

THE DANGEROUS
LIAISONS OF THE

C arrefour

GROUP
WITH ISRAELI
COLONISATION

News Brief n°4 – April 2026



FOREWORD

This news brief updates and supplements the November 2022 report “*The Dangerous Liaisons of the Carrefour Group with Israeli Colonisation*”, which revealed the Carrefour Group’s complicity in serious violations of international human rights law through franchise agreements concluded with the Israeli retail group Electra Consumer Products/Yenot Bitan, an entity deeply involved in the development of settlements in the Occupied Palestinian Territory (OPT). Three subsequent news briefs — “*Carrefour Intensifies Its Links with the Illegal Colonisation of Palestine*” (October 2023), “*Carrefour Intensifies Its Links with the Illegal Colonisation of Palestine and the Crimes of the State of Israel*” (May 2024), and “*Carrefour withdraws its products from Israeli settlements, but remains intricately linked to the Israeli settlement enterprise*” (August 2024) — documented the evolution of the relationship between the Carrefour Group and its franchised stores in the OPT, and uncovered new partnerships established with Israeli banks and companies involved in settlement activity.

The present document aims to provide a fully referenced and detailed update on the current situation and recent developments regarding Carrefour stores and its franchised brands in the OPT. It establishes that, contrary to the company’s public denials, Carrefour continues to expand its presence in illegal settlements. This expansion is occurring despite, on the one hand, the International Court of Justice’s finding that the Israeli occupation is unlawful and its reiteration of the obligations incumbent upon third states—including entities under their jurisdiction—not to provide assistance; and, on the other hand, the fact that the scale and gravity of Israeli violations have reached unprecedented levels. These include ongoing settlement expansion and forced displacement in the West Bank, including East Jerusalem, as well as the large-scale destruction of the Gaza Strip, which has been characterized as genocidal by leading international bodies and human rights organizations. The document concludes with recommendations from the signatory organizations.

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 <p>Association France Palestine Solidarité</p>	 <p>AL-HAQ</p>
 <p>Confédération Générale du Travail (CGT)</p>	 <p>Union Syndicale Solidaires</p>
 <p>Confédération Générale du Travail Fédération Commerce Services</p>	 <p>Ligue des droits de l'Homme (LDH) Fondée en 1898</p>
 <p>Plateforme des ONG Françaises pour la Palestine</p>	

1. BACKGROUND

Despite an increasingly explicit international jurisdiction, the Carrefour Group is deepening its complicit relations with the Israeli settlement enterprise.

Since the publication of the first report “*The Carrefour Group’s Dangerous Liaisons with Israeli Colonisation*” on November 16, 2022 ¹, it has been observed that the Carrefour Group has only continued to deepen its ties with Israeli settlement activity in the Occupied Palestinian Territory (OPT), at a time when such activity is intensifying dramatically, and when the political and legal context has become increasingly clear regarding the obligations incumbent on states and corporations to oppose this policy of settlement, illegal occupation, and apartheid.

The purpose of this document is to outline these developments observed since our last update in August 2024 ².

¹ AFPS, AI-Haq, CGT, Fédération CDS CGT, LDH, PFP, Solidaires, Report “The dangerous liaisons of the Carrefour group with the Israeli colonisation”, 16 November, 2022 , www.france-palestine.org/Report-The-dangerous-liaisons-of-the-Carrefour-group-with-the-Israeli

² AFPS, AI-Haq, CGT, Fédération CDS CGT, LDH, PFP, Solidaires, “Carrefour withdraws its products from Israeli settlements, but remains intricately linked to the Israeli settlement enterprise”, August 2024, www.france-palestine.org/IMG/pdf/20250715_note_actu_carrefour_aou_t_2024_en_vdef2.pdf

On July 19, 2024, the International Court of Justice (ICJ), having established in a major advisory opinion³ that “*the continued presence of Israel in the Occupied Palestinian Territory is illegal*,” ruled that “*Israel has an obligation to put an end to those unlawful acts*,” and required “*the evacuation of all settlers from existing settlements*”. The Court also confirmed that “*all States are under an obligation [...] not to render aid or assistance in maintaining the situation created by the continued presence of the State of Israel in the Occupied Palestinian Territory*,” and “*to abstain from entering into economic or trade dealings with Israel concerning the Occupied Palestinian Territory or parts thereof which may entrench its unlawful presence in the territory*.” It further calls on all States “*to take steps to prevent trade or investment relations that assist in the maintenance of the illegal situation created by Israel in the Occupied Palestinian Territory*”. The modalities for implementing this opinion were translated into Resolution A/RES/ES-19/24 of the United Nations General Assembly (UNGA) of September 18, 2024⁴. This resolution states in particular that States must “*take steps to ensure that their nationals, and companies and entities under their jurisdiction, as well as their authorities, do not act in any way that would entail recognition or provide aid or assistance in maintaining the situation created by Israel’s illegal presence in the Occupied Palestinian Territory*”.

This opinion expressed by the highest judicial authority of the UN and the recommendations of its General Assembly should have led States to simply prohibit trade with Israeli settlements and to require companies in their respective countries to cease any economic activity linked, even indirectly, to settlement activity.

However, without waiting for directives from the State under whose jurisdiction they fall, companies should have complied with their obligation of due diligence under the French law of March 27, 2017, which requires them to ensure that their activities do not result in human rights violations. Indeed, the ICJ opinion also elaborates at length on the multiple violations by the Israeli occupation of fundamental rights of Palestinians, with settlement activity expanding in a context of intensifying violence⁵, and the responsibility of companies involved (including Carrefour) has been specifically condemned in report A/HRC/59/23 by the United Nations (UN) Special Rapporteur F. Albanese⁶.

In July 2011, the Office of the High Commissioner for Human Rights (OHCHR) formally endorsed the UN Guiding Principles on Business and Human Rights⁷ developed by the United Nations Working Group on human rights and transnational corporations and other business enterprises⁸. In 2014, the OHCHR specifically called for these principles to be applied to Israeli settlements in the OPT⁹. The UN Guiding

Principles recall that companies operating in conflict-affected areas must exercise heightened human rights due diligence and “*seek to prevent or mitigate adverse human rights impacts that are directly linked to their operations, products or services by their business relationships, even if they have not contributed to those impacts*”. They also specify that in “***situations in which the enterprise lacks the leverage to prevent or mitigate adverse impacts [...] the enterprise should consider ending the relationship***”.

Over a year has passed since the ICJ issued its advisory opinion, yet France has not taken any measures to fulfil its obligations, and far from complying with the obligations reinforced by the advisory opinion, the Carrefour Group has significantly expanded its activities connected to the Israeli settlement enterprise. Furthermore, the Carrefour Group has also visibly strengthened its presence in Israel at a time when the Independent Commission of Inquiry of the Office of the United Nations High Commissioner for Human Rights, as well as major international, Palestinian and Israeli organisations, has established that genocide has been committed by Israel against the Palestinian people in Gaza¹⁰.

