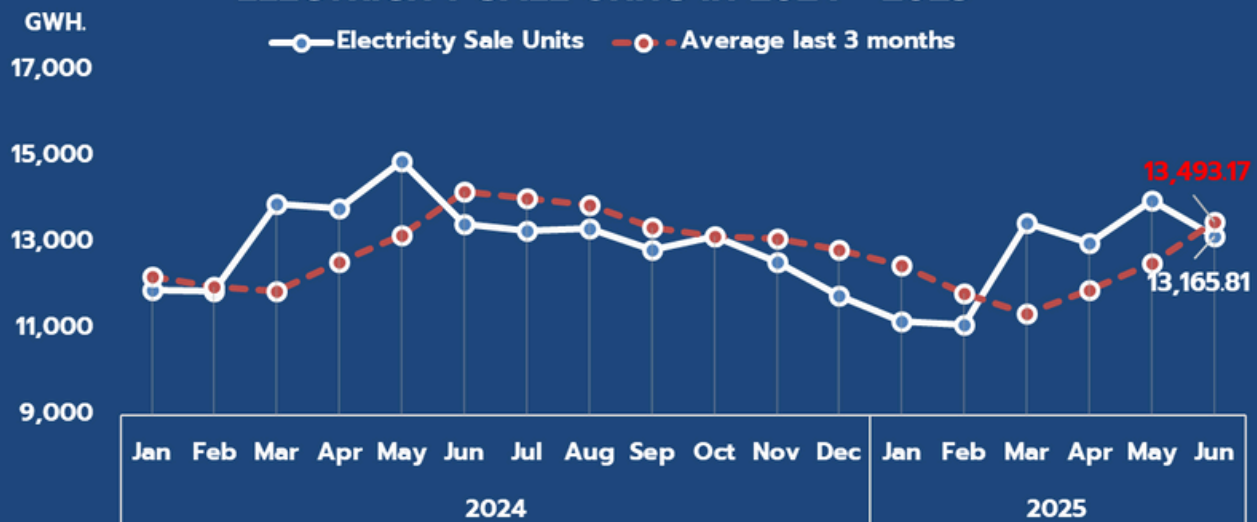


# THE ELECTRICITY SALES REPORT OF PEA

JUNE 2025

"Smart Energy for Better Life and Sustainability"

