

**Decision no. 2025-DEC-06 of 14 November 2025
on the operation of two retail stores under the “Decathlon” brand with a sales area
of 1,030 m² and 1,090 m² in downtown Nouméa and in the Apogoti district of
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 opening of two retail stores under the “Decathlon” brand, located in downtown Nouméa and in the Apogoti district of Dumbéa, with respective sales areas of 1,030 m² and 1,090 m².

Until May 2024, Ballande operated a 3,000 m² “Decathlon” store in Dumbéa, which was completely destroyed during the riots. Pending the availability of premises of an equivalent size, the company temporarily opened the Décathlon Alma and Décathlon Apogoti stores without prior notification, their operation being intended to be limited to a period of less than one year. However, the company subsequently decided to continue operating these two stores beyond this transitional period, thereby triggering the obligation to notify the transaction to the *Autorité*.

In the present case, the *Autorité* identifies two downstream markets: first, the market for the retail distribution of sports clothing and footwear, and second, the market for the retail distribution of sports equipment. The *Autorité* defines a catchment area corresponding to a travel time of approximately two hours by car around the two stores.

The *Autorité*’s competitive assessment of these two markets shows that the market shares of the Ballande group have decreased compared with the situation prior to the riots of May 2024, as the combined sales areas of the Décathlon Alma and Décathlon Apogoti stores are approximately 30% smaller than that of the former Décathlon Dumbéa store.

The *Autorité* further notes that the Décathlon Alma and Décathlon Apogoti stores face competition from numerous specialised retailers marketing sports equipment, sportswear and sports footwear. In addition, the transaction, which seeks to reconfigure the existing retail offering, has a pro-competitive dimension likely to benefit consumers in terms of pricing, range of products and product quality associated with the brand.

Accordingly, on the downstream market for the retail distribution of sporting goods, the transaction is not likely to affect competition.

For the same reasons, on the upstream market, the transaction is not likely to confer significant buyer power on the Décathlon stores vis-à-vis their suppliers that could place those suppliers in a situation of economic dependence.

Consequently, the notified transaction was authorised unconditionally.

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