Tech Insights #426

Power moves – switch dynamics & segments

Mergers & acquisitions
Corporate finance advisory
Capital raising
24 August 2026

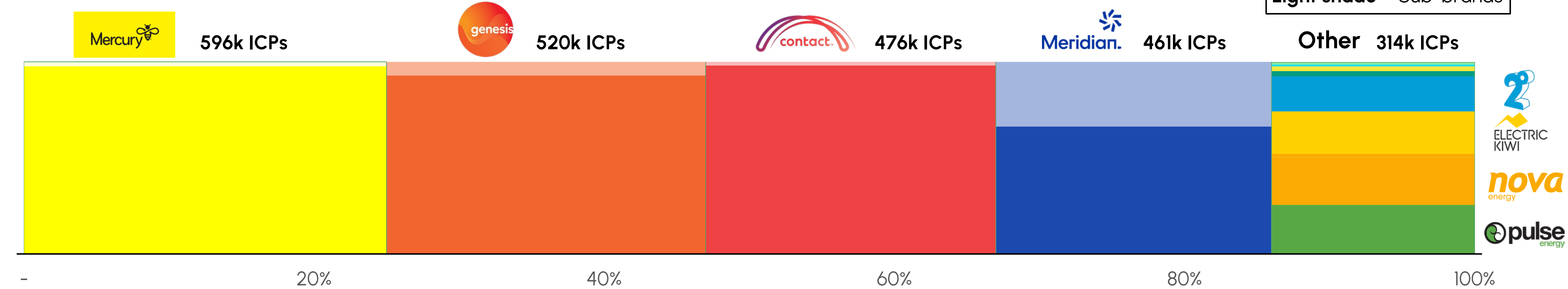
Clare Capital

Overview

Building on last week's report, this weeks Tech Insights report opens with a snapshot of retailer total ICP volume, looking at market share and how much of this comes from main brand and sub-brands. This page also shows five-year portfolio shifts across Residential, Commercial, and Industrial connections for the 'Big Four' retailers. Page 2 then analyses switching mechanics for the 12 months ending June 2026, breaking down customer movement across retailers into **move-in switches** versus direct **trader** switches.

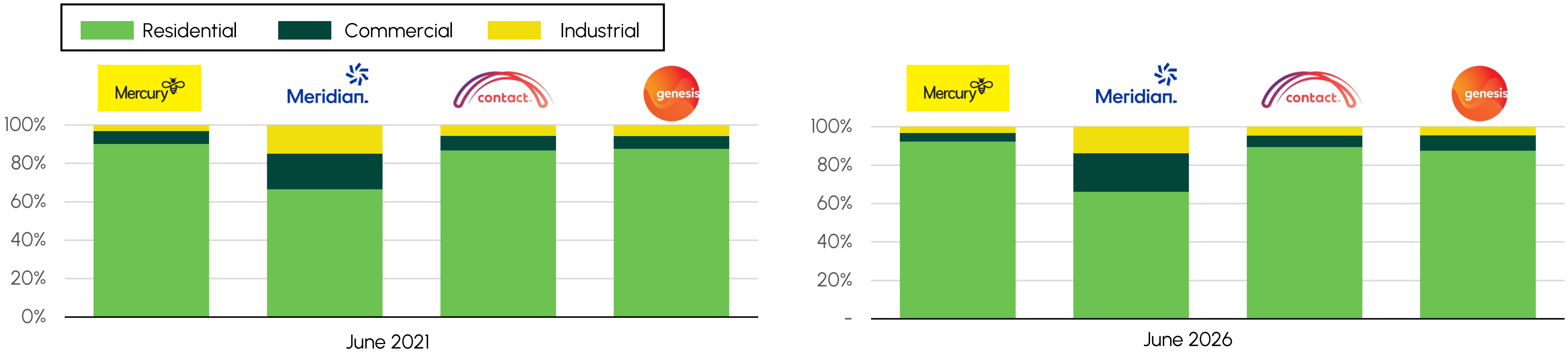
Market snapshot

Key:
Dark shade = Main brand
Light shade = Sub-brands



Types of ICPs - 12 months ending June 2026

Meridian has a higher weighting than the other 'Big Four' retailers to commercial and industrial ICPs. Over the past 5 years the weightings for these retailers has been steady.



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Types of switches (000s) - 12 months ending June 2026

This page details electricity retailer switches, categorised as either a **Move-in** (a customer without an active contract joining a retailer) or a **Trader switch** (a customer transferring their active contract from one retailer to another). This table does not include Half Hour or net new connections.