

(English version)

**Question for written answer E-003301/25
to the Commission
Arkadiusz Mularczyk (ECR)
(27 August 2025)**

Subject: Takeover of Ceconomy, owner of the Saturn and MediaMarkt chain, by Chinese firm JD.com

According to media reports, Chinese giant JD.com is acquiring the German company Ceconomy, owner of the MediaMarkt and Saturn chain, for EUR 2.2 billion, opening the door to the European electronics market for the Chinese firm. The transaction is raising concerns over competition, data security and economic dependence on China.

In light of the above, could the Commission please explain the action it has taken in connection with this matter, in particular:

1. How will the Commission ensure that JD.com's acquisition of Ceconomy does not lead to the electronics market in the EU, including in Poland, being dominated by a single player, and ensure fair competition?
2. What measures will the Commission take to protect the data of millions of EU customers by preventing the transfer of that data to entities in China?
3. How will the Commission ensure that this transaction does not increase the EU's excessive economic dependence on China, in line with the strategy to reduce such links?

Submitted: 27.8.2025

**Answer given by Executive Vice-President Ribera on behalf of the European Commission
(16 October 2025)**

Merger control aims to prevent concentrations that would significantly impede effective competition in the internal market including by the creation or strengthening of a dominant position.

The acquisition of Ceconomy by JD.com was notified for merger control to the national competition authorities of some Member States, including the Polish Office of Competition and Consumer Protection (UOKiK), and not to the Commission as the thresholds of the EU Merger Regulation ((EC) 139/2004) were not met.

If the relevant criteria are fulfilled, the parties will have to notify the transaction to the Commission (under the Foreign Subsidies, Regulation, (EU) 2022/2560). If so, the Commission will assess whether there could be foreign subsidies that distort the internal market.

The General Data Protection Regulation ((EU) 2016/679) prevents personal data of EU consumers from being transferred to entities in third countries without adequate safeguards, and its provisions would apply in this instance.

Moreover, access to or control of sensitive information, including personal data, is assessed in the screening mandated under the Foreign Direct Investment Regulation ((EU) 2019/452).

The risk of increasing economic dependence in strategic sectors was acknowledged in the Commission's Economic Security Strategy, which aims to protect the EU from economic security risks by better deploying instruments available in the EU toolbox, including trade defence instruments, foreign subsidies screening, foreign direct investment screening and export controls.

The Commission is continuing to implement and refine these instruments while developing a new economic security doctrine, that will set out the strategic use of the EU's economic security tools.
