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Green light to Spar for the acquisition of Plus Hungary

Based on the EC Merger Regulation, the European Commission authorised the Austrian interest group Spar to acquire the Hungarian Plus Élelmiszer Diszkont Kft (Plus Food Discount Store). The Commission found that the transaction would not significantly restrict effective competition in the European Economic Area.

The Austrian Spar group is present in several European countries, through its subsidiaries (supermarkets, hypermarkets, discount stores). It also manages textile- and sportswear retail outlets. In Hungary Spar operates super- and hypermarkets and Plus runs some discount stores.

Regarding the planned transaction, the focus of the Commission investigation is on the food retail and purchase market of everyday consumer products. It was established that the combined firm would continue to face several strong and efficient competitors with significant market shares both at national and local levels. The Commission found that on the purchase markets, the proposed transaction would not lead to a significant increase of buyer power for the combined company vis-a-vis its suppliers, i.e. the combined entity would not be in a position to influence its suppliers' prices.

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