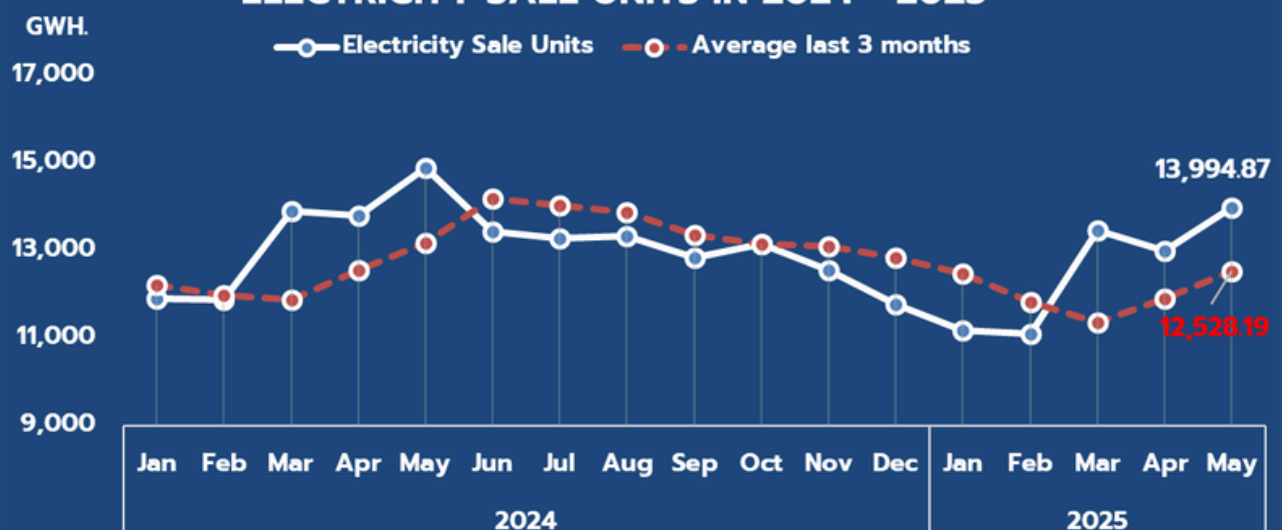


THE ELECTRICITY SALES REPORT OF PEA

MAY 2025

"Smart Energy for Better Life and Sustainability"

ELECTRICITY SALE UNITS IN 2024 - 2025



ELECTRICITY SALE UNITS
INCREASED AT

-6.12%
YOY

Electricity sales units decreased as a result of a drop in household usage due to higher precipitation, caused by the lower average temperature. The decline in industrial consumption was affected by price competitiveness with Chinese goods and the uncertainty of the global economy. The high level of household debt still affected private consumption.

ELECTRICITY SALE UNITS: PERCENTAGE OF CUSTOMERS GROUP IN MAY



LARGE SCALE CUSTOMER

-1.99%
YoY

The Industrial sector dropped by 1.76% YoY. Following the industrial confidence index in May decreased because of the appreciation of the Baht, causing a decline in exports. Moreover, the Thai market is faced with the price competitiveness of Chinese cheap goods. Private consumption is still unrecovered from household debt

Large-scale commercial customers decreased by 2.72% YoY Chinese tourists significantly declined because of their economic situation. Besides, there was the Baht appreciation, which affected travel costs, causing the competitiveness and department stores to lose purchasing power from dropping tourists.

SMALL SCALE CUSTOMERS

-11.26%
YoY

The residential sector decreased by 12.50% YoY owing to the thunderstorm and rainy weather from Monsoon, causing the average temperature to fall, the household's electrical consumption was reduced by these causes, and the high living cost and debt problems.

Small-scale commercial customers reduced by 7.05% YoY from a fall in domestic consumption for durable and luxury goods, such as electrical appliances and furniture, due to the economic recession and debt concerns.

