

# Market share breakdown

110.3k report views

Table	Data	Info
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**Date range**

01 Feb 2026 - 28 Feb 2026

**Region type**

Regional council

**Retail entity**

Parent company

**Market segment**

All ICPs

**Show**

ICP count

Series filter

46 of 46 Selected

Region	Total		Mercury		Genesis Energy		Contact Energy		Mer
	ICP count ←	Change ←	ICP count ←	Change ←	ICP count ←	Change ←	ICP count ←	Change ←	
Northland	99,085	62	19,276	8	20,892	-16	19,839	-66	
Auckland	693,129	1,125	232,887	280	136,211	-2,920	145,973	301	
Waikato	251,390	222	64,527	128	84,331	-412	34,114	104	
Bay of Plenty	155,485	111	61,442	-145	25,358	-62	14,003	117	
Gisborne	19,686	-15	3,177	-14	3,555	-16	5,448	-4	
Hawke's Bay	82,290	8	13,297	1	21,103	-121	21,790	15	
Taranaki	62,442	10	13,528	13	21,581	-43	6,550	65	
Manawatu-Wanganui	125,425	123	28,039	-8	37,481	-116	20,783	167	
Wellington	240,677	225	45,190	289	78,310	-255	40,786	217	
Tasman	27,874	3	4,211	-11	3,014	-4	9,282	-47	
Nelson	25,457	43	4,354	-5	3,001	-17	6,079	10	
Marlborough	26,902	-2	7,445	-29	3,318	-25	3,688	7	
West Coast	19,638	5	6,252	-13	1,912	0	3,336	-3	
Canterbury	336,902	648	50,802	472	55,749	-74	81,172	125	
Otago	133,199	606	24,284	6	21,018	-38	35,619	212	
Southland	54,933	24	11,377	-6	5,890	4	17,692	-67	

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