

The Belgian Competition Authority approves the concentration between Conpapas and Peruna in the potato sector

On 13 January 2025, the Belgian Competition Authority (BCA) approved Peruna's acquisition of a 50% interest in Conpapas, resulting in Conpapas being jointly controlled by Peruna and 3P BV.

The concentration was notified to the BCA on 19 December 2024.

Conpapas, the target company, is active in the production and marketing of potatoes which it sells mainly in Belgium to retail customers. In addition, Conpapas sells frozen potato specialities worldwide to retail, food services and industrial customers. Conpapas belongs to the Pomuni group, which in turn is owned by the Muyshondt family through the holding company 3P BV.

Peruna, the buyer, is controlled by the Clarebout family via the vehicle Padierna. Padierna owns the Clarebout Potatoes group, which is active in the production and sale of potato products. Peruna is mainly active in the production, processing and sale of frozen fries and potato specialities, as well as dehydrated products. It sells its products worldwide to Quick Service Restaurants ('QSR'), food services (other than QSR), retail and industry customers.

The overlaps between the activities of the companies involved are limited. Unlike Clarebout, Pomuni is not active in the production, processing or sale of fries or sliced potato specialities. The BCA's market investigation also did not reveal particular constraints regarding the sourcing of potatoes for processing.

In its decision of 13 January 2025, the BCA concludes that the conditions for the application of the simplified procedure are met and that the notified concentration does not give rise to opposition.

For further information, please contact:

Mr. Damien Gerard
Prosecutor - General
Tel: +32 (2) 277 76 57
E-mail: damien.gerard@bma-abc.be
Website: www.belgiancompetition.be

The Belgian Competition Authority (BCA) is an independent administrative authority that contributes to the definition and implementation of competition policy in Belgium. Concretely, the BCA pursues anti-competitive practices, such as cartels and abuses of a dominant position, and reviews the main merger operations. The BCA cooperates with the other competition authorities of the member states of the European Union and the European Commission within the European Competition Network (ECN)