# Market share breakdown

135.5k report views

Table | Data | Info

**Date range**

01 Sep 2026 - 30 Sep 2026

**Region type**

Regional council

**Retail entity**

Parent company

**Market segment**

All ICPs

**Show**

ICP count

Series filter

49 of 49 Selected

| | Total | | Mercury | | Genesis Energy | | Contact Energy | | Meri |
|---|---|---|---|---|---|---|---|---|---|
| Region | ICP count ⇐ | Change ⇐ | ICP count ⇐ | Change ⇐ | ICP count ⇐ | Change ⇐ | ICP count ⇐ | Change ⇐ | ICP |
| Northland | 99,384 | 20 | 19,185 | -6 | 20,847 | -22 | 20,234 | 69 | |
| Auckland | 700,078 | 733 | 235,389 | 204 | 136,524 | 346 | 151,981 | 434 | |
| Waikato | 254,605 | 125 | 66,038 | 3 | 84,213 | 1 | 35,946 | 125 | |
| Bay of Plenty | 156,191 | 120 | 60,740 | -93 | 25,653 | 104 | 15,442 | 141 | |
| Gisborne | 19,589 | -14 | 3,327 | 6 | 3,506 | 11 | 5,455 | -27 | |
| Hawke's Bay | 82,641 | 103 | 13,643 | 34 | 20,676 | -75 | 22,278 | 30 | |
| Taranaki | 62,593 | 25 | 13,686 | 17 | 21,579 | 29 | 7,126 | 58 | |
| Manawatu-Wanganui | 125,727 | 37 | 28,706 | 156 | 36,811 | -32 | 21,771 | 102 | |
| Wellington | 241,338 | 84 | 46,960 | 53 | 77,560 | -24 | 42,573 | 160 | |
| Tasman | 27,833 | 0 | 4,105 | -18 | 3,071 | 29 | 9,145 | -27 | |
| Nelson | 25,714 | 24 | 4,336 | -14 | 3,013 | 13 | 6,235 | 9 | |
| Marlborough | 26,888 | 2 | 7,328 | -24 | 3,230 | 6 | 3,798 | 23 | |
| West Coast | 19,673 | 24 | 6,012 | 3 | 1,814 | 14 | 3,222 | 10 | |
| Canterbury | 340,515 | 580 | 54,049 | 270 | 56,671 | 174 | 82,554 | 140 | |
| Otago | 134,354 | 182 | 24,231 | 41 | 21,354 | 106 | 37,167 | 112 | |
| Southland | 55,099 | 26 | 11,343 | 3 | 6,115 | 58 | 17,740 | -12 | |

MARKET STRUCTURE | MARKET STRUCTURE 12

MARKET STRUCTURE | MARKET STRUCTURE 12

MARKET STRUCTURE | MARKET STRUCTURE 12

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