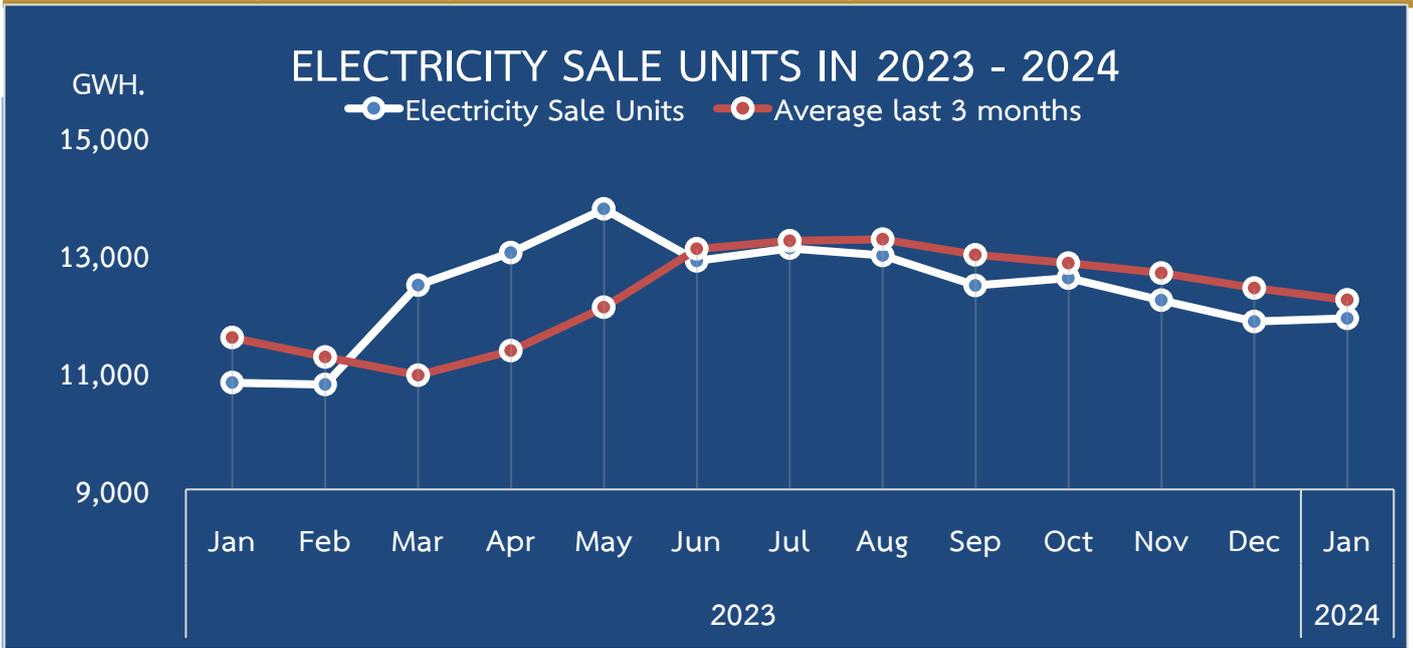


# The Electricity Sales Report of PEA in January 2024



In January 2024, PEA had a total of 11,908.35 million units of electricity sales, which increased at 10.10% YoY. Because of the growth of electricity usage in household from hot weather. Whereas large and small commercial segments had more demand for electrical consumption from tourism, a growth of industrial sector increased by reason of export. Government sectors also rose from usage of hospitals and government offices.

