



Autorité de la Concurrence

NOUVELLE-CALÉDONIE

Decision no. 2024-DEC-04 of 9 September 2024 relating to the opening of a 629 m² store under the brand “Neamart” in Nouméa by SARL HTDT

**Only the French version is authentic and it prevails in the event of its
differing from the translated version**

Summary¹

Pursuant to this decision, the *Autorité de la concurrence de la Nouvelle-Calédonie* (hereinafter "the *Autorité*"), authorises SARL HTDT to open a store under the brand "Neamart" in Nouméa.

The Neamart store, with a surface area of 629 m², has been operating since 8 November 2019, but the transaction was not notified to the *Autorité*. As a result, on 12 April 2024, the *Rapporteuse générale* of the *Autorité* requested that SARL HTDT regularise the transaction.

On 27 June 2024, SARL HTDT submitted to the *Autorité* a notification file regarding the opening of the Neamart store.

To assess the potential effects of the proposed operation on competition, the *Autorité* analysed the downstream market for the distribution of bazaar and decoration products. The analysis was carried out in two stages, in accordance with the *Autorité's* decision-making practice. On the one hand, the *Autorité* examined a catchment area within a 15-minute driving radius of the target store, focusing on large specialised retailers (*GSS – grandes surfaces spécialisées*) of bazaar and decoration products. On the other hand, the second catchment area covered the broader “greater Nouméa” area, including large specialised retailers, furniture superstores, large DIY stores (*GSB – grandes surfaces de bricolage*)/hardware stores, and large food stores (*GSA – grandes surfaces alimentaires*) and local shops that offer a wide range of low- and medium-price bazaar and decoration products.

Furthermore, in line with the decision-making practices in both New Caledonia and France regarding the *ex post* control of mergers and retail transactions, the competitive analysis was conducted as of the operation's completion date, i.e. 8 November 2019.

The competitive analysis reveals that the notifying party's market share is estimated to be less than 10% in 2019, regardless of the hypothesis or the catchment area considered. Additionally, the Neamart store has faced, and continues to face, competition from other major players, including Nouméa Pas Cher, GIFI and Trouv'Too, which still hold significant market shares in the greater Nouméa area.

In light of these factors, the notified operation is unlikely to harm competition and has been authorised unconditionally.

¹ This summary is strictly for information purposes. Only the numbered reasons of the decision are authentic.