

# 21 November 2014: Acquisition of Dia France by Carrefour

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**The Autorité de la concurrence clears the merger but Carrefour undertakes to divest 56 shops.**

> [Version française](#)



On 18 August 2014, the European Commission referred to the Autorité de la concurrence the review of the acquisition sole control of Dia France SAS (hereinafter "Dia") by Carrefour France SAS (hereinafter "Carrefour"). Dia has more than 800 retail outlets operated directly or under a franchise. The merger case was submitted on 25 September 2014.

After an extensive consultation of market players, as well as a detailed examination of each catchment area concerned, the Autorité considered that the transaction would be likely to harm competition in 56 local markets. To address these concerns, Carrefour undertakes to divest 56 shops.

The analysis resulted in the identification by the Autorité of 56 problematic catchment areas

After a detailed examination, the Autorité found that the operation would significantly strengthen Carrefour's presence in the food distribution market in 56 catchment areas, of which 12 are located in Paris (see the list of catchment areas below).

In these areas, the parties' retail outlets accumulate high market share, without their current competitors being able to exercise sufficient competitive pressure to restrict the new entity's conduct, especially in terms of price.

To remove the risks of restricting competition, Carrefour has undertaken to divest 50 shops and to terminate 6 franchise agreements

In the areas in question, the companies that are part of the merger are operating through directly-owned shops or sales outlets that are run under a franchise contract. Carrefour has thus undertaken to sell off 50 directly-owned shops. In the case of the 6 additional shops, currently run under a franchise, Carrefour undertakes to cancel the current franchise agreements.

These remedies will make it possible to maintain a balanced competition by removing the additional market share gained through the acquisition of Dia. These commitments are designed to provide the consumers concerned with a competitive and diversified offer for their food shopping

For a period of ten years, Carrefour will be prohibited from acquiring direct or indirect influence over all or part of the assets transferred.

An independent trustee will be responsible for ensuring that these commitments are fully complied with.

**Catchment areas where the shops must be sold or franchise agreements terminated (around Dias located at the following addresses):**

Attin (62 170)	route nationale 39
Avesnes-sur-Helpe (59 440)	rue de Cartignies
Belley (01 300)	route nationale 504

Bourg-en-Bresse (01 000)	avenue du Mail
Carros (06 033)	centre commercial
Chars (95 750)	ZA des 9 Arpents
Châtillon-en-Michaille (01 200)	avenue de Lattre de Tassigny
Courbevoie (92 400)	rue de l'Alma
Courbevoie (92 400)	avenue Marceau
Créon (33 670)	Le Bourg
Digne-les-Bains (04 000)	avenue du colonel Noël
Drancy (93700)	rue Henri Barbusse
Ernée (53 500)	avenue Aristide Briand
Estrée-Blanche (62145)	rue François Denoeu
Evry (91000)	cours Blaise Pascal
Falaise (14 700)	route de Putanges

Fruges (62310)	rue du Fort du Rietz
Gex (01170)	ZA de l'Aiglette
Halloy (60 210)	rue de Beauvais
Ham (80 400)	rue Baudelaire
L'Argentière-la-Bessée (05 120)	rue du Plan d'Ergue
Lagnieu (01 150)	avenue de Montferrand
Lamotte-Beuvron (41 600)	avenue de Vierzon
Le Blanc-Mesnil (93 150)	rue Daniel Casanova
Les Pennes-Mirabeau (13 170)	chemin de la Voilerie
Les Vans (07 140)	C.C de la Clairette
Lille (59 800)	rue du Molinel
Limours (91 338)	centre commercial Arcades

Lyon (69 003)	boulevard Eugène Deruelle
Lyon (69 008)	avenue des Frères Lumière
Marseille (13 015)	chemin de Madrague Ville
Marseille (13 015)	chemin du Moulinet
Marvejols (48 100)	promenade Louis Cabanette
Montreuil (93 100)	boulevard Rouget de l'Isle
Montrouge (92 120)	rue Barbès
Montrouge (92 120)	avenue de la République
Morzine (74 110)	route de la Plagne
Orbec (14 290)	route de Lisieux
Paris (75 005)	rue Pierre Nicole
Paris (75 006)	rue de Sèvres

Paris (75 009)	rue de Dunkerque
Paris (75 011)	rue du faubourg St-Antoine
Paris (75 012)	avenue du général Michel Bizot
Paris (75 016)	avenue de Versailles
Paris (75 016)	avenue de Versailles
Paris (75 018)	rue d'Orsel
Paris (75 018)	rue Francoeur
Paris (75 018)	rue Dejean
Paris (75 018)	boulevard de Clichy
Paris (75 018)	boulevard Barbès
Pezenas (34 120)	avenue de Verdun
Quillan (11 500)	avenue François Mitterrand
Sainte-Maxime (83 120)	route du Plan de la Tour

Tremblay-en-France (93 290)	avenue Nelson Mandela
Uzès (30 334)	route départementale 981
Vincennes (94 300)	rue de France

**> For more details on this case, see the full text of decision 14-DCC-173 of 21 November 2014 in relation to the exclusive takeover of Société Dia France SAS by Société Carrefour France SAS.**

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