, 14 rue du Général Leclerc
- ORCHIES, 5 ZAC de l'Europe
- ORLEANS, 74 route d'Olivet
- PARIS, 35 rue d'Avron
- PARIS, 46 boulevard de Reuilly, Daumesnil
- PARIS, 73 boulevard Brune
- PARIS, 17 rue de Thionville
- PARIS, 121 rue de Reuilly
- PARIS, 102 rue de Lagny
- PARIS, 16 rue Belles Feuilles, CC Les Belles Feuilles
- PARIS, 31 boulevard Gouvion St Cyr
- PARIS, 44 rue des Alouettes
- PARIS, 7-9 boulevard des Batignolles
- PORT JEROME SUR SEINE, rue René Coty
- ROMAINVILLE, 97 rue de la République
- ROSHEIM, 33C avenue de la Gare
- RUEIL MALMAISON, 262 avenue Napoléon Bonaparte
- SACLAY, 40 rue Arthur Rimbaud, ZAC de la Mare aux Saules
- SARTROUVILLE, 80 avenue Maurice Berteaux
- SCEAUX, avenue Jean Perrin, Carrefour des Blagis

- SCEAUX, 5 rue Bergeret de Frouville, Ilôt Charaire
- SCHILTIGHEIM, 13 allée Robert Debus
- SEVRAN, 26 place Gaston Bussière
- SPICHEREN, 3 Rue Nationale Breme d'or
- ST AMARIN, 1 rue de l'Industrie
- ST ARNOULT EN YVELINES, rue du Dr Remond, ZA de la Fosse aux Chevaux
- ST AVERTIN, route de Cormery
- ST FARGEAU PONTIERRY, 46 avenue de Fontainebleau
- ST GAUDENS, rue Lavoisier
- ST GERMAIN EN LAYE, 78 avenue du Maréchal Lyautey
- ST GERMAIN LES CORBEIL, place de l'Europe, CC de la Croix Verte
- ST JEAN DE BRAYE, avenue Charles Peguy
- ST MAUR DES FOSSES, 196 boulevard de Créteil
- ST SAULVE, 125 rue Jean Jaurès
- STE FOY LES LYON, boulevard des Provinces
- STRASBOURG, 8 rue de Londres, CC Esplanade
- STRASBOURG, 1 rue de Bourgogne, Meinau centre
- STRASBOURG, 11 rue de Ribeauvillé, Kientzheim
- STRASBOURG, rue d'Orbey, Neudorf
- STRASBOURG, 24 place des Halles, CC Place des Halles
- STRASBOURG, 121 route des Romains, Koenigshoffen
- STRASBOURG, 27 rue de Lausanne, Porte de France
- STRASBOURG, 47 rue des Grandes Arcades, Kleber
- STRASBOURG, 20 rue Lamproie, Robertsau
- STRASBOURG, 42 boulevard d'Anvers
- TARASCON, route de Boulbon
- TASSIN LA DEMI LUNE, 35 avenue du Général Brosset
- TESSANCOURT SUR AUBETTE, RD 28
- THIONVILLE, place Marie Louise
- TOULOUSE, 2 rue Anna Politkovskaia, ZAC des Ponts Jumeaux
- TOULOUSE, 16 allée Charles de Fitte
- TOULOUSE, place Marcel Bouilloux, Montaudran
- TOURNEFEUILLE, 5 rue Bertrand Panouze
- TOURS, 115b-bis rue Giraudeau

- TOURS, rue Frédéric Chopin, St Symphorien
- TRETZ, D 12, Chemin du Loup
- TRIEL SUR SEINE, 139 rue Paul Doumer
- VAL DE REUIL, 17 place des Quatre Saisons
- VALENCIENNES, 59 avenue de Verdun
- VAULX EN VELIN, 1 rue Gaston Bachelard
- VENCE, 44 avenue Foch
- VERNEUIL SUR SEINE, rue des Rosiers, Le Maupas
- VERNEUIL SUR SEINE, 21 clos du Verger, CC
- VILLEFRANCHE SUR SAONE, 420 rue Philippe Héron
- VILLEPINTE, boulevard Robert Ballanger
- VILLERS BRETONNEUX, rue Démuin
- VULAINES SUR SEINE, 44 route d'Héricy
- WINTZENHEIM, 1 Faubourg des Vosges
- WISSEMBOURG, 2 rue des Quatre Vents

DECISION 26-DCC-149 OF 3 JULY 2026

on the creation of a joint venture by Auchan Retail International and ITM

See the full text of the
decision (in French)

Contact(s)

Nicola Crawford

Communications Officer

+33155040151

Contact us by e-mail