



Autorité de la Concurrence
de la Nouvelle-Calédonie

**Decision n°2024-DEC-01 of 8 April 2024
on the operation of a store under the brand "Celio" with a surface area of 150 m²
within the future shopping centre "Hyper U" in Païta**

**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 the operation by the Ballande Group of a store under the brand "Celio" with a surface area of 150 m² within the future shopping centre "Hyper U" in Païta.

The Ballande Group is active in various markets, both in mainland France and in the Pacific, including non-food retailing in New-Caledonia. On January 30, 2024, the Ballande Group submitted to the *Autorité* a notification file regarding the opening of a store under the brand "Celio" with a surface area of 150 m² in Païta. This operation is part of an overall project of the Ballande Group in the municipality of Païta, consisting of the opening of the Hyper U of Païta and an adjoining shopping gallery with 28 shops, including the store under the brand "Celio".

To verify any potential effects of the proposed operation on competition, the *Autorité* analysed the downstream market for the retail distribution of "mid-range" men's clothing distributed in specialized stores, as well as the upstream markets for clothing procurement, of global dimension.

Given the geographical definition proposed by the notifying party, as well as the results of the market test and the public consultation, the *Autorité* retained a "primary" catchment area, established on the basis of a driving time of 15 minutes around the target store, and a "secondary" area constituted by Greater Nouméa estimated at 30 minutes by car around the target store.

The competitive analysis showed that, following the operation, the Ballande Group's market share would be less than 50%. Moreover, competition would remain strong both in the primary catchment area, with the Billabong, Jules, and Rip Curl brands, and in the secondary catchment area, with these same three brands but also Mood, Clin d'œil, Bonobo, and A&M Homme.

Therefore, the proposed operation is not likely to harm competition in the downstream market.

Regarding the upstream market, the Ballande Group's clothing procurement for its stores in New-Caledonia are part of a global market in which it represents only a tiny share among the multitude of actors present in this market. Consequently, the operation is not likely to create or strengthen purchasing power. It is also not likely to restrict access to the procurement of these products to competing operators of the brands operated by the Ballande Group.

Therefore, the notified operation has been authorised without conditions.

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