

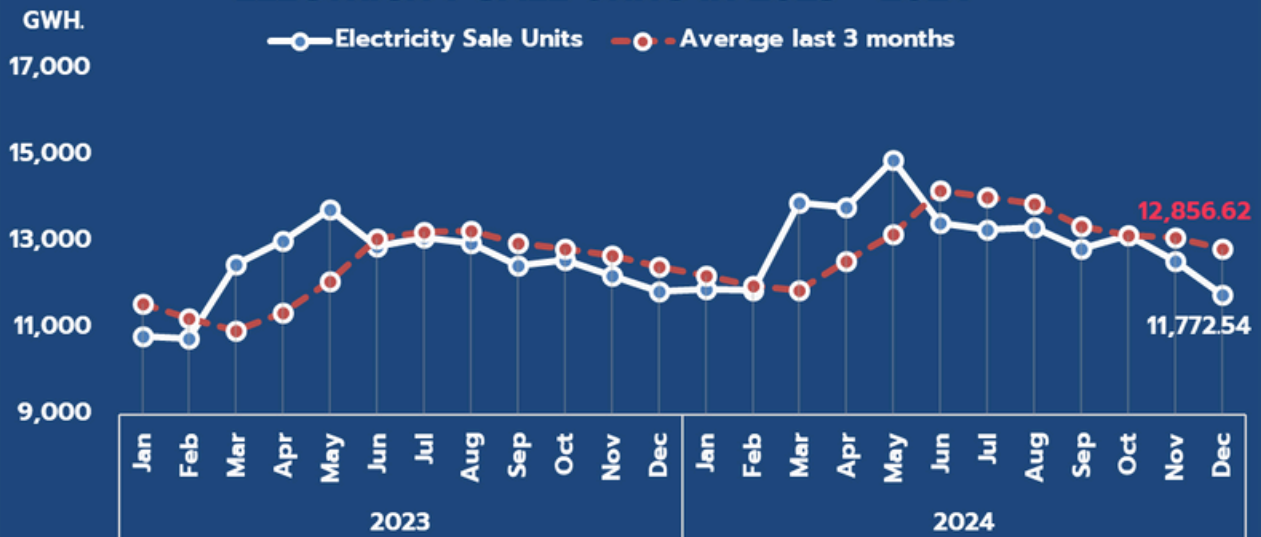


THE ELECTRICITY SALES REPORT OF PEA

DECEMBER 2024

"Smart Energy for Better Life and Sustainability"

