

**Decision no. 2025-DEC-01 of 11 February 2025  
on the operation of a store under the brand “Weldom” with a surface area of  
1700 m<sup>2</sup> within the district “Portes de Fer” in Nouméa**

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

## Summary<sup>1</sup>

Pursuant to this decision, the *Autorité de la concurrence de la Nouvelle-Calédonie* (hereinafter "the *Autorité*"), authorises the opening of a store under the brand “Weldom” with a surface area of 1700 m<sup>2</sup> in the Portes de Fer district of Nouméa.

The Weldom store will be operated by Bricowel SAS, which is 100% owned by SARL HGL. The HGL group is notably active in the sectors of hardware, timber trade, and bazaar and home decoration products (for example, through the stores La Quincaillerie Calédonienne, Alwoods and Home Dépôt).

On December 18, 2024, HGL submitted to the *Autorité* a notification file regarding the opening of a store under the “Weldom” brand, with a surface area of 1700 m<sup>2</sup> in the district of Portes de Fer in Nouméa. “Weldom” is a DIY store brand located in mainland France, that is not yet present in New Caledonia.

To assess the potential effects of the proposed operation on competition, the *Autorité* analysed the downstream market for retail distribution of DIY products, as well as the global upstream supply market.

On the downstream market for the retail distribution of DIY products, the competitive analysis was carried out by considering a catchment area within a 30-minute driving radius from the store, focusing on large DIY stores (GSB – *grandes surfaces de bricolage*), "generalist" hardware stores, and "generalist" construction materials traders at first, and only GSBs and "generalist" hardware stores subsequently.

The competitive analysis revealed that, following the operation, the market share of the HGL group would be less than 25% in the first scenario. In the second scenario, the HGL group would hold, following the operation, [20-30]% of the market share. Even though its market share exceeds 25%, the group will continue to face significant competition from the brand “Sopema Bricorama” and the Ubinger group (“Mr. Bricolage” stores).

As a result, the operation is not likely to harm competition in the downstream market for the retail distribution of DIY products in the relevant catchment areas.

Regarding the upstream market, the notifying party, which will source from the Weldom’s purchasing group and European suppliers, will make purchases that remain marginal compared to the turnover of its suppliers, and therefore will not gain significant purchasing power following the operation.

Consequently, the notified operation has been authorised without conditions.

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