



Telcwatch

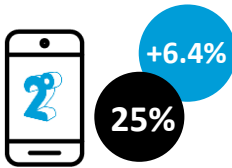
Quarter 2, 2024

Report Overview

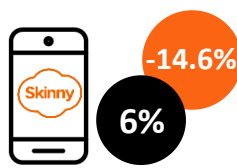
Telcwatch is the quarterly market share report for New Zealand’s major mobile phone carriers. This report presents key metrics and insights for Quarter 2 2024, the three-month period ending 30 June 2024.

Story of the Quarter: One NZ continues to prove it’s the strongest player in the market

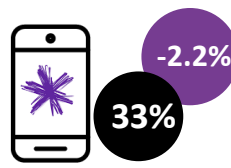
2degrees



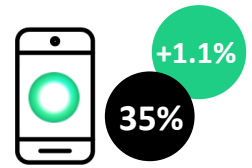
Skinny



Spark



One NZ

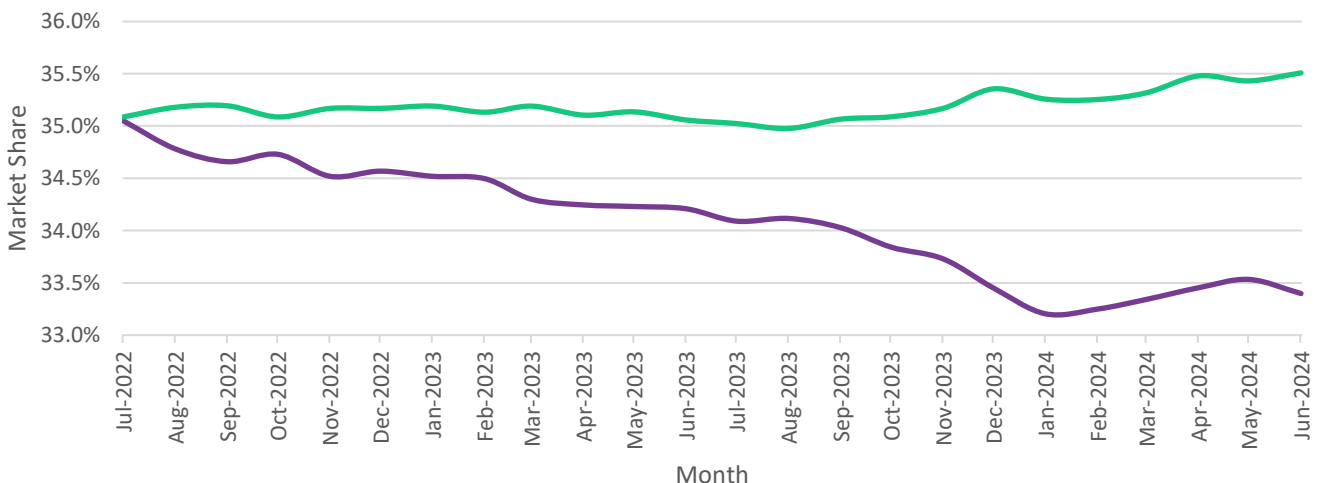


Note: *The black circles above represent each carrier’s market share in Quarter 2 2024, whilst the coloured circles represent the annual relative % change.

2degrees holds its position as a strong player in the market this quarter, with 25% of the share, while Skinny continues to decline for the fourth quarter in a row, dropping now to 6%, and a relative drop of 14.6%.

The gap between One NZ and Spark’s market share is still very evident, despite Spark regaining some share over the past few months. On the other hand, One NZ continues its growth, reaching its highest share in the past 24 months, with no sign of slowing down. However, if spark can maintain this growth, we may see this gap tighten over the next few quarters.