ELECTRICITY SALE UNITS IN 2023 - 2024

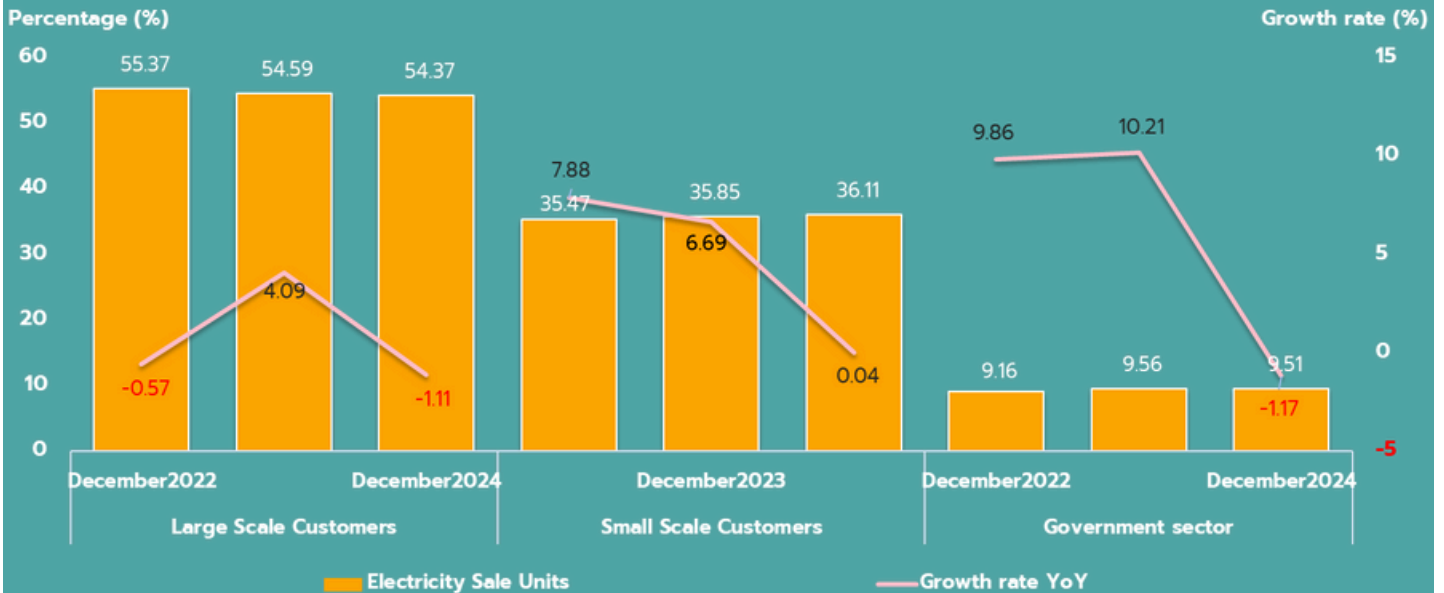


ELECTRICITY SALE UNITS INCREASED AT

-0.71%
YOY

Electricity Sale units decreased resulting from a drop of consumption after the money transfer measure. As, a decrease in industrial sector caused a decline in electricity usage.

ELECTRICITY SALE UNITS: PERCENTAGE OF CUSTOMERS GROUP IN DECEMBER



LARGE SCALE CUSTOMER

-1.11%
YoY

Industrial sector dropped at 2.35% YoY because the international conflict in many region and the pressure from Chinese goods in Thai market causing the over supply and a drop of private investment.

Large scale commercial customers rose at 3.14% YoY from the sale campaign during New Year festival such as food and beverage, fashion goods and electrical appliance. Moreover, there was international demand from, especially United States, Europe, Cambodia, Laos and Vietnam which affected to export.

SMALL SCALE CUSTOMERS

+0.04%
YoY

Residential sector decreased at 0.42% YoY owing to, income concern causing careful expenditure. Furthermore, household debt and strict loan from financial institutions affected purchasing power to drop. There was also flood in Northern and North eastern parts that was strongly effect to purchasing power.

Small scale commercial customers grew at 1.31% YoY from tourism by domestic tourists and foreigners which was resulting from supportive measures, like Ease of Travelling on Web Portal: Entry Thailand and increasing of the flights.

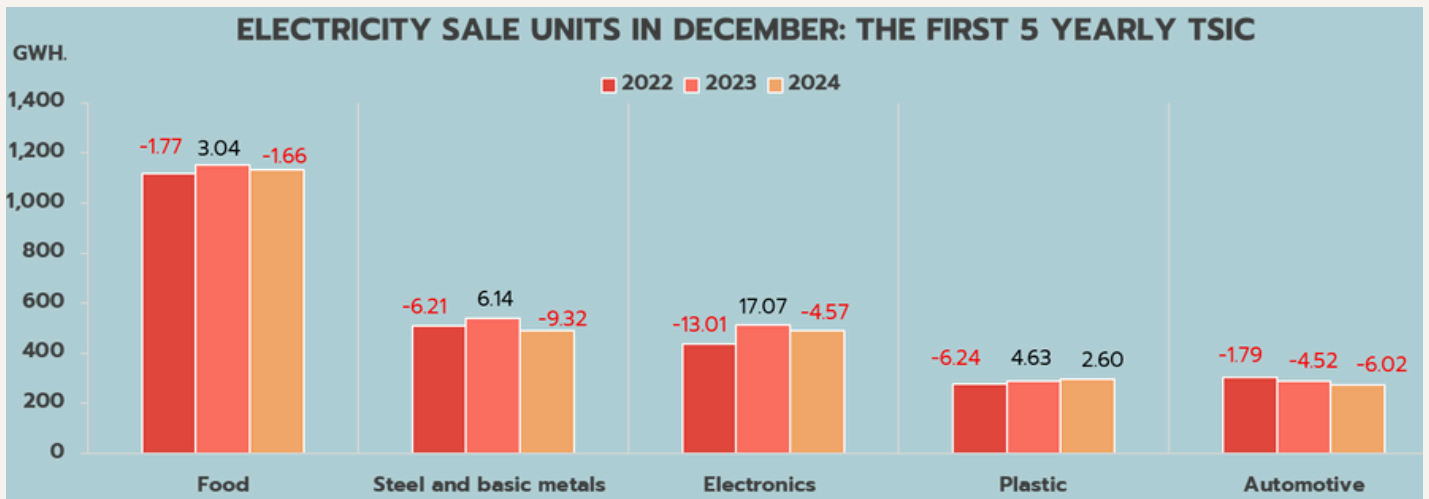
GOVERNMENT SECTOR

-1.17%
YoY

owing to a drop of electrical usage in administrative government such as hospitals, police stations and government offices from cold weather.