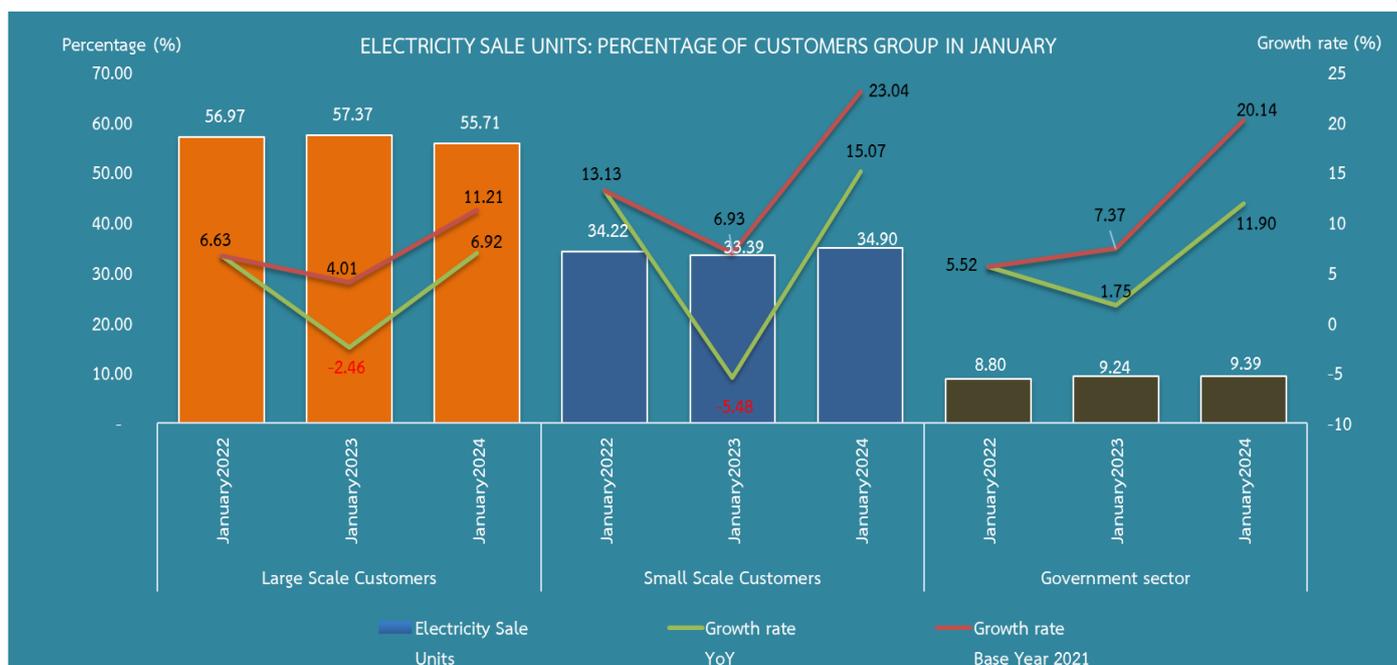
However, there were risky factors such as an unstable of global economic and structural issues that affected the competitiveness of industrial business for long term.



The residential sector grew at 16.78% YoY, especially in residential (less than or equal to 150 kWh) increased at 0.08% YoY and residential (more than 150 kWh) rose at 21.31% YoY. Because of high temperature in every region.

Large general service rose at 6.08% YoY following an increase of export. Whereas, Specific business, small and medium general service grew at 25.83%, 9.98% and 10.37% YoY, respectively because of VISA exemption causing tourists came to Thailand which increased cash flow in economic system.

