

Distribution of food products in Martinique: the Parfait Group commits itself to divesting the Géant Casino La Batelière hypermarket


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On 23 September 2021, the Parfait group notified the *Autorité de la concurrence* of a proposed merger leading to the acquisition of sole control of the Géant Casino La Batelière hypermarket on the one hand and of the commercial centre on the other. This notification followed Leclerc's withdrawal from the initial project, which had been notified to the *Autorité de la concurrence* on 10 April 2020.

In this case, the *Autorité* identified risks of harm to competition in the hypermarket retail distribution markets, since the completion of the merger would have given the Parfait group a market share of more than 60% in this geographical area, and would have created a duopoly between two operators, thus creating a risk of price increases and a reduction in the diversity of supply for consumers.

To remedy these competitive risks, the Parfait group proposed a series of commitments, including the sale of the hypermarket's business to a buyer approved by the *Autorité*.



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