Market Share Competition: Spark vs One NZ

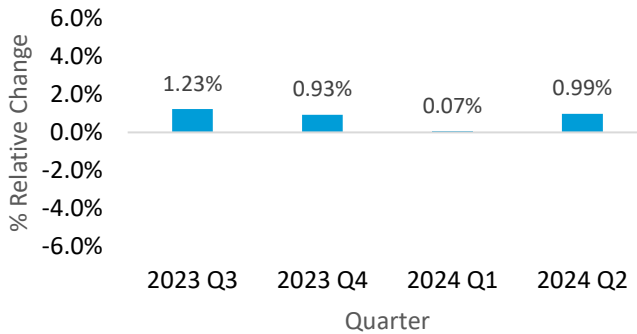




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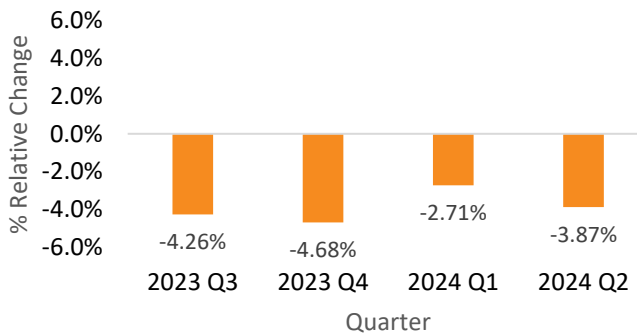
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Mobile Phone Carrier Performance over the past 12 months

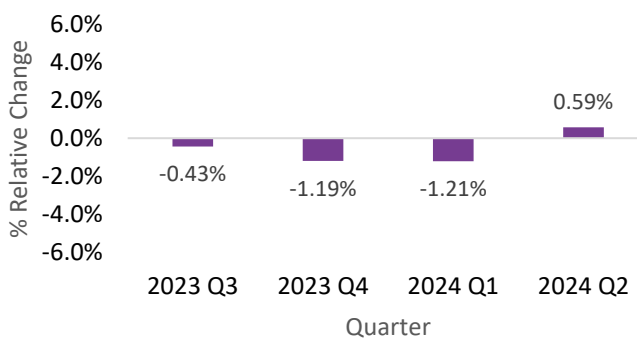


2degrees continued to show its strength in the market, with a 0.99% relative increase in share.

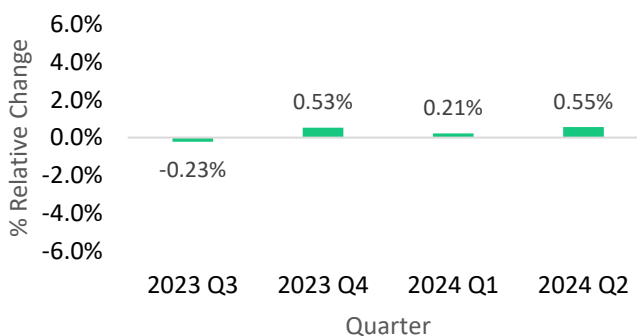
This quarter, 2degrees has held its market share at 25%.



Skinny once again sees a drop in share this quarter, down 3.87% reaching 6%, its lowest point in the past 2 years.



Spark continues to struggle for share, despite a slight relative growth of 0.59% this quarter, after a consecutive decline over the past couple of years



One NZ has held its share of the market once again, at 35%, and even growing slightly from last quarter, with a relative change of 0.55%



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About this report

Purpose

Modica Group's secure SMS messaging services platform creates a wealth of valuable data every day, and Datamine's mission is to unlock the value in data. Datamine and Modica Group have therefore partnered together to provide an unbiased, empirical view of New Zealand's telco market share.

Data Source

This report analyses over 2.9 million unique active mobile devices every month and is a statistically significant representation of the New Zealand market.

The majority of market share reports in this space are produced with SIM card data, message volume or historical data. Our approach is to analyse only active mobile devices and removes machine-to-machine devices, smart meters, non-New Zealand networks and non-consumer networks. The result is a reliable and accurate depiction of the current New Zealand market share for each mobile carrier.

The sample size makes this data set an accurate measure of the Telco market share in New Zealand with a relative error not exceeding 0.5% calculated at 95% confidence.

Contact Us

If you have any questions about this report, contact us at telcwatch@datamine.com

Disclaimer

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