3 ICJ Advisory Opinion "Legal consequences arising from the Policies and Practices of Israel in the Occupied Palestinian Territory, including East Jerusalem", 19 July 2024, www.icj-cij.org/index.php/node/204160

4 UNGA Resolution A/RES/ES-10/24 on the July 19, 2024 ICJ Advisory opinion, 18 September 2024, <https://docs.un.org/en/A/RES/ES-10/24>

5 Report S/2025/807 of the Secretary-General, to the UN SC, "Implementation of Security Council resolution 2334 (2016)", 11 December 2025, <https://docs.un.org/en/S/2025/807>;

Orient XXI, L'extension territoriale d'Israël depuis octobre 2023, 5 March 2026, <https://orientxxi.info/L-extension-territoriale-d-Israel-depuis-octobre-2023>

6 Report A/HRC/59/23, "From economy of occupation to economy of genocide", 2 July 2025, www.ohchr.org/en/documents/country-reports/ahrc5923-economy-occupation-economy-genocide-report-special-rapporteur

7 Resolution A/HRC/RES/17/4, "Human rights and transnational corporations and other business enterprises", 6 July 2011, <https://docs.un.org/en/a/hrc/res/17/4>

8 OHCHR, Guiding Principles on Business and Human Rights, Implementing the United Nations "Protect, Respect and Remedy" Framework, 2011, www.ohchr.org/sites/default/files/Documents/Publications/GuidingPrinciplesBusinessHR_EN.pdf

9 Resolution A/HRC/RES/25/28, Israeli settlements in the Occupied Palestinian Territory, including East Jerusalem, and in the occupied Syrian Golan, 11 April 2014, <https://docs.un.org/en/a/hrc/res/25/28>

10 <https://www.ohchr.org/sites/default/files/documents/hrbodies/hrcouncil/sessions-regular/session60/advance-version/a-hrc-60-crp-3.pdf>;
<https://www.hrw.org/news/2024/12/19/israels-crime-extermination-acts-genocide-gaza>;
<https://www.amnesty.org/en/latest/news/2024/12/amnesty-international-concludes-israel-is-committing-genocide-against-palestinians-in-gaza>;
https://www.btselem.org/publications/202507_our_genocide;
<https://www.phr.org.il/en/genocide-in-gaza-eng/>;
<https://pchgaza.org/wp-content/uploads/2025/08/Voices-of-the-Genocide-EN-1.pdf>;
<https://www.alhaq.org/publications/25846.html>

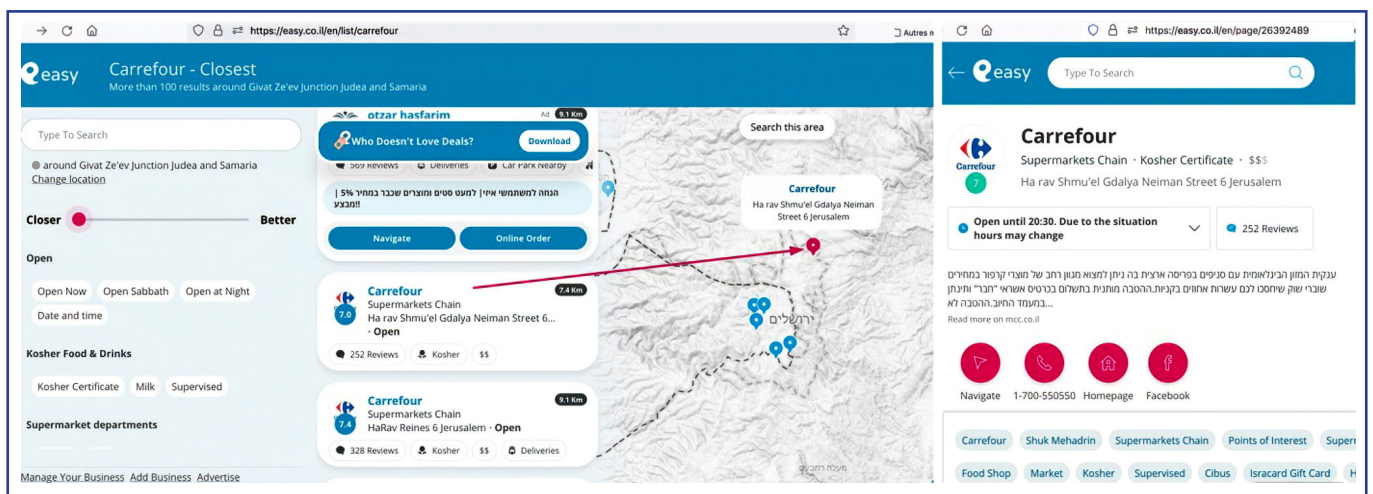
2. CARREFOUR-BRANDED STORE IN THE SETTLEMENT OF NEVE YA'AKOV IN EAST JERUSALEM

In 2024, Carrefour converted a franchised store into a Carrefour-branded store in the settlement of Neve Ya'akov in East Jerusalem

According to Ashdod Cafe, a French-language Israeli news site, “In just one year, Carrefour has become a major player in the retail market in Israel, with 105 stores in operation and ambitious expansion plans. This week [the first week of November 2024], the chain opened three new stores, including one in the ultra-Orthodox neighborhood of Neve Ya'akov in Jerusalem, thus underlining its desire to reach all sectors of Israeli society.”¹¹

In reality, this “new store” had already been identified as one of Carrefour’s franchisees operating in the OPT. However, it had remained under the Shuk Mehadrin brand since the partnership with Electra

Consumer Products was signed in 2023 (for the difference between a franchise and a brand, see Annex 1). It was subsequently converted into a **Carrefour Market**, thus officially coming under the Carrefour brand and listed as such in the Carrefour store directory¹² and on its dedicated website¹³, although it attempts to conceal this connection by using its former brand logo (see details in Annex 2).



Screenshot taken on 14 March 2026 © AFPS

Identification of the Shuk Mehadrin franchisees around Neve Ya'akov as a Carrefour-branded store.

On the left, a list of Shuk Mehadrin franchisees around East Jerusalem. The associated map shows stores in West Jerusalem (Israel) in blue, and the store in annexed East Jerusalem, identified as a Carrefour-branded outlet, in red (screenshot taken on March 14, 2026 from the website <https://easy.co.il/en/search/carrefour>). The dark grey/light grey dashed lines indicate the 1949 armistice line (the Green Line)/the municipal boundary of annexed East Jerusalem. On the right, the listing for the Carrefour-branded store on the same website.

It is essential to recall the importance of the Neve Ya'akov settlement in the colonisation of East Jerusalem.

“Neve Ya'akov was established in 1972 on lands illegally expropriated by the Israeli occupation authorities earlier in April 1968 and August 1970. The lands seized belonged to two neighboring Palestinian towns, Beit Hanina (551 dunams) and Al-Ram & Dahiyeh Al-Barid (315 dunams), in addition to lands seized from the village of Hizma to the east (385 dunams).

The new settlement was constructed to absorb incoming Zionist immigrants from abroad. Many of those were from English-speaking countries, namely American Zionists, following plans

presented by Kach leader Rabbi Meir Kahane. [...] Neve Ya'akov, along with neighboring settlements in East Jerusalem such as Ramot, Pisgat Ze'ev, and Pisgat Amir, were vital in Israel's strategic plan to create a belt of Jewish-only settlements in the north of the occupied city, meant to choke Palestinian neighborhoods by ending the territorial contiguity between them and to prevent any potential natural expansion of those neighborhoods in the future. **Neve Ya'akov, along with other settlements in East Jerusalem, served the direct purpose of fragmenting and dividing the occupied city.**”¹⁴

11 AshdodCafe.com, Carrefour renforce sa présence en Israël en élargissant son offre à différents secteurs de la société, 6 November 2024, www.ashdodcafe.com/2024/11/06/carrefour-renforce-sa-presence-en-israel-en-elargissant-son-offre-a-differents-secteurs-de-la-societe
 12 <https://easy.co.il/en/list/carrefour>, last viewed 14 March 2026
 13 <https://easy.co.il/en/page/26392489>, last viewed 14 March 2026
 14 Mondoweiss, Contextualizing the shooting in Neve Ya'akov, 2 February 2023, <https://mondoweiss.net/2023/02/contextualizing-the-shooting-in-neve-yaakov>

3. CARREFOUR-BRANDED STORE IN THE SETTLEMENT OF MACCABIM IN MODI'IN

In 2025 Carrefour converted another franchised store into a Carrefour-branded store in a settlement neighbourhood in Modi'in-Maccabim-Reut.

