

# Market share breakdown

👁 125k report views

Table	Data	Info
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**Date range**

01 May 2026 - 31 May 2026

**Region type**

Regional council

**Retail entity**

Parent company

**Market segment**

All ICPs

**Show**

ICP count

Series filter

51 of 51 Selected

Region	Total		Mercury		Genesis Energy		Contact Energy		Mer
	ICP count ←	Change ←	ICP count ←	Change ←	ICP count ←	Change ←	ICP count ←	Change ←	
Northland	99,280	74	19,223	-81	20,799	-7	19,954	41	
Auckland	696,399	1,025	233,880	377	135,401	285	149,119	763	
Waikato	252,022	181	65,013	192	83,776	-190	34,855	211	
Bay of Plenty	155,008	55	61,146	-140	25,179	-21	14,598	182	
Gisborne	19,637	-16	3,219	3	3,526	5	5,489	18	
Hawke's Bay	82,430	28	13,427	58	20,864	-66	21,951	30	
Taranaki	62,522	16	13,504	-20	21,605	9	6,809	91	
Manawatu-Wanganui	125,606	18	28,220	59	37,136	-91	21,271	105	
Wellington	241,058	83	46,315	486	77,858	-124	41,625	201	
Tasman	27,857	-4	4,174	-15	3,011	3	9,199	-16	
Nelson	25,584	41	4,366	1	2,988	-3	6,140	30	
Marlborough	26,910	-14	7,375	-25	3,266	-14	3,722	13	
West Coast	19,698	17	6,215	-27	1,902	-2	3,372	18	
Canterbury	338,680	684	52,802	886	55,537	58	81,881	222	
Otago	133,755	137	24,253	19	20,982	71	36,342	197	
Southland	55,041	42	11,365	15	5,889	10	17,749	-3	

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