

Market share breakdown

113.3k report views

| | | |
|-------|------|------|
| Table | Data | Info |
|-------|------|------|

Date range

01 Mar 2026 - 31 Mar 2026

Region type

Regional council

Retail entity

Parent company

Market segment

All ICPs

Show

ICP count

Series filter

48 of 48 Selected

| Region | Total | | Mercury | | Genesis Energy | | Contact Energy | | Mer |
|-------------------|-------------|----------|-------------|----------|----------------|----------|----------------|----------|-----|
| | ICP count ← | Change ← | ICP count ← | Change ← | ICP count ← | Change ← | ICP count ← | Change ← | |
| Northland | 99,142 | 60 | 19,335 | 60 | 20,854 | -38 | 19,856 | 21 | |
| Auckland | 694,304 | 1,139 | 233,360 | 468 | 135,528 | -667 | 147,172 | 1,175 | |
| Waikato | 251,601 | 215 | 64,730 | 211 | 84,153 | -174 | 34,336 | 217 | |
| Bay of Plenty | 155,570 | 80 | 61,362 | -79 | 25,253 | -108 | 14,208 | 203 | |
| Gisborne | 19,667 | -14 | 3,209 | 34 | 3,541 | -13 | 5,461 | 13 | |
| Hawke's Bay | 82,326 | 40 | 13,355 | 60 | 21,022 | -78 | 21,830 | 37 | |
| Taranaki | 62,489 | 46 | 13,517 | -9 | 21,618 | 37 | 6,644 | 93 | |
| Manawatu-Wanganui | 125,445 | 19 | 28,093 | 50 | 37,369 | -111 | 20,929 | 146 | |
| Wellington | 240,758 | 78 | 45,515 | 319 | 78,161 | -145 | 40,987 | 196 | |
| Tasman | 27,862 | -11 | 4,201 | -10 | 3,019 | 4 | 9,241 | -40 | |
| Nelson | 25,508 | 46 | 4,360 | 4 | 2,995 | -5 | 6,111 | 29 | |
| Marlborough | 26,918 | 19 | 7,439 | -5 | 3,297 | -20 | 3,695 | 6 | |
| West Coast | 19,651 | 15 | 6,251 | -2 | 1,900 | -9 | 3,351 | 15 | |
| Canterbury | 337,450 | 584 | 51,419 | 628 | 55,693 | -46 | 81,302 | 124 | |
| Otago | 133,430 | 227 | 24,248 | -34 | 20,985 | -42 | 35,862 | 244 | |
| Southland | 54,959 | 26 | 11,352 | -23 | 5,884 | -7 | 17,714 | 18 | |

MARKET STRUCTURE MARKET STRUCTURE 12

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