Green light to the takeover of Stokomani group by the Zouari family

Published on March 21, 2022

On 23 February 2022, the Zouari family notified the Autorité of its plan to take exclusive control of the Stokomani group.

The Autorité examined whether the acquisition by the Zouari family of a second decoration distribution and bazaar outlets brand (Stokomani), after that of Maxi Bazar, was likely to restrict competition in the catchment area where the stores are present simultaneously.

The Autorité noted that, in each of these areas, consumers will continue to benefit from alternative offers to those of the new entity, equivalent in terms of price and commercial positioning. It therefore cleared the transaction without condition.

PRESS RELEASE

of 21 March 2022

See the press release