This concerns a former franchised store operating under the Mega Ba'ir brand, located in the Maccabim neighbourhood of Modi'in-Maccabim-Reut. Although Modi'in is an Israeli city situated largely within Israeli territory, the Maccabim neighbourhood lies east of the 1949 Armistice Line, in an area of the West Bank that was demilitarised in 1949 but has since been

under Israeli occupation. As such, this neighbourhood is not part of the territory recognised *de facto* as Israel by the international community, as reflected in the European Union's exclusion of the area from import duty exemptions granted to Israeli products¹⁵, and it therefore constitutes a settlement in illegally occupied territory.

This franchised store, listed on several online directories as a Mega Ba'ir outlet until 2024, now appears among Carrefour-branded distributors in Israel¹⁶, and has been converted into a **Carrefour City**, inaugurated in early January 2025¹⁷ and fully acknowledged as such¹⁸ (see also Annex 2).



Listing for the Carrefour City (formerly Mega Ba'ir) in the Maccabim settlement neighbourhood of Modi'in-Maccabim-Reut, as shown on a Modi'in city app¹⁹.



Entrance to the Carrefour City and Carrefour products on display (2 November 2025). © Permission of the photographer

¹⁵ The Times of Israel, For the first time, EU puts Modi'in outside of Israel, 12 August 2012, <https://www.timesofisrael.com/for-the-first-time-eu-declares-portion-of-modiin-municipality-not-israel/>; Haaretz, European Union: Parts of Modi'in Do Not Belong to Israel, 14 August 2012, <https://www.haaretz.com/2012-08-14/ty-article/eu-part-of-modiin-isnt-israel/0000017f-ed65-ddba-a37f-ef6faf060000>; European Commission, List of the Israeli non-eligibles locations to the UE import tax break, 23 October 2025, https://taxation-customs.ec.europa.eu/document/download/7b0df9b7-cbdb-48aa-a98f-172ae9513336_en

¹⁶ <https://easy.co.il/en/list/carrefour>, last viewed 14 March 2026

¹⁷ The Jerusalem Post, The network that broke a world record – specifically in Israel, 8 June 2025, <https://www.jpost.com/consumerism/consumer-news/article-835829>

¹⁸ Modi'in City App, <https://modiinapp.com/en/page/217/mega-ba-irmaccabim-renanim-center-branch>, last viewed 20 March 2026; «Carrefour Maccabim» listing, <https://easy.co.il/en/page/27320677>, last viewed 20 March 2026

¹⁹ Modi'in City App, <https://modiinapp.com/en/page/217/mega-ba-irmaccabim-renanim-center-branch>, last viewed 20 March 2026

4. SHUK MEHADRIN ONLINE ORDER DELIVERY PLATFORM

A franchised partner of Carrefour owns an online order delivery platform in the Atarot industrial settlement in unlawfully annexed East Jerusalem

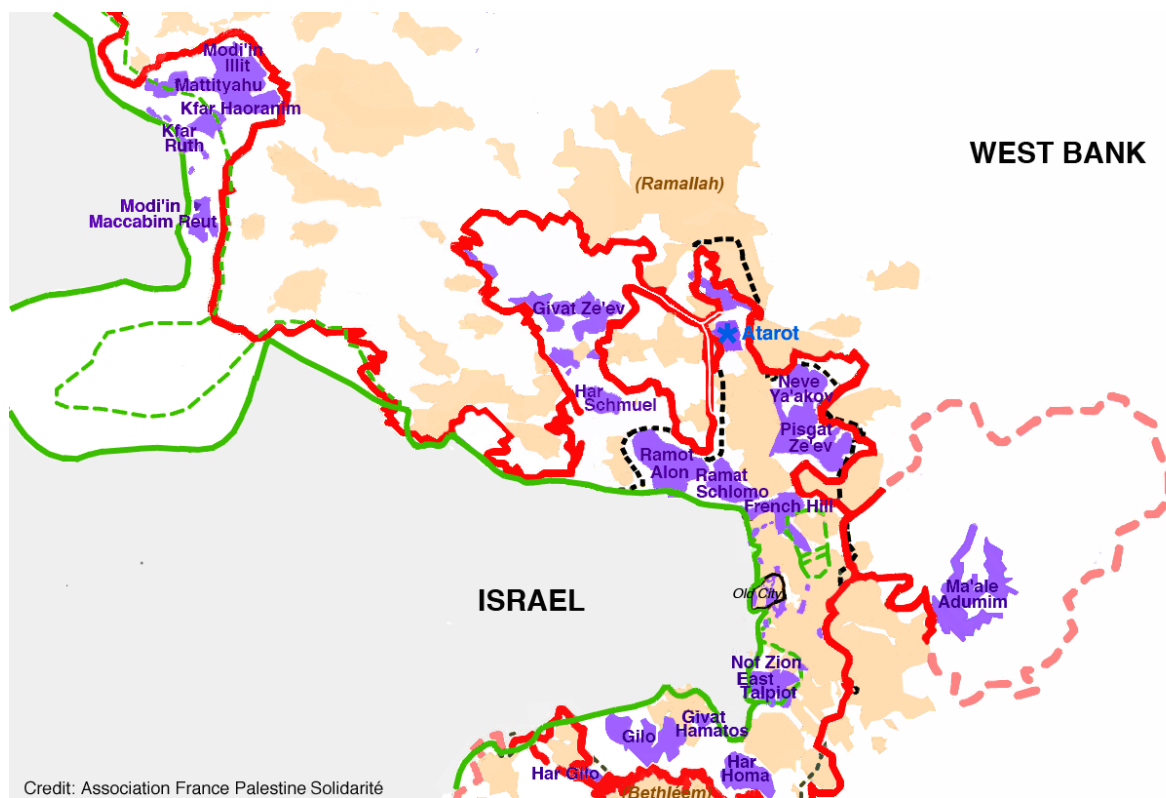
The Shuk Mehadrin brand, owned by the Yenot Bitan group - a Carrefour franchisee - operates a logistics platform for online order deliveries across Jerusalem and surrounding areas in the occupied West Bank, which had not previously been identified.

This platform is situated in the Atarot industrial zone, a Palestinian neighbourhood in East Jerusalem subjected to extensive settlement expansion²⁰. The delivery area covers East Jerusalem as well as adjacent regions of the West Bank.

Evidence indicates that the Shuk Mehadrin platform serves all major settlements in annexed East Jerusalem, the settlement blocs of the Modi'in Illit and Givat Ze'ev enclaves, and the settlement of Ma'ale Adumim in the occupied Palestinian territory²¹.

