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M.8468 – Norgesgruppen/Axfood/Eurocash

SECTION 1.2

Description of the concentration

- (1) On 10 July 2017, the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No. 139/2004, involving the acquisition of 49 per cent of the shares in NAX AB by NorgesGruppen ASA. NAX AB is a holding company owning 100 per cent of the shares in Eurocash AB. As a consequence of the transaction NAX AB will be jointly controlled by NorgesGruppen ASA and Axfood AB.
- (2) Norgsgruppen ASA is a Norwegian wholesaler and retailer whose core activity is grocery retailing within the Norwegian grocery retail market. Axfood AB is a wholesaler and retailer operating in Sweden.
- (3) Eurocash AB is a Swedish grocery retail chain operating grocery stores near the border to Norway. The business is primarily aimed at Norwegian consumers, residing in Norway, crossing the border to buy cheap daily consumer goods, alcohol and tobacco.