


Comprehensive local competition analysis for mergers in *real time*.

 Upload data locally or from shared Google Cloud Storage drive.

Upload Data

Upload an Excel file containing retailer location data. The file should include:

- Location names (store names, branches, etc.)
- Addresses (for geocoding if coordinates not provided)
- Competitor identity (purchaser, target, competing brand, independent)
- Economic variable (revenue, capacity, or other measure of economic activity)

Local File Shared Files

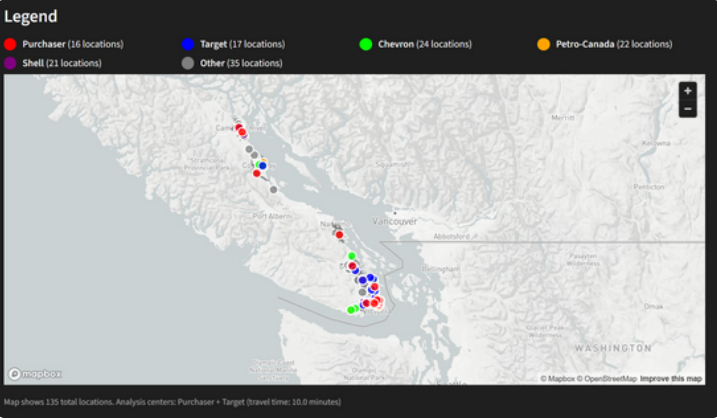
Upload Local File

Choose an Excel file

Drag and drop file here
Limit: 200MB per file • XLSX, XLS

Browse files

 **Interactive overview of all overlap markets under any market definition (distance or travel time).**



Market Analysis Results

Market ID	Combined Share	Pre-Merger HHI	Post-Merger HHI	Delta HHI	Regulatory Concern	Concern Reason
North Duncan Canada Avenue Gas Centre (10.0 min travel-time)	25.5%	1499	1653	154	<input type="checkbox"/>	
Esso #1 (10.0 min travel-time)	38.8%	1823	2441	618	<input checked="" type="checkbox"/>	overlap + combined share 38.8% >
CAMPBELL RIVER ESSO #1 (10.0 min travel-time)	20.1%	2089	2291	202	<input checked="" type="checkbox"/>	overlap + post-merger HHI 2291 > 1
Peninsula Co-Op Keating Cross (10.0 min travel-time)	31.6%	2123	2351	228	<input checked="" type="checkbox"/>	overlap + combined share 31.6% >
Peninsula Co-Op Millstream (10.0 min travel-time)	28.2%	2177	2400	223	<input checked="" type="checkbox"/>	overlap + post-merger HHI 2400 > 1
Esso #4 (10.0 min travel-time)	27.2%	1932	2104	172	<input checked="" type="checkbox"/>	overlap + post-merger HHI 2104 > 1
Peninsula Co-Op (10.0 min travel-time)	27.1%	1647	1821	173	<input checked="" type="checkbox"/>	overlap + post-merger HHI 1821 > 1
Esso #5 (10.0 min travel-time)	37.4%	2232	2527	295	<input checked="" type="checkbox"/>	overlap + combined share 37.4% >
Esso #6 (10.0 min travel-time)	24.6%	1555	1787	232	<input type="checkbox"/>	
Esso 7-Eleven (10.0 min travel-time)	24.6%	1555	1787	232	<input type="checkbox"/>	

Overlap Markets Analyzed


25

Markets with Concerns

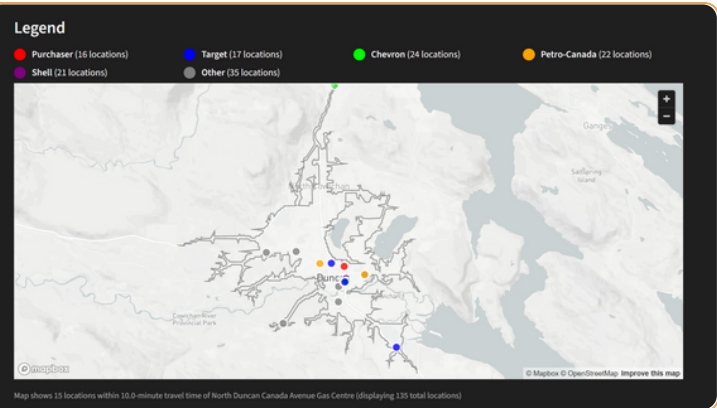
19

Concern Rate


76.0%

 **Regulatory Thresholds:** Markets are flagged if they exceed >30% combined market share OR post-merger HHI >1800 with delta HHI >100

 **Detailed market composition and competition metrics for any market defined by distance, travel time, combined catchments, and census boundaries.**



Regulatory Assessment

 **Regulatory Concern Identified**

• Post-merger HHI (1934) > 1800 with delta HHI (154) > 100

Market Composition


Competitor Type	Locations	Total Value	Market Share	Location Names
Petro-Canada	2	4,620,000.0	7.8%	Petro-Canada #1, Maple Way
Target	3	13,066,155.969999999	22.0%	North Duncan Canada Avenue Gas Centre, Peninsula Co-Op, South D...
Mobil	1	2,790,000.0	4.7%	Mobil #2
Independent	4	12,007,359.86	20.2%	Ballard Petroleum Ltd, Carco, Glenora Store and Cafe...
Chevron	1	6,370,000.0	10.7%	Chevron #10
Tempo	1	3,350,000.0	5.6%	Tempo Gas
Shell	2	15,039,094.57	25.4%	Shell #14, Shell #15
Purchaser	1	2,080,000.0	3.5%	Esso #9

 **Identify divestitures required to meet Regulatory Thresholds.**

Recommended Divestiture Solution

☒ **Certified Optimal Solution** - All 19 markets solved to optimality

Locations to Divest	Divested Value	Retained Value	Value Retention
22	119,770,691	51,768,117	30.2%

 **Export detailed analysis results in polished report.**

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Dex. Intelligence				
Market Analysis Report				
Prepared by: Market Mapper				
Report Date: September 02, 2025				

Speed

Scalability

Defensibility

Security