

Intermarché and Netto accelerate their development through a new strategic partnership with Auchan Retail

Intermarché / Netto and Auchan Retail are considering a major strengthening of their strategic partnership and have entered exclusive negotiations with a view to transferring under the Intermarché and Netto banners the supermarkets currently operated by Auchan Retail in metropolitan France (excluding Corsica). The project would materialize through the creation by Auchan Retail of a new autonomous legal entity that will operate these supermarkets under franchise.

This is an unprecedented development in the market, enabling more and more French consumers to benefit from the Intermarché / Netto model: low prices, high-quality fresh products, a privileged relationship with local producers, and its unique “Producers and Retailers” model.

This new step would reinforce the ambitious of the Groupement Mousquetaires, whose objective is to reach 20% market share in France by 2028. Following the successful integration of Casino stores and the launch of exclusive negotiations with Colruyt, this project is fully aligned with the Groupement’s strategy and its ambition to strengthen its footprint across French territories, in service of consumers.

Subject to approval by competition authorities and consultation with employee representative bodies, this project could take effect at the end of 2026.

Thierry Cotillard, President of the Groupement Mousquetaires, stated:

“This new step will mark an important milestone for our development and will strengthen our banners in proximity formats. For two years, we have done everything to combine our strengths in order to offer, everywhere in France, the best of Intermarché and Netto—both in price and in quality. I commend the exceptional commitment of the teams who make this new stage of our development possible. Over the coming months, we will continue to do everything necessary in the interest of our Groupement and all our members, across food, home equipment, and mobility”

Christophe Chineau, President of Intermarché and Netto, stated:

“With a store every 10 kilometers, we are proximity retailers by essence, deeply rooted in the daily lives of French consumers. Tomorrow, through this project, we could strengthen this even further—but always with the same objective: to offer the best products, at the best price, to as many people as possible.”

About the Groupement Mousquetaires

Founded in 1969, the Groupement Mousquetaires brings together more than 3,000 independent business leaders and 160,000 employees working to ensure the performance of over 4,000 proximity stores in France, Belgium, Poland, and Portugal. As operators of their points of sale, Mousquetaires business leaders form a collective of entrepreneurs engaged in the socio-economic fabric of their territories. To meet the needs of the Intermarché and Netto banners (food); Bricomarché, Brico Cash, Bricorama (home equipment); and Rody and Rapid Pare-Brise (mobility), the Groupement relies on its own support services (integrated logistics bases, purchasing services, real estate...) as well as an agri-food division comprising nearly 60 factories, all located in France.

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