A detailed street-by-street analysis revealed that some Palestinian neighbourhoods in East Jerusalem are also covered, although only partially, potentially for the benefit of the growing number of Israeli

settlement outposts emerging in these areas. Others are not served at all despite being located near served settlements (for example Beit Ikse adjacent to Ramot Alon, or Beit Safafa situated between Gilo and Givat Hamatos). **In addition to primarily serving as a tool for the settlement enterprise, this platform also enforces a discriminatory policy against Palestinian residents, a practice effectively constituting apartheid.**



Credit: Association France Palestine Solidarité

Israeli settlements within the delivery area of the Shuk Mehadrin online order platform © AFPS

- Israeli settlements served by the online order platform
- Shuk Mehadrin online order platform in Atarot
- Palestinian neighbourhoods
- 1949 armistice line
- Separation barrier
- Municipal boundary of annexed East Jerusalem

²⁰ Peace Now, Advancing a Massive Settlement Between Jerusalem and Ramallah, 15 December 2025, <https://peacenow.org.il/en/atarot-advancing-a-massive-settlement-between-jerusalem-and-ramallah>

²¹ Mehadrin Online Delivery Times and Areas, <https://www.mehadrinonline.co.il/retailer/times>; on this page click on א.י. for English language, last viewed 20 March 2026

5. CONTINUED EXPANSION OF CARREFOUR IN ISRAEL

In Israel, Global Retail C.I. Ltd (Carrefour Israel) continues to expand and scale up its operations, as settlement activity and violence intensify in the West Bank

After completing the renovation of approximately 150 franchised Yenot Bitan stores and converting them to the Carrefour brand in 2024, the **Carrefour Group** has been opening new supermarkets and **has just launched its first four hypermarkets in Israel** (located in Afula, Netivot, Jerusalem, and Ofakim) with surface areas of 3,000 to 4,000 m²²² and layouts “*reminiscent of the grand designs of Carrefour stores in Dubai and Europe*”²³.

The Jerusalem hypermarket, in particular, located in the Talpiot neighbourhood, was inaugurated with considerable publicity, in the presence of the rabbi of the Western Wall and hundreds of residents and distinguished guests²⁴. This highly

publicised opening of a very large Carrefour store in Israel in September 2025 – at a time when what is increasingly being recognised as a genocide against the Palestinian people continues in Gaza, and while ethnic cleansing intensifies in the occupied West Bank – may be interpreted as a form of support by the Carrefour Group for the criminal policies of the State of Israel. As established by the UN Special Rapporteur for the occupied Palestinian territory: “*Maintaining normal trade relations despite the illegality of its occupation and systematic human rights and humanitarian law violations – now escalated to genocide – legitimizes and sustains the Israeli apartheid regime*”²⁵.

Furthermore, the investment for the first three of these hypermarkets is estimated at around 20 million shekels (approximately 5 million euros)²⁶. It is therefore reasonable to assume that this new phase of expansion – far from leading to the severance of financial ties called for by human rights organisations²⁷, has required additional financing from banks that funded the conversion and renovation of the initial Carrefour stores, namely Hapoalim, Leumi, Israel Discount, and Mizrahi Tefahot, all four of which are listed in the UN database of companies involved in Israel’s illegal settlement activities²⁸.



Carrefour hypermarket in Jerusalem.

Source : Google Maps - Photo: Carrefour Hyper - Talpiot Jerusalem.

²² The Jerusalem Post, Expansion and acquisitions: Carrefour opens four new branches within a month, 23 August 2025, <https://www.jpost.com/consumerism/article-864734>

²³ The Jerusalem Post, Carrefour opens a giant hypermarket in Netivot: A Dubai-style shopping experience, 18 September 2025, <https://www.jpost.com/consumerism/article-867379>

²⁴ I24News, Carrefour inaugure un hypermarché au coeur de Jérusalem, son 150^e magasin en Israël, 11 September 2025, <https://www.i24news.tv/fr/actu/economie/artc-carrefour-inaugure-un-hypermarche-au-coeur-de-jerusalem-son-150e-magasin-en-israel;>

²⁵ Report A/80/492 of the Special Rapporteur on the situation of human rights in the Palestinian territories occupied since 1967, Francesca Albanese to the UNGA, Gaza genocide: a collective crime, 20 October 2025, <https://docs.un.org/en/A/80/492>

²⁶ The Jerusalem Post, Expansion and acquisitions: Carrefour opens four new branches within a month, 23 August 2025, <https://www.jpost.com/consumerism/article-864734>

²⁷ AFPS, Al-Haq, CGT, Fédération CDS CGT, LDH, PFP, Solidaires, "Carrefour withdraws its products from Israeli settlements, but remains intricately linked to the Israeli settlement enterprise", August 2024, www.france-palestine.org/IMG/pdf/20250715_note_actu_carrefour_aou_t_2024_en_vdef2.pdf

²⁸ Report of the United Nations High Commissioner for Human Rights, 26 September 2025, <https://www.ohchr.org/sites/default/files/documents/hrbodies/hrcouncil/sessions-regular/session60/advance-version/a-hrc-60-19-aev.pdf>

6. CONSEQUENCES IN ARAB COUNTRIES

In Arab countries, Carrefour is facing the consequences of its complicity in Israeli settlement activity

The Emirati conglomerate Majid Al Futtaim, which owns, among other assets, food retail chains, signed a franchise agreement with the Carrefour Group in 1995 for the Middle East and North Africa (MENA) region, extending as far as Central Asia. In this capacity, it manages and develops supermarkets and hypermarkets under the Carrefour brand throughout the MENA region (United Arab Emirates, Saudi Arabia, Bahrain, Kuwait, Jordan, Egypt, Lebanon,)²⁹. In the Middle East, Carrefour stores are facing boycott campaigns from Arab populations, in solidarity with the Palestinian cause and in response to the

company's ties with Israeli firms operating in settlements in the occupied West Bank. Since the outbreak of the genocidal war in Gaza, this trend of consumer disengagement has intensified to the point that Carrefour's franchisee has, over the past year, closed the chain in Jordan, Oman, Kuwait, and Bahrain³⁰. The punitive nature of this loss of customers is clear: as demand still exists, Majid Al Futtaim reopened the closed stores under its own brand, HyperMax. An employee reported: "Almost all our customers had stopped coming." Since the rebranding, "I see more customers".

The BDS movement claims a major success, while others attribute the closure of Carrefour stores to a "geographical re-focusing of the French retailer's activities due to the 'deterioration of its financial health', which has led it to leave certain countries"³¹.

This situation is comparable to that which led the French company Veolia to withdraw not only from the OPT but also from Israel in 2015, amid a combination of financial difficulties and international pressure from pro-Palestinian movements opposed to the Jerusalem light rail project, in which Veolia was involved.

Despite an increasingly explicit international legal framework condemning Israel's occupation and settlement of Palestinian territory and denouncing its supporters, and despite repeated demands from civil society, the Carrefour Group has continued to deepen its involvement in the settlement enterprise:

In absolute contradiction with the statements made by Carrefour's CEO at the Group's Annual General Meeting on 28 May 2025 ("there have never been and there never will be any Carrefour stores in an occupied territory," as it is "prohibited in franchise contracts"³²), two Carrefour-branded stores (a Carrefour Market and a Carrefour City) have been operating, for more than one year, in the OPT, in addition to six other franchised stores that continue to operate under their own branding (Annex 3).

