Prior notification of a concentration

(Case M.10792 – PHILIP MORRIS INTERNATIONAL / SWEDISH MATCH)

(Text with EEA relevance)

(2022/C 351/06)

1. On 6 September 2022, 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:

— Philip Morris Holland Holdings B.V. ('PMHH', The Netherlands), controlled by Philip Morris International Inc. ('PMI', United States),

— Swedish Match AB ('Swedish Match', Sweden).

PMI will acquire within the meaning of Article 3(1)(b) of the Merger Regulation sole control of Swedish Match.

The concentration is accomplished by way of public bid announced on 11 May 2022.

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

— PMI is an international tobacco company that manufactures and sells cigarettes and other combustible tobacco products, as well as other tobacco and nicotine-containing products and accessories.

— Swedish Match manufactures and sells various oral tobacco products, nicotine pouches, and pouch products with neither nicotine nor tobacco, as well as cigars, matches, ligthers and other fire-related products. Swedish Match is also involved in the distribution of tobacco and nicotine-containing products in Sweden and Norway through a subsidiary.

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.10792 – PHILIP MORRIS INTERNATIONAL / SWEDISH MATCH

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

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

Fax +32 22964301

Postal address:

European Commission
Directorate-General for Competition
Merger Registry
1049 Bruxelles/Brussel
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[1] OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').