

**France-Montrouge: Data collection and collation services**  
**OJ S 233/2023 04/12/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: insee

Postal address: dmi Timbre C330 88, avenue Verdier CS 70058

Town: Montrouge Cedex

NUTS code: FR France

Postal code: 92541

Country: France

Contact person: Mme Dardour

E-mail: [contacts-marches-publics@insee.fr](mailto:contacts-marches-publics@insee.fr)

**Internet address(es):**

Main address: <http://insee.fr>

Address of the buyer profile: <http://www.marches-publics.gouv.fr>

**I.4. Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.5. Main activity**

Economic and financial affairs

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

insee2023-P950

Reference number: INSEE2023-P950

**II.1.2. Main CPV code**

72314000 Data collection and collation services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

le présent marché a pour objet la fourniture de données annuelles et infra-annuelles sur la consommation des ménages en produits de grande consommation et sur la consommation des ménages en produits manufacturés. Le marché est alloti : - lot 1 : données sur les produits de grande consommation - lot 2 : données sur les produits manufacturés - lot 3 : données sur les produits spécifiques à l'industrie du textile

**II.1.6.**

## Information about lots

This contract is divided into lots: yes

### II.1.7. Total value of the procurement

Value excluding VAT: 340 000,00 EUR

## II.2. Description

### II.2.1. Title

lot 1 : données sur les produits de grande consommation

Lot No: 1

### II.2.2. Additional CPV code(s)

72314000 Data collection and collation services

### II.2.3. Place of performance

NUTS code: FR1 Ile-de-France

### II.2.4. Description of the procurement

fourniture de données annuelles et infra-annuelles sur la consommation des ménages en produits de grande consommation

### II.2.5. Award criteria

Quality criterion - Name: Couverture du territoire français, la couverture en terme des volumes des ventes pour les différentes formes de vente, la couverture des marchés / Weighting: 50

Price - Weighting: 50

### II.2.11. Information about options

Options: no

### II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:  
no

### II.2.14. Additional information

## II.2. Description

### II.2.1. Title

lot 2 : données sur les produits manufacturés

Lot No: 2

### II.2.2. Additional CPV code(s)

72314000 Data collection and collation services

### II.2.3. Place of performance

NUTS code: FR1 Ile-de-France

### II.2.4. Description of the procurement

fourniture de données annuelles et infra-annuelles sur la consommation des ménages en produits manufacturés

### II.2.5. Award criteria

Quality criterion - Name: Couverture du territoire français, la couverture en terme des volumes des ventes pour les différentes formes de vente, la couverture des marchés / Weighting: 50

Price - Weighting: 50

#### **II.2.11. Information about options**

Options: no

#### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

#### **II.2.14. Additional information**

##### **II.2. Description**

###### **II.2.1. Title**

lot 3 : données sur les produits spécifiques à l'industrie du textile  
Lot No: 3

###### **II.2.2. Additional CPV code(s)**

72314000 Data collection and collation services

###### **II.2.3. Place of performance**

NUTS code: FR1 Ile-de-France

###### **II.2.4. Description of the procurement**

fourniture de données annuelles et infra-annuelles sur la consommation des ménages sur les produits spécifiques à l'industrie du textile

###### **II.2.5. Award criteria**

Quality criterion - Name: Couverture du territoire français, la couverture en terme des volumes des ventes pour les différentes formes de vente, la couverture des marchés / Weighting: 50  
Price - Weighting: 50

#### **II.2.11. Information about options**

Options: no

#### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

#### **II.2.14. Additional information**

### **Section IV: Procedure**

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#### **IV.1. Description**

##### **IV.1.1. Type of procedure**

Open procedure

##### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

##### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

#### **IV.2. Administrative information**

##### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2023/S 164-516910](#)

#### **IV.2.8. Information about termination of dynamic purchasing system**

#### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

### **Section V: Award of contract**

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**Lot No: 1**

**Title:**

données sur les produits de grande consommation

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

24/11/2023

##### **V.2.2. Information about tenders**

Number of tenders received: 1

The contract has been awarded to a group of economic operators: no

##### **V.2.3. Name and address of the contractor**

Official name: ac nielsen s.a.s

Postal address: 1 rue Julius et Ethel Rosenberg

Town: Bezou

NUTS code: FR105 Hauts-de-Seine

Postal code: 95870

Country: France

Internet address: <http://www.ACNIELSEN.fr>

The contractor is an SME: no

##### **V.2.4. Information on value of the contract/lot**

Total value of the contract/lot: 250 000,00 EUR

##### **V.2.5. Information about subcontracting**

### **Section V: Award of contract**

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**Lot No: 2**

**Title:**

données sur les produits manufacturés

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

21/11/2023

##### **V.2.2. Information about tenders**

Number of tenders received: 1

The contract has been awarded to a group of economic operators: no

### **V.2.3. Name and address of the contractor**

Official name: gfk Retail Technologie France

Postal address: 28 allée de d'aquitaine

Town: Nanterre

NUTS code: FR105 Hauts-de-Seine

Postal code: 92000

Country: France

Internet address: <http://www.GKF.fr>

The contractor is an SME: no

### **V.2.4. Information on value of the contract/lot**

Total value of the contract/lot: 90 000,00 EUR

### **V.2.5. Information about subcontracting**

## **Section V: Award of contract**

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**Lot No: 3**

**Title:**

données sur les produits spécifiques à l'industrie du textile

A contract/lot is awarded: no

### **V.1. Information on non-award**

**The contract/lot is not awarded**

No tenders or requests to participate were received or all were rejected

## **Section VI: Complementary information**

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### **VI.3. Additional information**

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: tribunal administratif de Cergy-Pontoise

Postal address: 2-4 boulevard de l'hautil Bp30322

Town: Cergy Pontoise Cedex

Postal code: 95027

Country: France

E-mail: [Grefte.ta-cergy-pontoise@juradm.fr](mailto:Grefte.ta-cergy-pontoise@juradm.fr)

Telephone: +33 130173400

Fax: +33 130173459

#### **VI.4.2. Body responsible for mediation procedures**

Official name: médiateur des marchés publics

Postal address: 98-102 rue de Richelieu

Town: Paris

Postal code: 75002

Country: France

E-mail: [mediateur.industrie@finances.gouv.fr](mailto:mediateur.industrie@finances.gouv.fr)

Telephone: +33 153178938

**VI.4.4. Service from which information about the review procedure may be obtained**

Official name: tribunal administratif de Cergy-Pontoise

Postal address: 2-4 boulevard de l'hautil Bp30322

Town: Cergy Pontoise Cedex

Postal code: 95027

Country: France

E-mail: [Grefte.ta-cergy-pontoise@juradm.fr](mailto:Grefte.ta-cergy-pontoise@juradm.fr)

Telephone: +33 130173400

Fax: +33 144594646

**VI.5. Date of dispatch of this notice**

29/11/2023