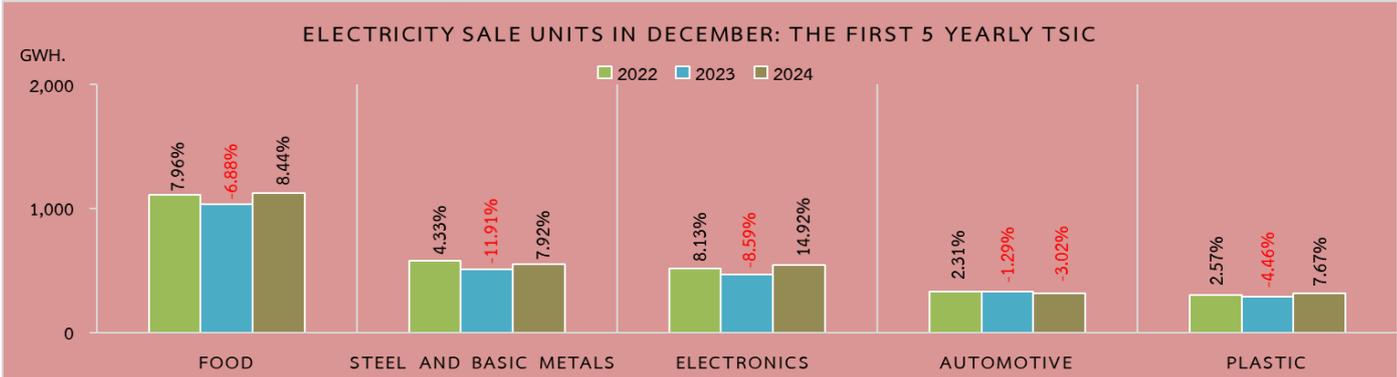
To compare the growth rate with base year 2020, it has found that the electricity sales increased by 15.91%.



Large Scale Customers <sup>1</sup>	Small Scale Customers	Government Sector
<p>Large Scale Customers grew at 6.92% YoY.</p> <p>Industrial sector went up at 4.44% YoY as a result of a rise of export in food, steel and electronic products which had more demand from abroad.</p> <p>Large scale commercial customers rose at 16.67% YoY because there was a large number of tourists ,especially Chinese, Malaysian, Russian, Korean and Indian. The major factor was Visa-Free between Thailand and China causing consumption of goods, services and transportation.</p>	<p>Small Scale Customers jumped at 15.07% YoY.</p> <p>Electricity consumption of residential sectors rose at 16.78% YoY. because temperature is getting higher from El Nino causing drought and Dry Spell.</p> <p>Small scale commercial customer went up at 10.59% YoY due to a growth of tourism. Besides, there was measures to support cost of living like electrical bills reduction.</p>	<p>Government sector accrued at 11.90% YoY owing to the electricity consumption of hospitals, schools, universities, religious organization, provincial administrative organization had more consumption for cooling.</p>

Note : <sup>1</sup>PEA changed the criteria for grouping customers according to the organizational context following SE-AM governmental and others to governmental since May 2021.  
Export Data by Trade Policy and Strategy Office, Ministry of Commerce.

## Growth (Up/Down) of electricity sale units compare with previous years



### Manufacturing sector rose at 4.34% YoY.

There were 5 segments in manufacturing sector.

 **Food** increased at 8.44% YoY because electricity consumption in ice, rice mill, meat production, food preservation and non-alcohol beverage.

 **Steel and basic metals** expanded at 7.92% YoY owing to an export of steel to Singapore, India and China.

 **Electronics** increased at 14.92% YoY resulting from orders of computers and components to United States, China, Hong Kong, Germany, Australia and Ireland.

 **Automotive** reduced at 3.02% YoY because of a drop of demand for domestic cars because the restriction of auto loan following the risk of household debt. Besides, the orders from abroad decreased like Mexico, Vietnam, United Arab Emirates, Turkey and New Zealand.