There is also in the OPT a Shuk Mehadrin logistics platform for online order deliveries (owned by the Yenot Bitan group, Carrefour's franchisee), newly identified, which serves major settlements across a wide area around Jerusalem in illegally occupied or annexed Palestinian territory.

In the midst of the genocidal war in Gaza, and amid a surge in settlement expansion in the West Bank, including East Jerusalem, Carrefour did not hesitate to further strengthen its presence in Israel. By opening its first hypermarkets with extensive publicity, it signals, at the very least, a clear disregard for international law and human rights.

Finally, it appears that, far from severing its ties with the banks Hapoalim, Leumi, Israel Discount, and Mizrahi Tefahot, the Carrefour Group has strengthened them.

²⁹ Wikipedia, Majid Al Futtaim Group, https://en.wikipedia.org/wiki/Majid_Al_Futtaim_Group

³⁰ France 24, Carrefour disparaît de certains pays arabes, le mouvement de boycott revendique une victoire, 3 October 2025, www.france24.com/fr/info-en-continu/20251003-carrefour-dispara%C3%AAt-de-certains-pays-arabes-le-mouvement-de-boycott-revendique-une-victoire

³¹ Ibid

³² BFM Business, «Une stricte neutralité politique»: le patron de Carrefour s'explique sur la présence du groupe en Israël, 28 May 2025, https://www.bfmtv.com/economie/entreprises/une-strict-neutralite-politique-le-patron-de-carrefour-s-explique-sur-la-presence-du-groupe-en-israel_AD-202505280526.html

7. RECOMMENDATIONS

The signatory organisations are committed to promoting divestment by companies and/or institutions involved in the unlawful occupation and illegal settlement of Palestinian territory. They also advocate for state-imposed sanctions against Israel for its violations of international law.

In this context, the demand of our organisations remains more relevant than ever: **the Carrefour Group must terminate all agreements it has entered into to establish itself in Israel, as these agreements are based on partnerships with companies involved in settlement activity**, which constitutes a war crime and a crime against humanity under international law.

The Carrefour Group must also put an end to its direct involvement in the settlement enterprise, as called for by the highest international authorities. The new evidence presented in this news brief shows – contrary to Carrefour’s statements – not only that its franchised brands continue to operate in settlements and are expanding their activities there, but also that some stores have been converted into Carrefour-branded outlets, despite the context of intensified settlement expansion and the genocidal war waged against the Palestinian people in Gaza.

In any event, the French State, as the primary actor responsible under international law for regulating the activities of companies under its jurisdiction – as confirmed by the ICJ advisory opinion of July 19, 2024 and the UNGA resolution of September 18, 2024 – must urgently adopt measures preventing trade and investment that contribute to maintaining Israel’s unlawful presence in the OPT.

ANNEX 1 - FRANCHISES AND BRANDS

A brand refers to the commercial retail banner and visual identity of a network of shops or sales outlets of a commercial company. Visually, the brand includes the name, logo, and overall graphic identity of the brand, used in communication media and displayed on the premises. A franchise, on the other hand, constitutes a comprehensive commercial agreement between a franchisor and a franchisee, who may be an independent operator or another brand. This partnership includes the transfer of know-how, operational support, and, where applicable, the right to use the brand and sell the franchisor's products, in exchange for an entry fee and ongoing royalties, as well as compliance with a detailed set of specifications. The franchisee benefits from the brand's reputation while remaining legally independent. A franchisee's adoption of the franchisor's brand (which is not automatic) therefore does not constitute a change in legal sta-

tus, but rather indicates a greater degree of integration into the commercial brand and a public alignment with the franchisor's identity.

In this case, in March 2022 the Carrefour Group signed a franchise agreement with Electra Consumer Products and its subsidiary Yenot Bitan (owner of the retail banners or store chains Yenot Bitan, Mega Ba'ir and Shuk Mehadrin) concerning its convenience stores and supermarkets, most of which are located in Israel and some in the OPT. These stores were visually identified by the retail banners of these three Yenot Bitan chains. Gradually, Carrefour Israel (now Global Retail C.I. Ltd) renovated these outlets and converted them to Carrefour Group brands (all sharing the same logo , including by placing Carrefour Market or Carrefour City signage on their buildings. By the end of 2025, all franchised stores

in Israel had been converted to one or another of the Carrefour Group's banners.

By contrast, the ten Carrefour stores in the OPT that were initially identified (eight of which remain; see *Annex 3*) have generally avoided publicising their links with the Carrefour Group since the franchise agreement was implemented, although there have been several exceptions. These include the conversion of the Modi'in-Maccabim-Reut store into a Carrefour City in 2025 and the presence of Carrefour products in a Yenot Bitan store in the Ariel settlement as early as summer 2023. These products were subsequently withdrawn in 2024 at the management's request following campaigns conducted in France. Additionally, in January 2024, the Bitan Market store in Ma'ale Adumim published a job advertisement in the name of the Carrefour Group, featuring its branding and logo.

ANNEX 2 - TRANSITION OF TWO FRANCHISEES IN THE OPT TO THE CARREFOUR BRAND

Two of the franchisees in the OPT, presented in paragraphs 2 and 3 of this document, have, since 2024, transitioned to the Carrefour brand, but in very different ways.

One is the store of the franchised Mega Ba'ir chain in the Maccabim neighbourhood of Modi'in-Maccabim-Reut, lo-

cated beyond the 1949 armistice line in a demilitarized zone of the OPT that Israel occupies illegally. It was previously operated under that chain's banner. In January 2025, it adopted the Carrefour brand while publicising this change³³, thereafter presenting itself as "the Maccabim branch of the French supermarket chain Carrefour," with the Carrefour logo³⁴. It displays the

Carrefour City signage on all its facades and inside the store, and sells numerous Carrefour-branded products in aisles labeled "Carrefour," as documented during a visit on site in November 2025 (see also *photos in §3*).

³³ The Jerusalem Post, The network that broke a world record – specifically in Israel, 8 June 2025, <https://www.jpost.com/consumerism/consumer-news/article-835829>

³⁴ Modi'in City App, <https://modiinapp.com/en/page/217/mega-ba-irmaccabim-renanim-center-branch>, last viewed 20 March 2026



The photo of the opening of the Carrefour-branded store in Modi'in-Maccabim-Reut is used to illustrate an article in the Jerusalem Post on the development of the Carrefour store network in Israel ³⁵.



In addition to its external signage (see also §3), the Modi'in-Maccabim-Reut branch displays Carrefour branding throughout the store.

