C/2026/4071

23.7.2026

Prior notification of a concentration

(Case M.12454 – ELECTROLUX / MIDEA / JVs)

Candidate case for simplified procedure

(Text with EEA relevance)

(C/2026/4071)

1. On 13 July 2026, 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:

— Midea America Corp. (United States) and Midea Electrics Netherlands B.V.A (Netherlands), both controlled by Midea Group Co., Ltd. ('Midea', China),

— Electrolux Consumer Products, Inc. ('ECP', United States) and Electrolux de Mexico S.A. de CV ('EDM', Mexico), both controlled by Electrolux AB ('Electrolux', Sweden).

Midea and Electrolux will acquire within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation joint control of Electrolux Home Products de Mexico, S.A. de C.V. ('MXP'), owned by EDM, and three newly created joint ventures (together, the 'Target').

The concentration is accomplished by way of purchase of shares and purchase of shares in a newly created company constituting a joint venture.

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

— Midea is a global technology company organised into several divisions, including Smart Home, Industrial Technology, Intelligent Building Technology, Robotics & Automation, Energy Solutions, Healthcare and Smart Logistics. Midea is notably active in the manufacture, and supply of electrical appliances, including a broad range of consumer and household appliances,

— Electrolux is a global supplier of electrical appliances, including a broad range of consumer and household appliances.

3. The business activities of the Target will be the development, manufacture, marketing and supply of refrigeration and laundry appliances in the United States, Canada, Mexico and other North American markets.

4. 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.

5. 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.12454 – ELECTROLUX / MIDEA / JVs

([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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