## ELECTRICITY SALE UNITS IN 2024 - 2025

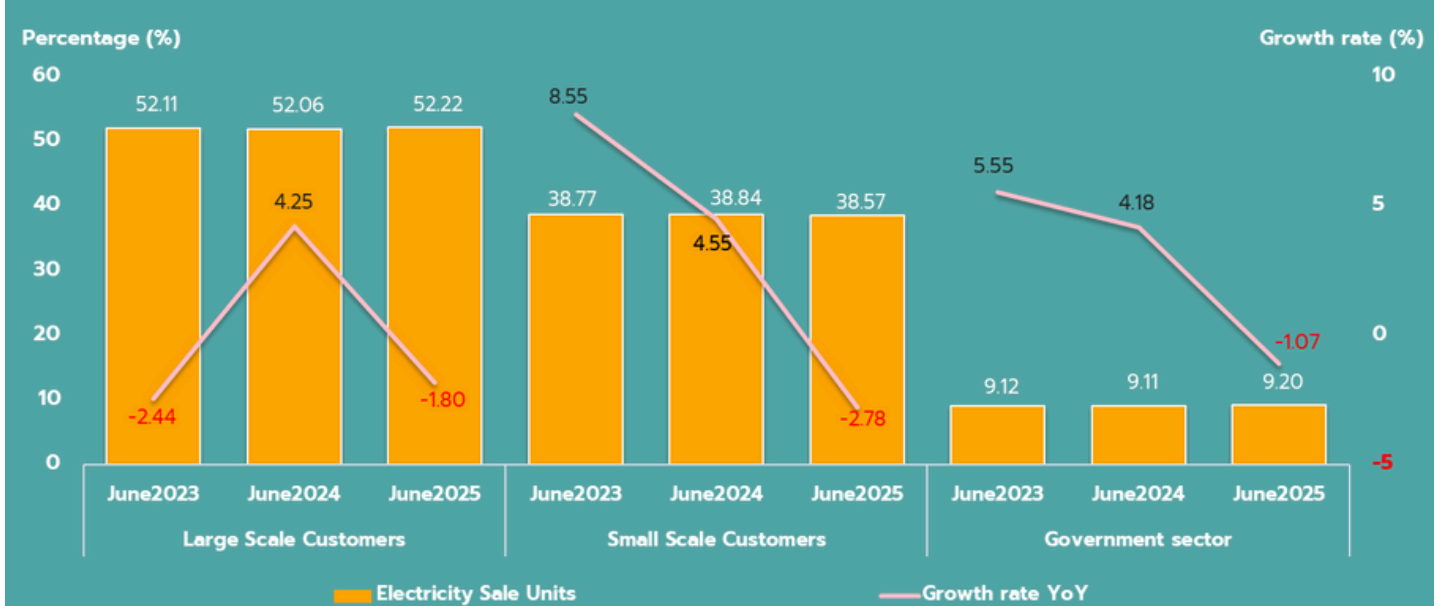


ELECTRICITY SALE UNITS  
INCREASED AT

**-2.12%**  
YOY

Electricity sales units decreased due to a drop in household usage resulting from the lower average temperature. The decline in industrial consumption was affected by price competitiveness with Chinese goods, the uncertainty of the global economy, and the U.S. import tariff policy. Moreover, the high level of household debt and cost of living continue to affect private consumption.

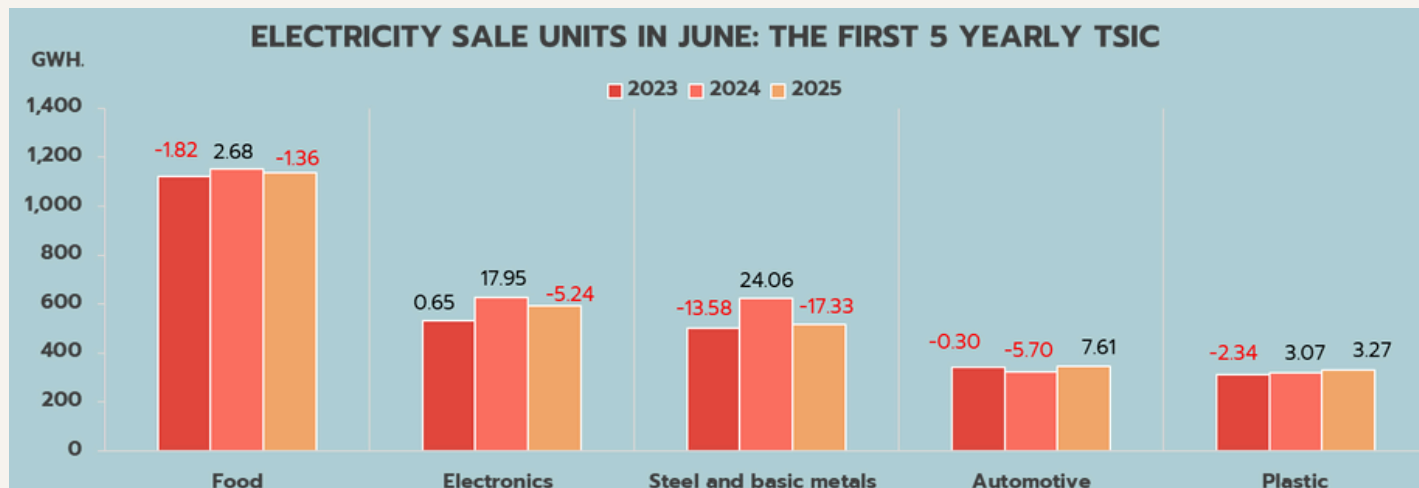
## ELECTRICITY SALE UNITS: PERCENTAGE OF CUSTOMERS GROUP IN JUNE



LARGE SCALE CUSTOMER	-1.80% YoY	The Industrial sector dropped by 2.03% YoY. Following the industrial confidence index in June decreased because of global economic recession, uncertainty of the U.S. import tariff, and the appreciation of the Baht, causing a higher price in Thai exports. Moreover, the Thai market was faced with the price competitiveness of Chinese cheap goods, causing a drop in production.
		Large-scale commercial customers decreased by 1.07% YoY. International tourists significantly declined because of the issue of safety in Thailand and the appreciation, which affected the competitiveness with neighbors like Japan and Vietnam, causing department stores to lose purchasing power from the drop in tourists.
SMALL SCALE CUSTOMERS	-2.78% YoY	The residential sector decreased by 3.46% YoY owing to the rainy season from the 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 0.64% YoY from a fall in domestic consumption for luxury goods due to the economic recession, high cost of living, and debt concerns due to strict loan.
GOVERNMENT SECTOR	-1.07% 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 -2.54%<sub>YoY</sub>



