



Autorité de la Concurrence

NOUVELLE-CALÉDONIE

Decision no. 2024-DEC-03 of 3 September 2024 on the operation of a store under the brand “Mr. Bricolage” with a surface area of 904 m² within the “Green Retail” shopping centre in Dumbéa

**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 Ubinger group of a store under the “Mr. Bricolage” brand within the “Green Retail” shopping center in Dumbéa.

The Ubinger group is primarily active in the sectors of DIY retail and the trade of construction materials (Socapor and SCET companies). It is also involved in the market for furniture, bazaar, and home décor products through the “Fabrique de Styles” brand.

On March 29, 2024, the Ubinger group submitted to the *Autorité* a notification file regarding the opening of a store under the “Mr. Bricolage” brand, with a surface area of 904 m², within the “Green Retail” shopping center in Dumbéa. This operation replaces the group's initial project to open a 900 m² store within the “Apogoti Fair” shopping center in Dumbéa. Indeed, following the disturbances that began on May 13, 2024, in Nouméa, the location of the store was relocated to the “Green Retail” shopping center to replace the damaged “Mr. Bricolage” store situated in Dumbéa in the Kenu-In area.

To assess the potential effects of the proposed operation on competition, the *Autorité* analysed the downstream market for retail distribution of DIY products, considering large DIY stores (*GSB – grandes surfaces de bricolage*), "generalist" hardware stores, and "generalist" construction materials traders located in the Greater Nouméa area, as well as the global upstream supply market.

The competitive analysis revealed that, following the operation, the market share of the notifying party would be less than 20%, especially since the Ubinger group lost two stores under the "Mr. Bricolage" brand located in the Greater Nouméa area due to the disturbances of May 2024. Additionally, the notifying party will continue to face competition from many other active brands in the concerned market, including stores under the "Sopema Bricorama" and "Les Briconautes" brands, as well as brands from the O. Leroux group.

As a result, the operation has a pro-competitive dimension that is likely to benefit consumers and is not expected to harm competition in the downstream market.

Regarding the upstream market, the notifying party's DIY product supply for its stores in New Caledonia represents a minimal share of its suppliers' turnover and is not likely to grant it purchasing power as a result of the operation. Furthermore, since the notifying party's market share in the downstream market contracted following the disturbances of May 2024, the notified operation will not increase its share of purchases from its suppliers.

Consequently, the notified operation has been authorised without conditions.

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