

The Autorité de la concurrence clears the acquisition of Continental Foods (Liebig and Royco brands) by GB Foods

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On 7 June 2019, GB Foods notified the Autorité de la concurrence of its plan to take control of Continental Foods. By a decision issued today, the Autorité clears the transaction without conditions.

Parties to the transaction

GB Foods is a subsidiary of the Spanish Agrolimen group, which specialises in foods and pet foods. In France, the group is active in the manufacture and marketing of sauces, broths and pet foods (including the Bama, Star, Grand'Italia and Gallina Blanca brands). In 2018, GB Foods (Agrolimen) had turnover of €1.2 billion.

Continental Foods is a company specialising in the food industry, with operations in Belgium, Finland, France, Germany and Sweden. In France, Continental Foods manufactures and markets soups (under the Liebig and Royco brands), sauces, dessert mixes and vegetable juices. In 2018, it had achieved a turnover of €369 million.

The transaction is not one that would damage competition

The Autorité analysed the markets for the production and marketing of soups and sauces. On the sauce market, the positions of the parties are very limited. On the soup market, Continental Foods has a strong position with its Liebig and Royco brands, but GB Foods does not have a significant presence and the

position of Continental Foods is therefore not strengthened. The Autorité was therefore able to dismiss any concerns about competition and approve the transaction without conditions.

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