

**Decision no. 2024-DEC-06 of 3 December 2024
relating to the 201 m² extension of the sales area of a store operating under the
"Korail" brand in the Ducos district of Nouméa**

**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 an operation involving the 201 m² extension of the sales area of a store operating under the "Korail" brand in Ducos.

The Korail Ducos store is part of the network of independent stores grouped under the "Korail" and "K-Gou" brands in New Caledonia, and is operated by SARL Liam Store.

The planned extension would allow the Korail Ducos store to enlarge its wine cellar section.

The competitive analysis showed that, following the operation, the notifying party's market share within a 15-minute drive around the Korail Ducos store would remain below 10%. The *Autorité* therefore concluded that the operation was not likely to significantly strengthen the notifying party's market power in the downstream market for food-dominant retail distribution, compared with the situation prior to the operation and the riots of May 2024. Furthermore, the *Autorité* noted that the Korail Ducos store would continue to face competition from other supermarkets, particularly those belonging to the GBH, Carrefour, and Aline groups.

In the upstream supply market, the *Autorité* took into account the territorial and global scope of supply markets, the presence of numerous competing brands in the territory and, moreover, the small increment in market share resulting from the operation. It concluded that the operation was not likely to create or strengthen purchasing power that could place suppliers in a situation of economic dependence, or to restrict access to downstream markets for products from competing operators in the upstream markets.

As a result, the operation was authorised unconditionally.

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