

# **Distribution of perfumes and cosmetics in the French Antilles, French Guiana and La Réunion**

Published on October 08, 2019

---

The Autorité de la concurrence hands down fines to Procter & Gamble, Coty and Chanel and their wholesale importers for having set up exclusive import agreements.

## **The Lurel Law has prohibited exclusive import agreements since March 2013**

The Law of 20 November 2012 on Economic Regulation in French overseas territories, known as the Lurel Law, addresses the specific problems of these regions (insularity, remoteness, narrow markets, existence of barriers to entry, etc.) by prohibiting exclusive agreements to import to the French overseas territories as of 22 March 2013.

## **Brands and products concerned**

Procter & Gamble, Coty and Chanel and their wholesale importers maintained or established, after the entry into force of the Lurel Law, exclusive importation for the distribution of perfumes and cosmetic products in Guadeloupe, Martinique, French Guiana and La Réunion.

Companies	Products concerned	Brands concerned	Areas concerned	Pe
Groupe Procter & Gamble/Parfumerie d'Outremer	shower gels, aftershave, eau de toilette, deodorants, etc.	Puma, Gucci, Montblanc, Rochas, Dolce Gabbana, etc.	French Antilles/French Guiana	22 20 Fe 20
Coty/Parfumerie d'Outremer	shower gels, aftershave, eau de toilette, deodorants, etc.	Calvin Klein, Marc Jacobs, Tiffany, Balenciaga	French Antilles/French Guiana	26 Se 20 Fe 20
Chanel then Coty /Sodibel	make-up, etc.	Bourjois	La Réunion	22 20 Ja 20

**Practices that have hindered the growth of competitors and**

## reduced household purchasing power

These practices hindered the growth of competing wholesale importers and deprived retailers of access to competing wholesalers for their supplies of perfumes and cosmetics. They resulted in increased costs for retailers and, consequently, the prices of perfumes and cosmetics for consumers in French overseas territories.

## Practices not disputed by companies

In calculating the fines, the Autorité took into account that all the companies concerned did not contest the facts and sought to benefit from the settlement procedure. The Autorité de la concurrence granted their request.

In the light of these details, the Autorité has imposed the following fines:

Company	Fine (€)
Groupe Procter & Gamble	40 000
Coty	32 000
Coty and Chanel (for Bourjois products)	13 000

Company	Fine (€)
Parfumerie d'Outremer	68 000
Sodibel	23 000
Total	176 000

## Les précédents

This is the seventh decision issued by the Autorité de la concurrence concerning exclusive import practices in the French overseas territories:

- [19-D-11 / press release of 29 May 2019](#)
- [18-D-21 / press release of 8 October 2018](#)
- [18-D-03 / press release of 20 February 2018](#)
- [17-D-14 / press release of 27 July 2017](#)
- [16-D-15 / press release of 6 July 2016](#)
- [15-D-14 / press release of 10 September 2015](#)

This is also the 15th decision issued using the settlement procedure since the entry into force of this provision under the Law of 6 August 2015 for Growth, Activity and Equal Economic Opportunities, known as the Macron Law.

**DECISION 19-D-20 OF 8 OCTOBER 2019**

See the decision

regarding practices implemented in the sector of perfumes and cosmetics distribution in the French Antilles, French Guiana and La Réunion

**Contact(s)**

Bertille Gauthier  
Communications Officer  
+33155040039  
[Contact us by e-mail](#)