



TelcOWatch

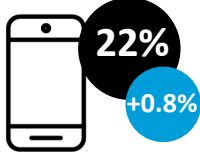
Quarter 3 2021

Quarterly Market Share

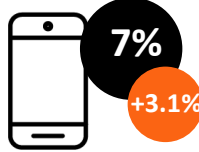
TelcOWatch is the quarterly market share report for New Zealand’s major mobile phone carriers. This report presents key metrics and insights for Q3 2021 a three month period ending 30 September 2021.

This quarter, all providers maintained the same overall % of market share as Q2 (rounded figures in the black circles below). Slight variances were seen in the coloured circles, in % change quarter on quarter. Skinny experienced the highest % change on Q2, continuing it’s growth, and 2degrees also saw a positive % change. Spark and Vodafone experienced slight decreases, each with a negative % change for Q3.

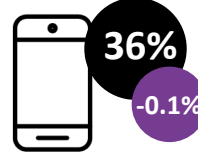
2degrees



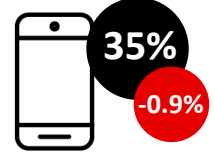
Skinny



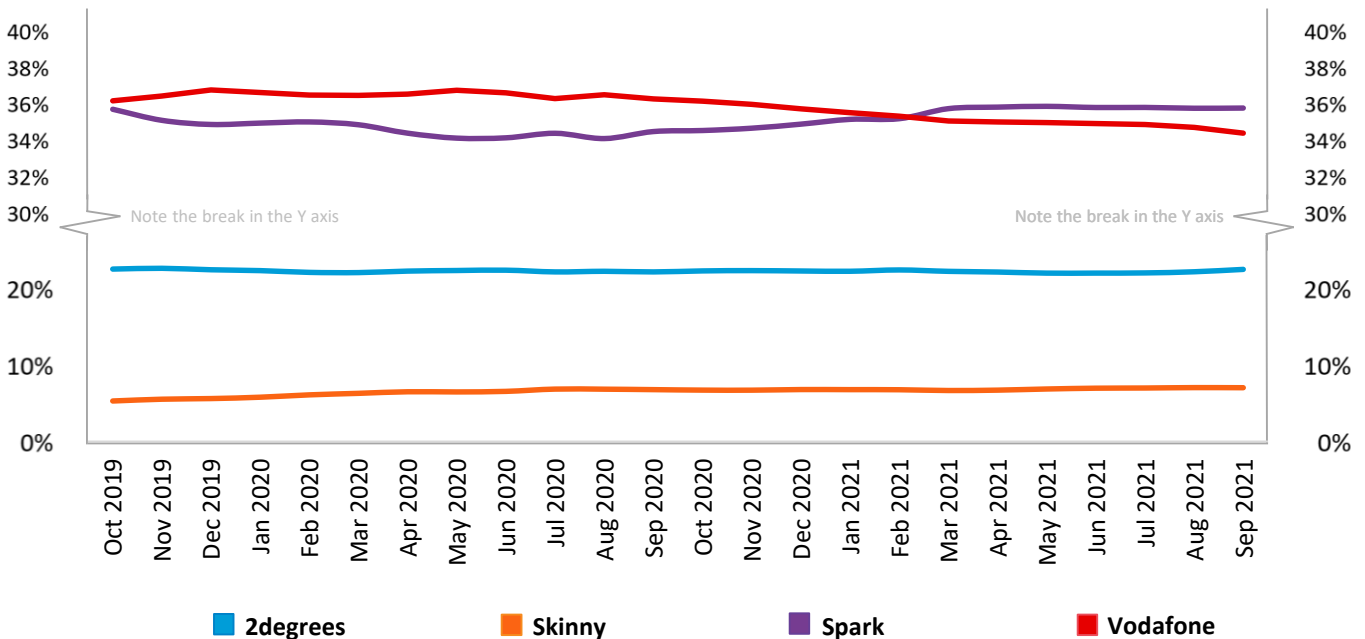
Spark



Vodafone



Monthly Market Share



This quarter, Vodafone has lost -0.33% of it’s overall market share, while Spark has lost just -0.05% when compared to Q2. 2degrees and Skinny continue their slow growth, with slight increases in market share of 0.17% and 0.21% respectively this quarter when compared to Q2. While Spark and Vodafone’s MS both decreased in Q3, Vodafone suffered a more significant drop. The gap in Spark and Vodafone’s MS is now 1.37% which is the highest it has been in Sparks favour for over two years. Can they continue to build on this momentum?



