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## **Auchan Retail is paving the way for an innovative cooperation model that would reshape the retail landscape to the benefit of French consumers' purchasing power by operating its supermarkets under the Intermarché and Netto banners.**

**Auchan Retail and Intermarché are considering a major change to their strategic partnership, initiated in 2024. Auchan Retail, by creating a dedicated legal entity, would operate its supermarkets under the Intermarché and Netto banners as franchises. This project embodies a new form of cooperation between two major French retailers, combining purchasing power, complementary formats and operational performance to benefit consumers' purchasing power.**

### **A structuring partnership with Intermarché**

Auchan's transformation is continuing in all countries where the brand is established, driven by six strategic priorities: strengthening its positions in key markets, reaffirming its price competitiveness, rethinking the hypermarket model, optimising its product offering, developing franchising and increasing its operational efficiency. This ambitious plan has the strong support of its shareholder, who has provided the necessary capital for modernisation and store acquisitions in France, Spain and Portugal.

In France, this transformation dynamic is embodied in a strategic partnership initiated in 2024 with Intermarché. First materialized by the takeover of Casino stores, it continued with the creation of a joint purchasing group, Aura Retail, now a major player in French retail, and participation in the Epic and Everest purchasing groups. Recently, this alliance was strengthened by an agreement for Intermarché to acquire a stake in the media agency Valiuz, confirming the two brands' commitment to build a sustainable and effective model of cooperation.

### **A new step towards an innovative cooperation model**

Auchan Retail and Intermarché are planning to strengthen their alliance. A new form of cooperation would see supermarkets in mainland France (excluding Corsica) come under the Intermarché and Netto banners. They would still be operated by Auchan Retail via the creation of a new autonomous legal entity. With its model of independent retailers and entrepreneurs, and its supermarket format culture, Intermarché, as a franchisor, would bring greater agility and performance to these stores and, above all, more value for customers and more opportunities for employees.

## **Auchan Retail, an agile, forward-looking multi-format player**

Auchan Retail would thus remain an agile multi-format player, now able to operate under complementary brands that are leaders in their format. For the supermarket format, the company would now operate under the Intermarché and Netto brands via a franchise agreement between Intermarché and a new autonomous legal entity, which it would set up for this purpose.

For the hypermarket format, it reaffirms its conviction that hypermarkets are not a model of the past. They remain the primary shopping destination, frequented by 89% of French people for their shopping. To adapt them to the expectations of today's consumers, it is continuing their transformation towards a more innovative, service-oriented omnichannel business model with a unique offering based on choice and everyday food and non-food needs. Auchan Retail is thus reaffirming its leadership in this format.

## **A shared ambition serving purchasing power**

Through this alliance project, two major French retailers are affirming their common ambition: to build an unprecedented model that combines purchasing power and enhanced commercial attractiveness for the benefit of French consumers' purchasing power.

This project is subject to prior approval by the relevant competition authorities and could take effect at the end of 2026.

### **About Auchan Retail**

Present in 12 countries, Auchan Retail brings together all formats of food retail with 2,896 points of sale. Auchan places its customers at the heart of all its orientations by offering them a phygital shopping experience, combining physical stores with the digital ecosystem, and exclusive, quality products at the best price. As actors of good, healthy, and local, Auchan Retail's 157,648 employees contribute, through a human and responsible approach, to building a retail business that allows everyone – customers, farmers, suppliers, and employees – to live better.

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