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The other, a Shuk Mehadrin franchised store in the Neve Ya'akov settlement in illegally annexed East Jerusalem, which has carried that banner for many years (see timeline on the following page), became a **Carrefour Market** in November 2024 according to an article published on 06/11/2024³⁶. However, it appears to have difficulty fully assuming this transition. Searches on the websites <https://easy.co.il/en/search/shukmehadrin> and <https://easy.co.il/en/list/carrefour>, which identify, respectively, the branches of the Shuk Mehadrin chain and Carrefour outlets, both

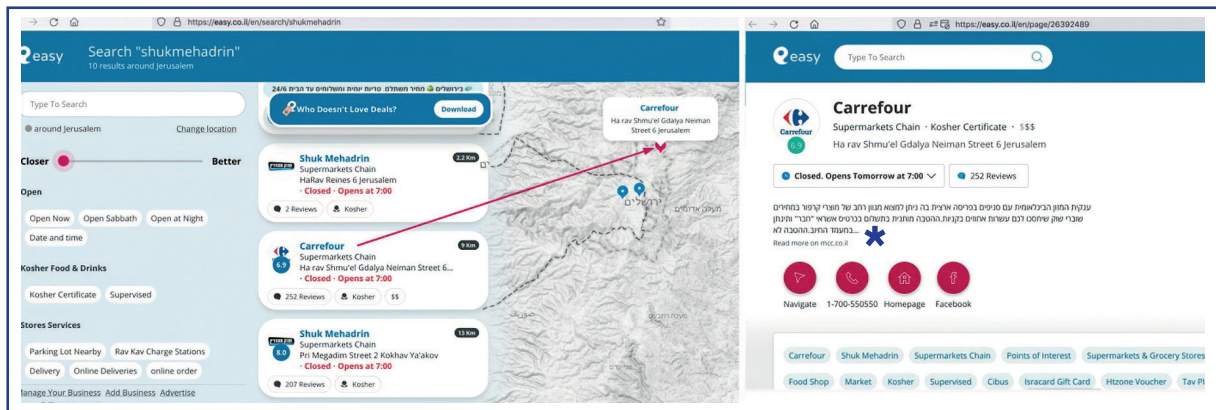
listed the Neve Ya'akov store as a Carrefour outlet throughout 2025, at least until November 14 (last consultation in 2025). The store listing at <https://easy.co.il/en/page/26392489>, which they reference, identifies it as part of the "Carrefour Supermarkets Chain" and displays the Carrefour logo.

Until 12 March 2026, the same search on <https://easy.co.il/en/list/carrefour> showed that the Neve Ya'akov store was still listed among Carrefour outlets, albeit under the Shuk Mehadrin retail banner. The store lis-

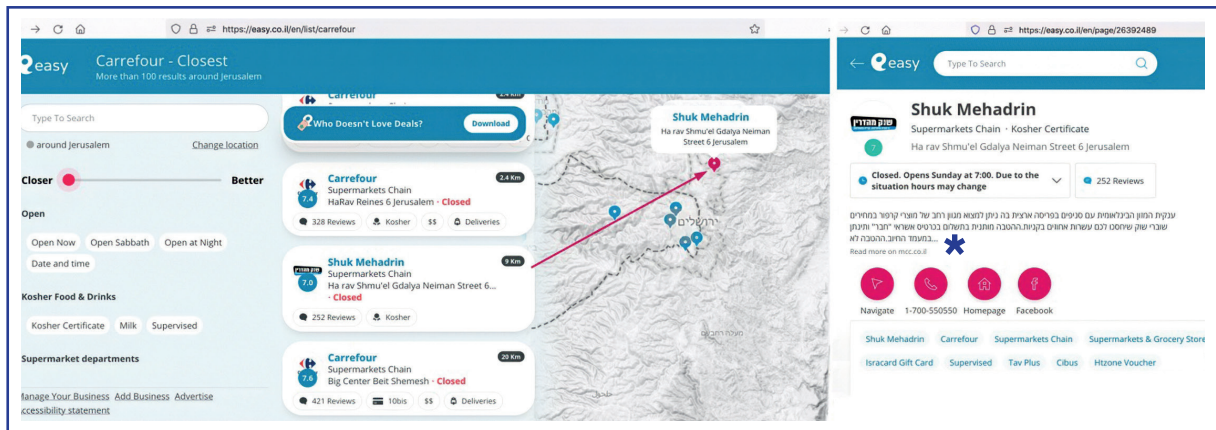
ting (accessible at <https://easy.co.il/en/page/26392489>) described the store as part of the "Shuk Mehadrin Supermarkets Chain" displaying the Shuk Mehadrin logo, thus seemingly removing any visible link between the store and the Carrefour Group. However, the Hebrew-language store listing clearly refers to Carrefour products and services, exposing its direct connection to the Carrefour brand. On 14 March 2026, the store reverted to using the Carrefour branding on both websites.

³⁵ The Jerusalem Post, The network that broke a world record – specifically in Israel, 8 June 2025, <https://www.jpost.com/consumerism/consumer-news/article-835829>

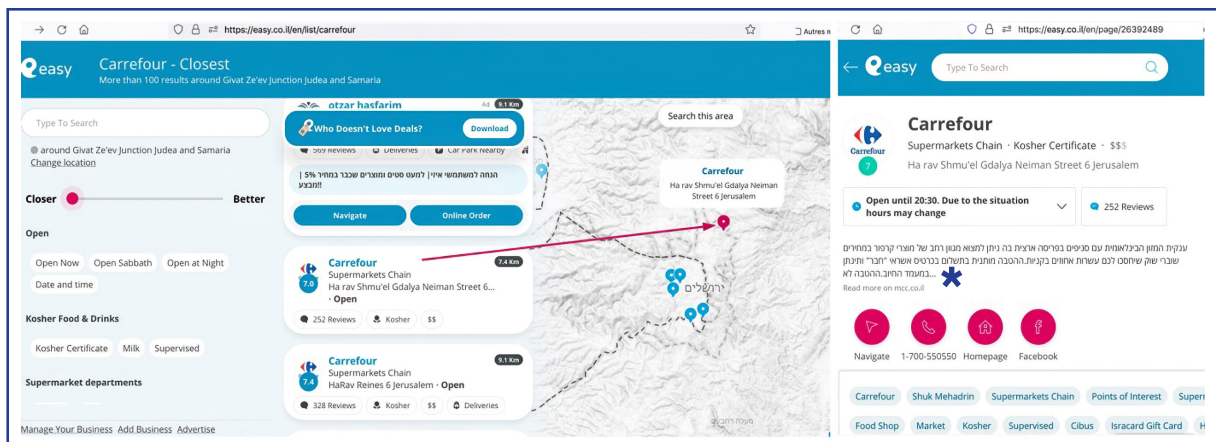
³⁶ AshdodCafe.com, Carrefour renforce sa présence en Israël en élargissant son offre à différents secteurs de la société, 6 November 2024, www.ashdodcafe.com/2024/11/06/carrefour-renforce-sa-presence-en-israel-en-elargissant-son-offre-a-differents-secteurs-de-la-societe



A Screenshot taken on 14 November 2025 © AFPS



B Screenshot taken on 12 March 2026 © AFPS



C Screenshot taken on 14 March 2026 © AFPS

Left-hand column: Searches for stores under the Shuk Mehadrin banner (<https://easy.co.il/en/search/shukmehadrin>) and Carrefour-branded stores (<https://easy.co.il/en/list/carrefour>), respectively. The Shuk Mehadrin branch in Neve Ya'akov appears on both lists in 2025 and 2026, but under the Carrefour brand in 2025 **A** and under the Shuk Mehadrin brand until March 2026 **B**.

Right-hand column: The store's listing on the same website (<https://easy.co.il/en/page/26392489>).

Although the listing for 2026 shows it under the name "Shuk Mehadrin", the shop continues to offer – in Hebrew – Carrefour Group products and services, as shown by the Google translation in blue below (*).

Finally, from 14 March 2026 onwards, both websites (<https://easy.co.il/en/list/carrefour> and <https://easy.co.il/en/page/26392489>) once again present the Neve Ya'akov branch under the Carrefour brand **C**.

* This international retail giant, with branches nationwide, offers a wide range of Carrefour products at unbeatable prices, allowing you to save tens of per cent on your shopping. This offer is valid only for payments made using a "Member" credit card and will be applied at the checkout.

