

**Decision no. 2025-DEC-07 of 26 November 2025  
on the operation of a retail store under the “Gifi” brand with a sales area of 643 m<sup>2</sup>  
located 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**

## **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 retail store under the “Gifi” brand with a sales area of 643 m<sup>2</sup>, located in the Apogoti district of Dumbéa.

The Gifi Apogoti store will be operated by SARL Sodexma, owned by the [P.] group, which is active in particular in the food and non-food retail distribution sector. The group is thus active in the retail trade of low- and mid-priced homeware and decorative products in New Caledonia through its stores under the “Gifi” brand.

Following the riots of May 2024, the Gifi store in Dumbéa was completely destroyed. In order to replace it, the [P.] group intends to open a new store under the same brand in Apogoti, in close proximity to the former location.

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 upstream market for the supply of homeware and decorative products, which is global in scope.

In line 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 assessment was carried out by considering, first, a 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 corresponding to approximately a 30-minute drive around the target store, including large specialised retailers, furniture superstores, large DIY stores/hardware stores, as well as large food stores and local shops offering an extensive range of low- and mid-priced homeware and decorative products.

The competitive assessment showed that, prior to the riots of May 2024, the [P.] group held a market share of [20–30]% or [10–20]% in the Greater Nouméa catchment area, depending on the scenario considered, and was thus positioned in second place behind the [M.] group, operator of the “Nouméa pas Cher” brand. Since then, the market shares of competing operators have experienced both upward and downward fluctuations. Moreover, the sales area of the future Gifi Apogoti store is smaller than that of the former store, and the planned relocation involves a limited distance of approximately 150 metres, corresponding to a walking time of around two minutes.

Accordingly, the commencement of operation of the new Gifi Apogoti store is unlikely to strengthen the market power of the [P.] group on the relevant markets, as the group's market shares remain broadly similar to those observed prior to the riots of May 2024.

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

Furthermore, the transaction essentially seeks to restore the existing retail offering and therefore has a pro-competitive dimension likely to benefit consumers.

The transaction is thus not likely to affect competition on the downstream market for the retail distribution of low- and mid-priced homeware and decorative products.

Regarding the upstream market, as the notifying party sources its supplies from suppliers located in Asia and Europe, the transaction is likewise not likely to confer significant buyer power on the [P.] group vis-à-vis its suppliers that could place them in a situation of economic dependence.

Consequently, the notified transaction was authorised unconditionnaly.