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Monthly Market Share Breakdown

Mobile carrier	Month	Market Share 2021	Market Share 2020	Year-on-Year Market Share Growth
2 Degrees	Jul	22.3%	22.4%	-1%
	Aug	22.4%	22.5%	0%
	Sep	22.7%	22.4%	1%
Skinny	Jul	7.0%	6.9%	2%
	Aug	7.1%	6.9%	3%
	Sep	7.1%	6.8%	4%
Spark	Jul	35.8%	34.4%	4%
	Aug	35.8%	34.1%	5%
	Sep	35.8%	34.5%	4%
Vodafone	Jul	34.9%	36.3%	-4%
	Aug	34.7%	36.5%	-5%
	Sep	34.4%	36.3%	-5%

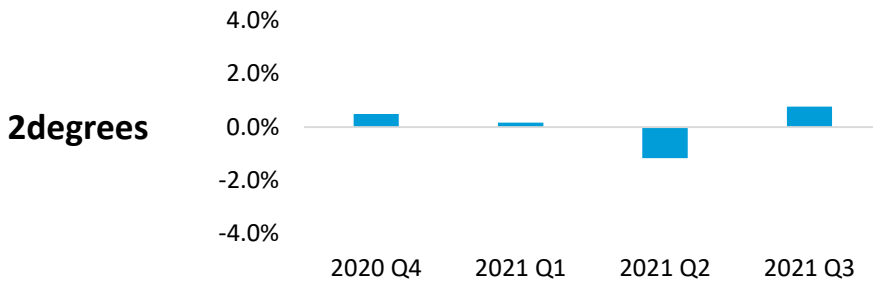
Above is the overall monthly market share for New Zealand's major mobile carriers for Q3 2021 – the three-month period up to the end of September. The data notes the differences in market share between Q3 2021 and Q3 of the previous year (2020).



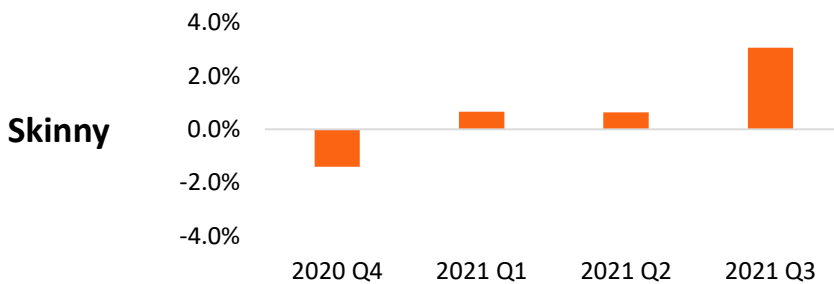
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Quarter 3 2021

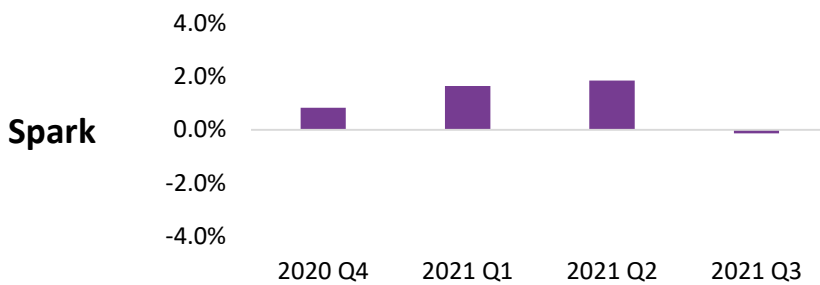
Carrier Performance: Magnitude of Change in Market Share



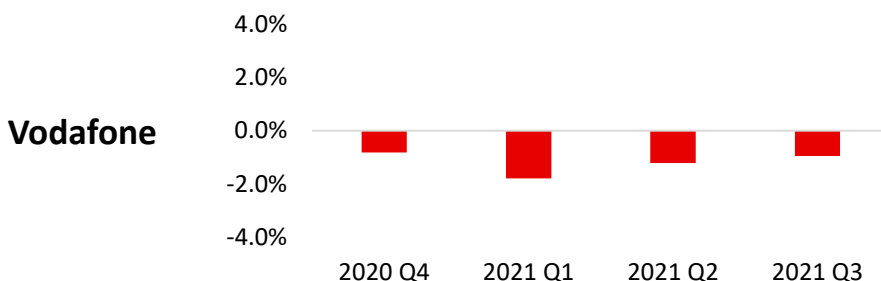
The % change (quarter on quarter) is increasing again for 2degrees in Q3 after we saw a decrease in Q2.



The % change (quarter on quarter) for Skinny is growing at a more accelerated rate in Q3 2021 with a 3.1% magnitude change. The highest increase in % change in the past year.



Spark experienced a negative % change on Q2 this year. The % change was -0.1%, so not denting the overall positive growth seen over the past year.



Vodafone experienced a slight decline again in % change in Q3 2021 at -0.9%.



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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. We're two friends collaborating to bring analytical insight to the surface and make the world a better place.

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 0.5% margin of error at a 95% level.

Contact Us

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

Disclaimer

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