Prior notification of a concentration

(Case M.10920 – AMAZON / IROBOT)

(Text with EEA relevance)

(2023/C 202/12)

1. On 31 May 2023, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 ([1]).

This notification concerns the following undertakings:

— Amazon.com, Inc. ('Amazon', United States)

— iRobot Corporation ('iRobot', United States)

Amazon will acquire within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of iRobot.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are the following:

— Amazon operates a range of businesses including retail, entertainment, consumer electronics and technology services. It also provides online intermediation services to third party sellers through its online Amazon marketplaces which allow third party sellers to advertise and sell products to customers.

— iRobot is a global manufacturer of floor care products, primarily active in the design and supply of robot vacuum cleaners.

3. On preliminary examination, the Commission finds that the notified transaction could fall within the scope of the Merger Regulation. However, the final decision on this point is reserved.

4. The Commission invites interested third parties to submit their possible observations on the proposed operation to the Commission.

Observations must reach the Commission not later than 10 days following the date of this publication. The following reference should always be specified:

M.10920 – AMAZON / IROBOT

([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').

Observations can be sent to the Commission by email or by post. Please use the contact details below:

Email: COMP-MERGER-REGISTRY@ec.europa.eu

Postal address:

European Commission
Directorate-General for Competition
Merger Registry
1049 Bruxelles/Brussel
BELGIQUE/BELGIË