Manufacturing Sector -3.52%_{YoY}



-1.66% YoY	Food	declined by the drop of demand from China and ASEAN because the production was over during the previous period for demand at the end of year. The demand for goods fell such as tapioca flour, canned pineapple and sugar.
-9.32% YoY	Steel & basic metals	fell, owing to a decrease of demand for industrial sector such as construction and automotive, including importing steel which was cheaper. This caused the drop of domestic production like round bar, Hot Rolled Structural Steel and Galvanized Sheets.
-4.57% YoY	Electronic	following a drop of production by less demand in Data Center and IT. The Orders of HDD and computer decreased following the sluggish economic and high living cost. Besides, there was a replacement of SSD which was more efficient in speed and energy saving.
+2.60% YoY	Plastic	grew because of a recovery of ASEAN economic and a support in Bioplastics. These caused the more demand in plastic goods such as containers, sheet, food containers and film sheet.
-6.02% YoY	Automotive	from a drop of purchasing power, high household debt and the strict loan of financial institutions which concerned about debt quality and loss from repossessed cars' selling. Because the price of second-hand cars rapidly declined from the price competitive with EVs. These caused the fall in sales.

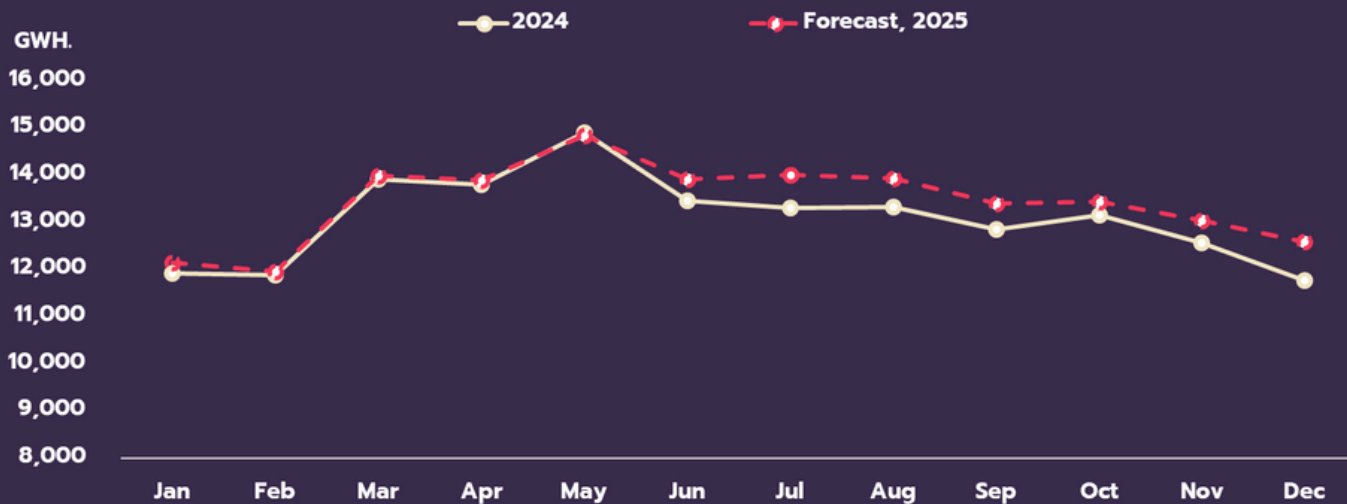
Sale and Hotel sector

-0.23%
YoY

They dropped because of the fall in retail and wholesale sectors from high commodity price and many hotels had technology for energy saving like smart energy and Solar cell for more consuming green energy.



ELECTRICITY SALE UNITS A YEAR IN 2024 AND 2025 FORECAST



+2.76% YoY

PEA has forecasted the electricity sale units in 2025 to improve 2.76% YoY since a growth of private consumption, export, tourism and public and private investment. Nonetheless, there were risk from household debt and fluctuated economic.

Positive Factors

1. There were supportive measures like economic recovery, liquidity for flood victims, 10,000 baht phase 2 for stimulating economics and tourism during High Season.
2. The increase of domestic demand from private and public consumption and recover of industrial sector and export. The supportive factors were import of raw materials, the increase of BOI approval, the growth in industrial estate areas and the growth of economic from high employment rate.
3. The rise of tourism from the number of tourists and flights was an effect of supportive measures such as free VISA and Quick Win measure for supporting the travelling in low season. this caused the growth in transportation, accommodation and restaurant.
4. Export had a new driving factor by new order in main industries and upward trend of electronics, especially electronics and electric appliances. Whereas, the export of agricultural goods still grew following high demand. They might cause the increase in private investment.

Negative Factors

1. The high level of household and private debt which was lower debt quality by high NPLs and SMLs to loan for personal consumption loan caused the change in minimum income of borrower for car leasing and consumption loan. Moreover, There was a change for SMEs in more collateral and margin for risky businesses.
2. The fluctuation in agricultural sector, especially in products and price, were the downward of rice price among the normalization of production in India and Vietnam. In addition, The demand from United Sates and China declined. However, the weather in 2025 has expected to fluctuate which might affect to price and productivity.
3. The being in charge of Donald Trump might cause change in global economic such as trade barrier, increase of custom tax and support in U.S. production. These policies will affect to Thai economic in the low competitiveness in U.S. market, high custom and a drop of Chinese economic that closely connected to Thailand.

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