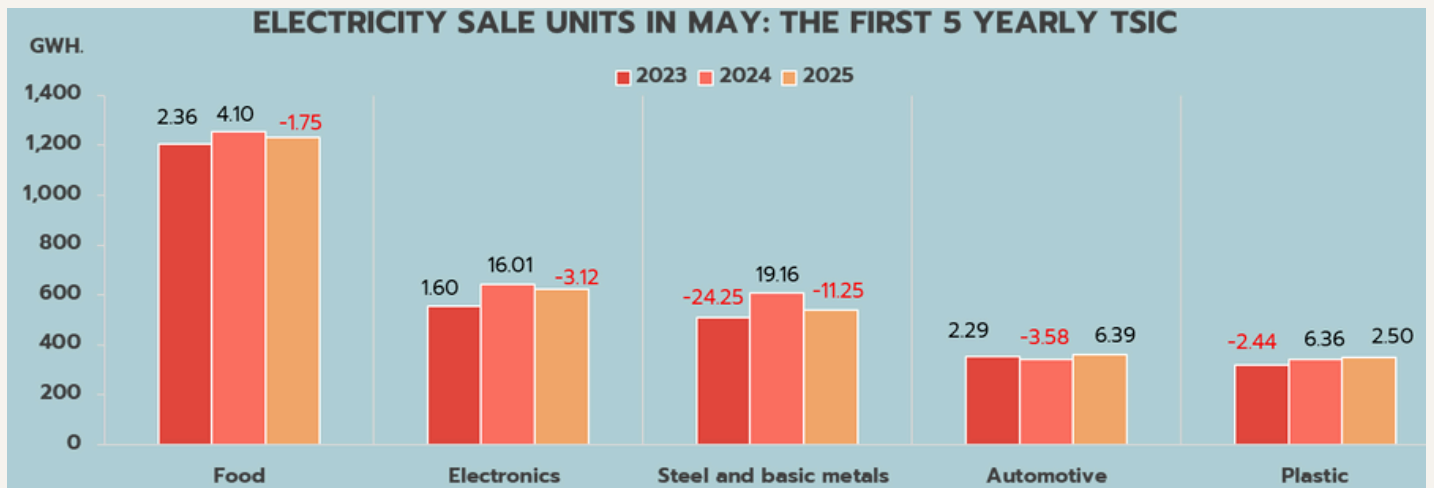
GOVERNMENT SECTOR

-5.01%
YoY

Because of a lower average temperature and the higher average precipitation, this caused government offices, such as administrative offices, to drop electricity consumption.



Manufacturing Sector -2.06%_{YoY}



-1.75% YoY	Food	The ice production decreased following its lower demand due to lower temperatures, especially in the services sector, from a decline in tourism. Besides, non-alcoholic beverages meet the pressure with Chinese imported goods and increasing cost from higher sugar taxes.
-3.12% YoY	Electronic	The fall in the production of machines and electrical appliances is due to a drop in public and private investments. The severe competitiveness of Chinese imported goods, which were cheaper, so Thai entrepreneurs meet the pressure in price and forced them to drop production.
-11.25% YoY	Steel & basic metals	The severe price competitiveness with China, as Chinese goods have been dumped into ASEAN markets due to oversupply. In addition, inventory was efficiently administered to control the steel quantity, causing the clearance of goods to be slower than its price.
6.39% YoY	Automotive	The domestic car production, such as BEV and PHEV, grew due to high demand. The parts production for maintenance was increasing because customers wanted to extend the lifespan due to the economic recession. Moreover, there was a maintenance of the trains to improve efficiency and support more usage following the fee policy of 20 baht.
2.50% YoY	Plastic	There was a higher demand for bathroom accessories and tableware in the U.S. thanks to the recovery of the real estate market. Besides, there was the acceleration of exports before the U.S. imposed taxation policy.

Sale and Hotel sector

-4.18%
YoY

Chinese tourists significantly decreased because of their economic recession and baht appreciation, causing the higher cost. Moreover, the Chinese government launched the domestic travelling measure. While domestic tourism is affected by the high debt and cost of living, causing businesses relying on tourism to drop their income.