The visual identification of the store is also unclear. Since at least the 2010s, the signage at the front entrance of the store had been that of the Shuk Mehadrin chain. In November 2024 (at the time of the announcement of the transition to the Carrefour brand), the front signage was changed to that of a Carrefour Market, which remained visible on Google Maps until at least June 2025. However, this photo was no longer accessible in October 2025, and a site visit on 2 November

2025 revealed that the Carrefour sign had indeed been replaced with a Shuk Mehadrin one. Meanwhile the store was still listed under the Carrefour brand on the <https://easy.co.il/en/list/carrefour> website until at least November 14, 2025. The rear façade of the store has a similar history that raises questions. A 3D view published on Google Street View in 2011 shows that it bore at the time a single sign belonging to another company. A photograph taken in August 2025 and published in the Oxfam

report “*Trading With Illegal Settlements: How Foreign States and Corporations Enable Israel’s Illegal Settlement Enterprise*”³⁷ shows the addition, next to this sign, of a second one reading Carrefour Market, pointing toward the store entrance and suggesting that the outlet had in the meantime been brought under the Carrefour banner. However, the field visit on 2 November 2025 revealed that the Carrefour Market signage had also been removed from the rear façade.



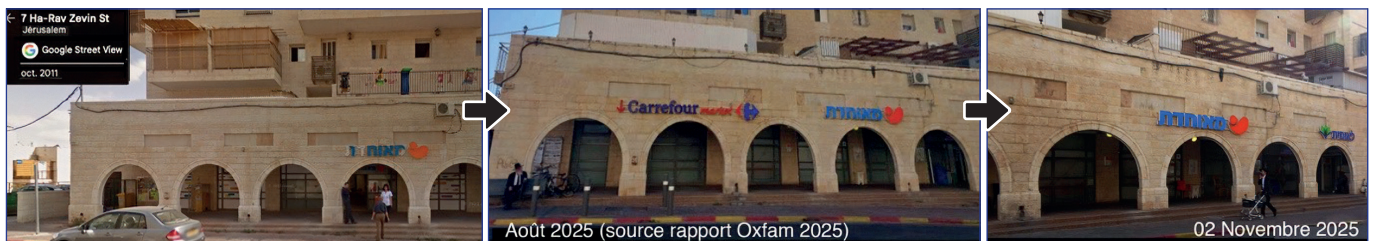
A December 2017
Source: Google Maps

B June 2025
Source: Google Maps

C November 2025
© Permission of the photographer

Evolution of the front entrance signage of the franchised Neve Ya'akov store.

- A** In 2017, it displayed the Shuk Mehadrin banner;
- B** In November 2024, a Carrefour Market sign was installed, which remained visible on Google Maps until at least June 2025 ; by October 2025, this image had disappeared from Google Maps;
- C** A site visit on 2 November 2025, revealed that a new Shuk Mehadrin sign had been reinstalled.



A October 2011
Source: Google Street View

B August 2025
Source: Oxfam 2025 report³⁸

C 2 November 2025
© Permission of the photographer

Evolution of the rear façade of the store building.

- A** In 2011, it displayed only the sign of another company;
- B** In August 2025, a new Carrefour Market sign pointing towards the store entrance was reported by Oxfam;
- C** This sign was no longer present in November 2025.

The question arises as to the reason for these inconsistencies in displaying the connection between the Carrefour Group and this store located in a territory illegally annexed by Israel. One may question the apparent coincidence with publications or reports (Who Profits database, notification to the OHCHR, DBIO

reports, Oxfam report of 15 September 2025) that have brought visibility to this branch. This suggests a degree of unease in Carrefour’s relationship with its franchised stores in the OPT, as well as a possible attempts to obscure it in a context of public scrutiny and denials by the group’s CEO³⁹.

³⁷ Oxfam International, Trading With Illegal Settlements: How Foreign States and Corporations Enable Israel’s Illegal Settlement Enterprise, 15 September 2025, <https://www.oxfam.org/en/research/trading-illegal-settlements>

³⁸ Ibid

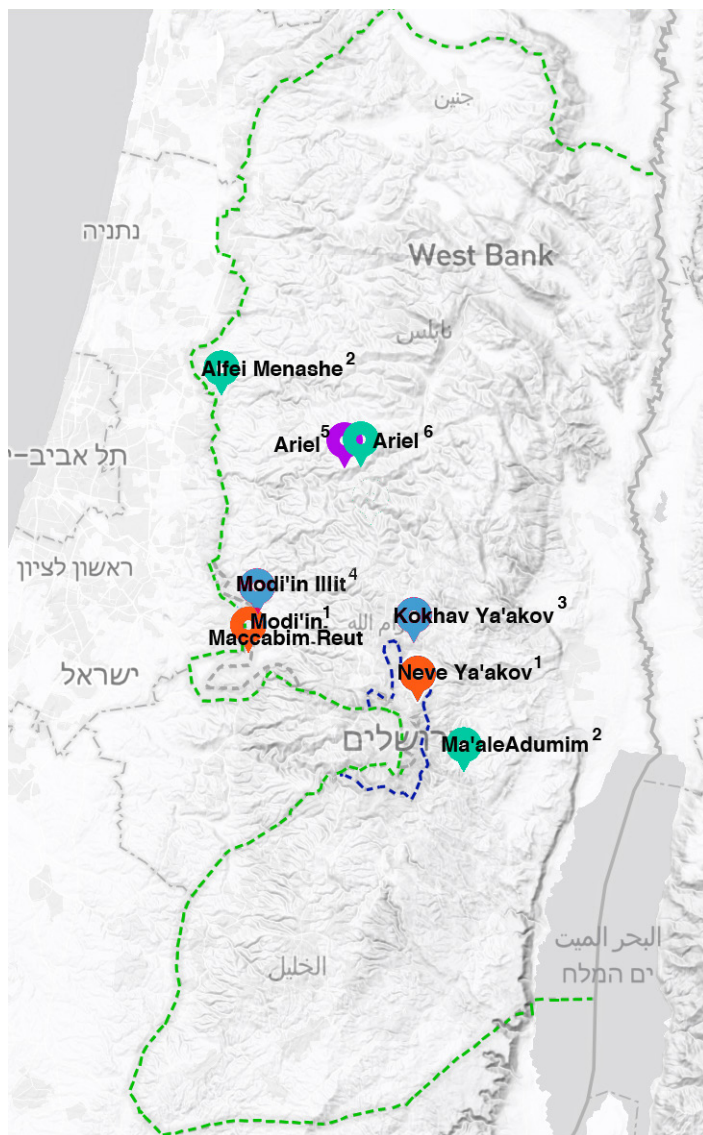
³⁹ BFM Business, «Une stricte neutralité politique»: le patron de Carrefour s’explique sur la présence du groupe en Israël, 28 May 2025, https://www.bfmvtv.com/economie/entreprises/une-strict-neutralite-politique-le-patron-de-carrefour-s-explique-sur-la-presence-du-groupe-en-israel_AD-202505280526.html

ANNEX 3 - CARREFOUR FRANCHISEES IN THE OPT

1. Inventory of retail outlets in the OPT operated by Carrefour franchisee Global Retail C.I. LTD / Yenot Bitan

In previous news briefs, ten stores belonging to the Global Retail C.I. Ltd group, a Carrefour franchisee, were identified as operating under the Yenot Bitan, Mega Ba'ir, or Shuk Mehadrin banners in eight settlements in territory illegally occupied or annexed by Israel. As of March 2026, two of these stores are operating under the Carrefour brand (one in Modi'in-Maccabim-Reut and

one in Neve Ya'akov). Six continue to operate under their original banners in the settlements of Ariel, Alfei Menashe, Mod'in Illit, Kokhav Ya'akov and Ma'ale Adumim. Two of the original ten franchised stores in the OPT are presumed to have closed (in the settlements of Beit El and Kokhav Ya'akov).



