

PRESS RELEASE

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The Belgian Competition Authority approves the acquisition of sole control of Jaguar Holdco (Hema) by Mississippi Holdco (Jumbo)

On 27 January 2026, the Belgian Competition Authority (BCA) approved the acquisition of sole control of Jaguar Holdco by Mississippi Holdco.

The concentration was notified on 13 January 2026, and the application of the simplified procedure was requested.

Mississippi Holdco is an investment vehicle of the family Van Eerd. The family Van Eerd is also the owner of the Koninklijke Jumbo Food Groep, a supermarket chain operating in the Netherlands and Belgium with 737 supermarkets. Jumbo has 43 supermarkets in Belgium.

Jaguar Holdco is the owner of Hema, a Dutch retailer offering a wide range of non-food products, including clothing, household textiles, cosmetics, personal care products, bicycle equipment, gardening tools, and office supplies. Hema has more than 740 stores in Belgium, Germany, France, Luxembourg, the Netherlands, and Austria, as well as online stores in those countries. In Belgium, Hema has 111 stores.

In its decision of 27 January 2026, the BCA found that the conditions for applying the simplified procedure were met, notably due to the limited market position of the parties and minimal overlap of their activities. The notified concentration did not raise any objections.

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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)