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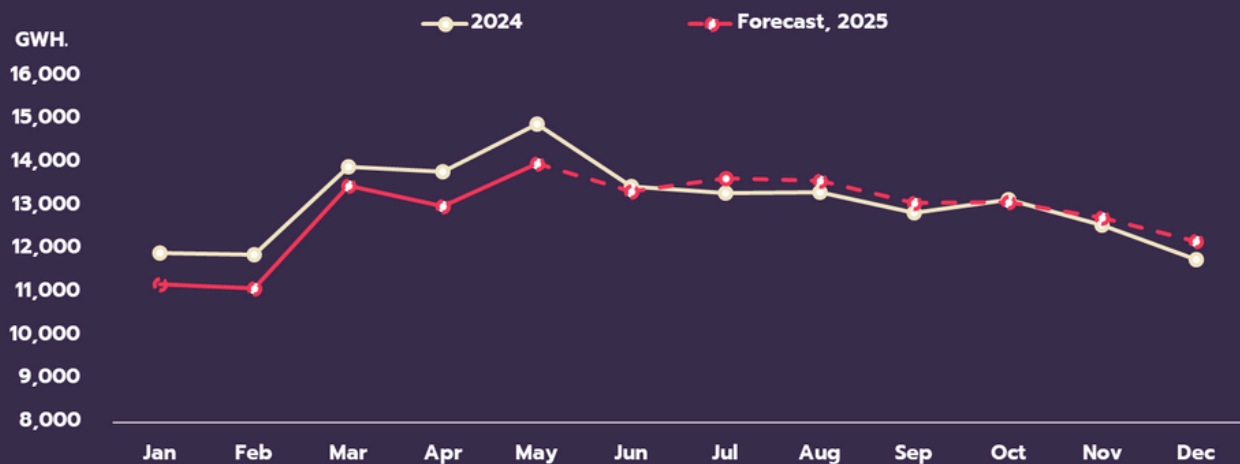


การไฟฟ้าส่วนภูมิภาค PEA



PEAchannelThailand

ELECTRICITY SALE UNITS A YEAR IN 2024 AND 2025 FORECAST



-1.52% YoY

PEA has forecasted the electricity sales units in 2025 to decline by 1.52% YoY since the drop in exports following the global economic recession. The industrial sector was pressured by the cheaper Chinese goods and the fluctuation of the U.S. import tariff. Furthermore, there were household debts and strict loan requirements. While there were supportive measures in tourism and services, they would stimulate private investment and consumption.

Positive Factors

1. There was an acceleration in budget disbursement in 2025, particularly in investment.
2. Infrastructure investments for transportation are on an upward trend to increase competitiveness and economic growth, such as the Southern Railway and the high-speed train between Thailand and China (Phase 1; Bangkok to Nakhon Ratchasima).
3. BOI launched a campaign to support foreign direct investment in high-potential industries such as digital, electronics, and automotive, to enhance competitiveness by driving with advanced technology.
4. There were driving factors for exporting to sign the FTAs with other countries, such as EFTA, the EU, and the U.S.A., to expand the market and increase competitiveness.
5. Private consumption tends to increase by stimulating measures such as the Easy E-Receipt project, Digital Wallet phase 1 and 2, Thailand travel fair, Home and Community development project, and public housing project.
6. The Amazing Thailand Grand Tourism and Sport Year 2025 stimulates the economy through tourism and hosting international sports competitions, like the 33rd SEA Games, FIVB Women's World Championship 2025, and the ASEAN Para Games 2026, which can attract foreigners and distribute income to regions.
7. Long-haul tourism significantly grows, especially from Europe, the U.S.A., and the Middle East, because of the strategies that focus on high-value travelers by cooperating with airlines.

Negative Factors

1. U.S. taxation policies call for 36% of imported taxes from Thailand. If this policy is effective, it will severely affect Thai exports.
2. The oversupply of Chinese goods in the ASEAN market was caused by trade barriers between the U.S.A. and China and the Chinese economic recession. China exported its goods to Thailand and ASEAN markets, causing industrial competition in price with Chinese goods for domestic and export markets.
3. The Geopolitical Russia-Ukraine affects to global supply chain, higher logistics costs, and a lack of raw materials, which causes higher prices and less planning accuracy.
4. The structural problem in the tourism industry, which relies on Chinese tourists, is the risk of being affected by the Chinese economic recession and the safety image, such as a scam center on the Thailand-Myanmar border and a severe earthquake that affects their confidence.
5. Other countries in the region, like Japan, South Korea, Vietnam, and Malaysia, have launched an approach strategy to attract Chinese travelers in the way of efficient and comfortable transportation. Moreover, some countries have a lower cost of living than Thailand.
6. Household and business debt remains high because of the restricted loans and the drop in loan growth, affecting private consumption.

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