

**Decision no. 2025-DEC-02 of 2 October 2025
on the operation of a retail store under the “Centrakor” brand with a floor area of
1,652 m² in the Motor Pool 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 the opening of a retail store under the “Centrakor” brand with a floor area of 1,652 m² in the Motor Pool district of Nouméa.

The Centrakor Motor Pool store will be operated by Les Comptoirs de Calédonie, which is owned by companies controlled by the “[B]” group, a group active in various industrial and commercial sectors.

The “Centrakor” brand specialises in low- and mid-priced homeware and decorative products and is established in mainland France and present in New Caledonia (Dumbéa).

In order to assess the potential effects of the proposed transaction on competition, the *Autorité* analysed the downstream market for the retail distribution of low- and mid-priced homeware and decorative products, as well as the global upstream market for the supply of homeware and decorative products.

In accordance with the *Autorité*’s decisional practice, on the downstream market for the retail distribution of low- and mid-priced homeware and decorative products, the competitive analysis was carried out by considering, first, a primary catchment area corresponding to a 15-minute drive around the target store, including only large specialised retailers for homeware and decorative products, and, second, a broader catchment area of approximately a 30-minute drive around the target store, including such large specialised retailers as well as furniture superstores, large DIY stores/hardware stores, and large food stores and local shops offering an extensive range of low- and mid-priced homeware and decorative products.

The competitive analysis showed that, following the transaction, the market share of Les Comptoirs de Calédonie would, under both scenarios, remain below 25%.

It follows that the transaction is not likely to harm competition on the downstream market for the retail distribution of low- and mid-priced homeware and decorative products.

As regards the upstream market, since the notifying party is required to source its products from foreign suppliers approved by Centrakor SAS, the transaction is neither liable to create or strengthen buyer power nor likely to restrict competitors’ access to the supply of such products.

Finally, the *Autorité* considered that the transaction was not likely to give rise to vertical effects on the markets concerned in New Caledonia.

Accordingly, the notified transaction was authorised unconditionally.

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