Distribution of Global Retail C.I. Ltd / Yenot Bitan sales outlets in the OPT by retail banner.

The green dashed line follows the 1949 Armistice Line, marking the boundary of the territory of Israel as recognised de facto by the international community. The dark blue dashed line indicates the municipal boundary of annexed East Jerusalem.

- Outlets converted to Carrefour banners
- Yenot Bitan banners
- Shuk Mehadrin banners
- Mega Ba'ir banner

The inventory was compiled using maps and information available on the following websites:

- <https://easy.co.il/en/search/Carrefour>
- <https://easy.co.il/en/search/yenot-bitan>
- <https://easy.co.il/en/search/shukmehadrin>
- <https://easy.co.il/en/page/26392399>
- <https://החיתופת-תועש.org.il/opening-hours/%d7%9e%d7%92%d7%94-%d7%90%d7%a8%d7%99%d7%90%d7%9c-%d7%90/>
- <https://mapy.com/en/zakladni?source=osm&id=6115521&x=35.1973642&y=32.104576&z=19>

Last consulted 14 March 2026

2. Expansion programme of settlements in which franchisees of the Carrefour Group operate

The stores operated by Carrefour Group franchisees actively contribute to the local economy—and therefore to the maintenance and expansion—of the settlements in which they are located. This expansion is illustrated by construction tenders and real estate plans approved in 2025.⁴⁰

Settlement	Construction tenders in 2025 (number of housing units)	Approved plans in 2025 (number of housing units)
Neve Ya'akov	500 (Adam Ovest neighbourhood)	2 970 (including the 500 construction tenders)
Kokhav Ya'akov	627	1 247 (including the 627 construction tenders)
Ma'ale Adumim (including E1)	6 701 (3 401)	6 916 (including the construction tenders 2025)
Ariel	731 (plan approved in 2021)	730 (+ 140 pending approval)
Alfei Menashe	3	Land acquisition for future development plans
Modi'in Illit and surrounding area	500	1 283 (+ 478 pending approval)
Maccabim neighbourhood	No data available (Modi'in–Maccabim–Reut treated as an Israeli city)	

⁴⁰ Peace Now Reports : <https://peacenow.org.il/en/jerusalem-is-expanding-into-the-west-bank>;
<https://peacenow.org.il/en/summary-of-2025-in-settlements>;
<https://peacenow.org.il/en/for-the-first-time-a-plan-to-build-house-units-beyond-the-separation-barrier-as-a-settlement-expansion>;
<https://peacenow.org.il/en/tenders-for-4030-units>;
<https://peacenow.org.il/en/advancement-of-1276-housing-units-in-the-west-bank>

THIS REPORT WAS PREPARED BY:

Association France Palestine Solidarité (AFPS)

AFPS was founded in May 2001, evolving from the Franco-Palestinian Medical Association and the France-Palestine Association. It has 7,300 members. The AFPS is dedicated to supporting the Palestinian people, particularly in their struggle to achieve their national rights. It brings together individuals committed to the right of peoples to self-determination and the defence of human rights. It works towards a genuine and lasting peace based on the application of international law in relation to the Palestinian people and their legitimate representatives.

AL-HAQ

Al-Haq is an Palestinian human rights NGO based in Ramallah, West Bank. Established in 1979 to protect and promote human rights and the rule of law in the OPT, the organisation has special consultative status with the UN Economic and Social Council. Al-Haq documents violations of the individual and collective rights of Palestinians in the OPT, irrespective of the identity of the perpetrator, and seeks to end such breaches by way of advocacy before national and international mechanisms and by holding the violators accountable. The organisation conducts research and undertakes advocacy before local, regional and international bodies as well as cooperating with Palestinian civil society organisations and governmental institutions in order to ensure that international human rights standards are reflected in Palestinian law and policies. Al-Haq is the West Bank affiliate of the International Commission of Jurists (CIJ) - Geneva and is a member of the International Network for Economic, Social and Cultural Rights (ESCR-Net), the Euro-Mediterranean Human Rights Network (EMHRN), the World Organisation Against Torture (OMCT), the International Federation for Human Rights (FIDH), Habitat International Coalition (HIC), the Palestinian Human Rights Organisations Council (PHROC), and the Palestinian NGO Network (PNGO).

Confédération Générale du Travail (CGT)

The General Confederation of Labour, with 600,000 members, is one of the representative trade union confederations in France. Through its analysis, proposals and actions, it works to ensure that the ideals of liberty, equality, justice, secularism, fraternity and solidarity prevail in society. It fights to ensure that these ideals are translated into individual and collective guarantees: the right to training, employment and social protection; the means to live with dignity at work, within the family and in the community; and freedom of opinion and expression, trade union action, the right to strike and the right to participate in social and economic life, both within the workplace and in society at large. At the international level, it is involved in major solidarity projects and pays particular attention to the principles of sustainable human development.

Fédération CGT du Commerce et des Services

The CGT Federation of Commerce and Services was founded in April 1973 in Issy-les-Moulineaux. Today, it represents nearly 45,000 union members across 80 sectors and more than 100 collective agreements governing activities in the retail, services, hotels, cafés and restaurants sectors, as well as private employers. The Federation also comprises a Federal Executive Committee (CEF) made up of 60 members and a Coordination and Initiative Group (CAI) of 15 members drawn from the Federal Executive Committee.

Ligue des droits de L'Homme (LDH)

Founded in 1898, the League for Human and Citizens' Rights is an independent, non-partisan civic organisation. It combats injustice, racism, sexism, anti-Semitism and discrimination of all kinds, and defends civil liberties. The LDH is a general-interest association. It works alongside actors in the social and solidarity economy and promotes corporate social responsibility and the improvement of public services. The LDH believes that, in order to develop, humanity needs the effective realisation of civil and political rights, as well as economic, social, cultural and environmental rights, and that these rights reinforce one another. Together with the FIDH and the Euromed-droits network, it seeks to ensure that the fight for human rights and respect for international law are enshrined in the European Union's actions.

Plateforme des ONG françaises pour la Palestine

The French NGO Platform for Palestine (PFP) brings together 41 associations to establish a common position: the effective implementation of the right to self-determination for the entire Palestinian people. The PFP aims to support its members in engaging with and holding dialogue with national and international bodies, and to strengthen their capacities in the areas of education, awareness-raising and communication.

Union Syndicale Solidaires

Union Syndicale Solidaires has 110,000 members. It is active across numerous professional sectors. In France, it works to defend the material and moral interests of employees and to bring about social change: on wages, employment, social protection, improved working conditions, rights and freedoms in the workplace, the ecological transition, equality, social justice and the distribution of wealth. It works alongside workers and peoples internationally in line with its traditions of solidarity and anti-racism, and its campaigns for freedom and peace. It is a member of associations supporting the Palestinian people and of the international trade union network for solidarity and struggle.

This work was initiated by our comrade and friend Jean Louis, who passed away before its completion. This note is dedicated to his memory.