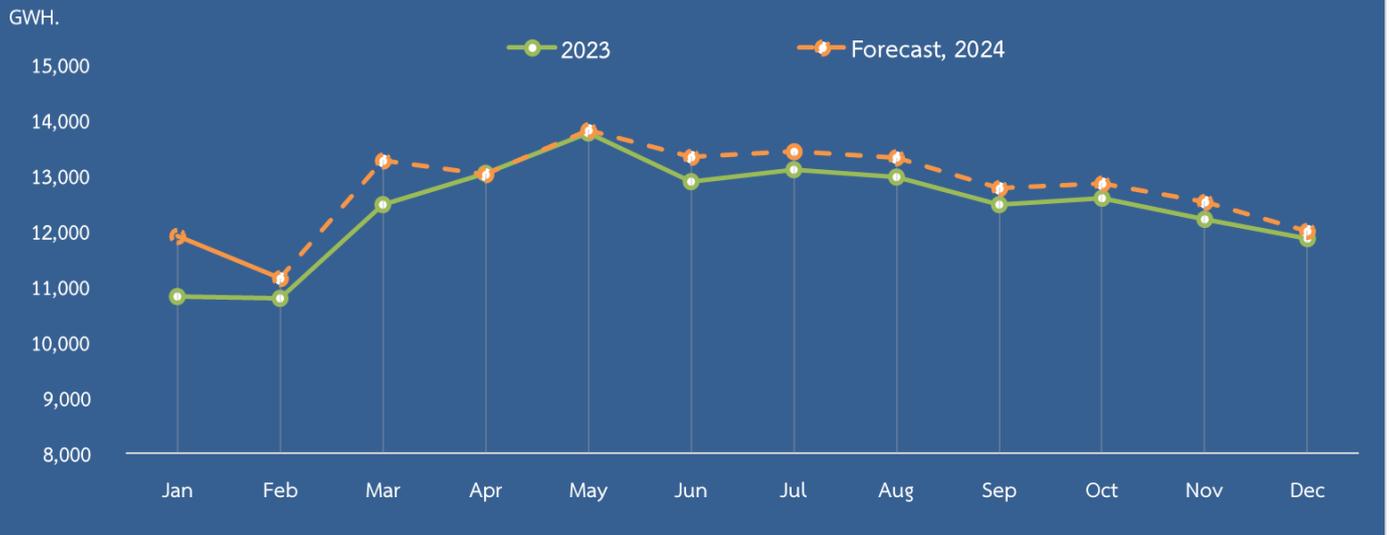
 **Plastic** rose at 7.67% YoY by reason of an export of plastic products such as straw, plastic tube and plastic sheet.

**Sale & Hotel sector** grew at 16.04% YoY as a result of the number of arrivals. In January 2024, there was 3 million tourists, mostly Chinese. In addition, there were measures to support expenditure like energy fee subsidy and suspension of loan payment for farmers which caused more expenditure for consumption.

**Social Services sector** pumped up 15.71% YoY, due to a rise in electricity consumption by hospitals, education institutions and provincial administrative organization had more consumption for cooling.

**Agriculture sector** escalated at 10.38% YoY following electricity usage of livestock agricultural pumping, integrated agriculture, vegetable gardens.

## ELECTRICITY SALE UNITS A YEAR IN 2022 AND 2023 FORECAST



### Electricity Sale Forecast

PEA forecasts the electricity sale situation in 2024 to improve at 2.98% YoY since a growth of industrial sector that more export. While, tourism grew by the number of arrivals and investment of private and public. By the way, there were structural risks, household debt, drought and unstable of global economic.

#### Positive factors

1. Domestic tourism continuously increases. Government has a goal to incentive 40 million tourists to Thailand for supporting domestic consumption.
2. There is a growth of export from high demand for electronics.
3. Private investment is in the upward trend following a downtrend of interest rate causing labors getting more income.
4. Chinese economic is recovered from the number of Chinese that visiting Thailand.
5. Public investment increases budget disbursement to support the economics' growth.

#### Negative factors

1. Structural issues affect to competitiveness in long term because of a high of utilities cost, wage and interest rate which caused production efficiency.
2. Consumer concern about economic and debt from high interest rate in real estate and automotive sectors that financial institution has more restrict to loan approval causing a decrease of electrical consumption in automotive segment.
3. Drought from El Nino affected to farmers' income and agricultural production. There is severe PM 2.5 in Northern area that affected the number of arrivals during Songkran festival.
4. Stability of global economic is fluctuated from financial problems.