C/2025/3336

16.6.2025

# Prior notification of a concentration

# (Case M.12016 – 3G CAPITAL / SKECHERS)

# Candidate case for simplified procedure

**(Text with EEA relevance)**

(C/2025/3336)

1. On 4 June 2025, 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:

— 3G Capital Partners, LP ('3G Capital', US),

— Skechers USA, Inc. ('Skechers', US).

3G Capital will acquire within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of Skechers.

The concentration is accomplished by way of purchase of shares.

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

— 3G Capital is a global investment firm with its principal US place of business in New York, USA, specializing in long-term value creation through strategic investments and operational improvements. It holds investments across various industries, including consumer goods, retail, and food and beverage,

— Skechers is a global footwear company that designs, develops, and markets a diverse range of lifestyle and performance shoes.

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.

Pursuant to the Commission Notice on a simplified treatment for certain concentrations under Council Regulation (EC) No 139/2004 on the control of concentrations between undertakings ([2]) it should be noted that this case is a candidate for treatment under the procedure set out in the Notice.

4. The Commission invites interested third parties to submit their possible observations on the proposed concentration 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.12016 – 3G CAPITAL / SKECHERS

([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').
([2]) OJ C 160, 5.5.2023, p. 1.

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:

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