

## **Wireless Telecommunication Services in New Zealand**

Industry Report | 2025-06-19 | 39 pages | MarketLine

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### **Report description:**

Wireless Telecommunication Services in New Zealand

#### Summary

Wireless Telecommunication Services in New Zealand industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- Wireless telecommunications services market includes cellular (mobile) phones, pagers, and any other wireless or cellular telecommunication service. Market values represent revenues based on payments to operators of all these services for subscriptions and usage. Market volumes refer to the total subscriptions for each of these services. Market shares represent subscription volumes.
- The New Zealand wireless telecommunication services market recorded revenues of \$1.5 billion in 2024, representing a negative compound annual growth rate (CAGR) of 0.1% between 2019 and 2024.
- Market consumption volumes declined with a negative CAGR of 0.8% between 2019 and 2024, reaching a total of 8 million subscriptions in 2024.
- The growth of the wireless telecommunications market in New Zealand has been significantly influenced by the steady rise in mobile internet subscribers. According to the Organisation for Economic Co-operation and Development (OECD), the number of mobile internet subscribers in New Zealand increased by 6.1% in 2024, reflecting a broader trend toward mobile-first connectivity.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the wireless

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telecommunication services market in New Zealand

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the wireless telecommunication services market in New Zealand
- Leading company profiles reveal details of key wireless telecommunication services market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the New Zealand wireless telecommunication services market with five year forecasts

#### Reasons to Buy

- What was the size of the New Zealand wireless telecommunication services market by value in 2024?
- What will be the size of the New Zealand wireless telecommunication services market in 2029?
- What factors are affecting the strength of competition in the New Zealand wireless telecommunication services market?
- How has the market performed over the last five years?
- What are the main segments that make up New Zealand's wireless telecommunication services market?

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