-1.36% YoY	Food	The ice production and non-alcoholic beverages decreased following their lower demand due to lower temperatures and the high cost of living. So, there was a drop in luxury goods, like non-alcoholic beverages, and processed seafood because of the decline in tourism and raw material.
-5.24% YoY	Electronic	The fall in the production of machines and electrical appliances decreased, resulting from a drop in private investment, competitiveness with Chinese goods, and uncertainty of the U.S. tariff policy. So, Thai entrepreneurs slow down their production such as cable and wire. Besides, the demand in real estate sector fell by the earlier earthquake.
-17.33% YoY	Steel & basic metals	Thai suppliers had to drop their production because there was an oversupply of steel, which came from China, Japan, and Korea by affecting the U.S. imported tariff, so the price went down significantly.
7.61% YoY	Automotive	The domestic car production, such as BEV and PHEV, grew due to its lower base. There was also a campaign to support, while the auto parts production (REM) increased from high demand for maintenance, such as pistons, brakes, and clutch for extending car lifespan.
3.27% YoY	Plastic	There was a higher demand for plastic products for bathroom accessories and tableware in the U.S. and ASEAN, thanks to the demand for safe, durable, eco-friendly, and modern products.

## Sale and Hotel sector

-0.47%  
YoY

Chinese tourists significantly decreased because of their economic recession, Thailand's safety image, and the appreciation. Moreover, Malaysian tourists also dipped from the southern Thailand insurgency. 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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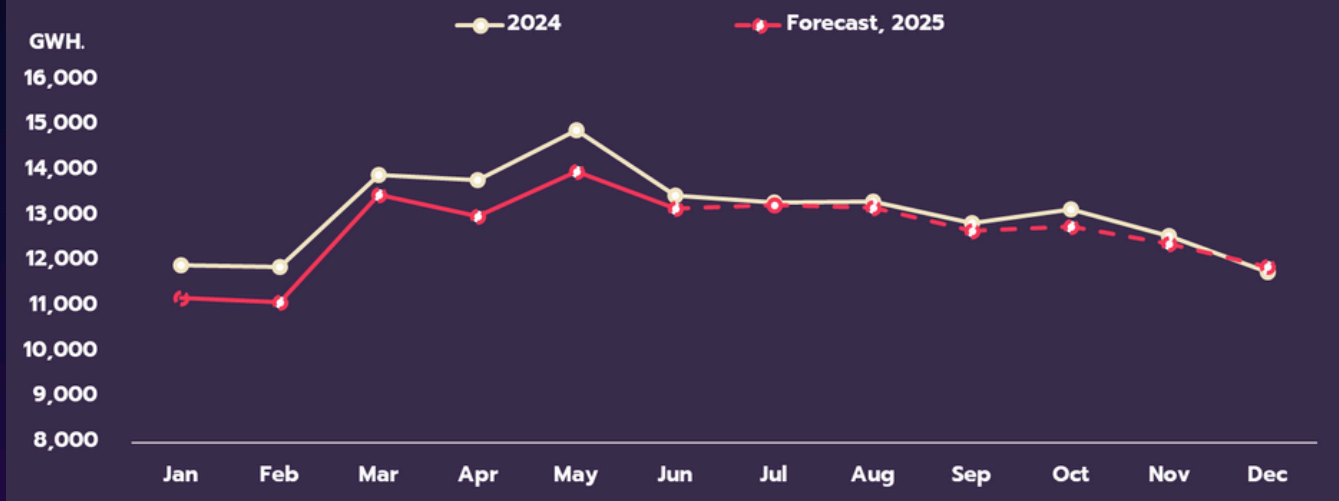


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## ELECTRICITY SALE UNITS A YEAR IN 2024 AND 2025 FORECAST



**-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 economic growth with innovation and 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 export market and increase competitive advantage.
5. Private consumption tends to increase for increasing confidence and economic growth 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. tax policies require 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 conflict affects the global supply chain, higher logistics costs and a lack of raw materials, which results in 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 kidnapping news that affects their confidence.
5. Other countries in the region, like Japan, South Korea, Vietnam, and Malaysia, have implemented strategies to attract Chinese travelers by providing efficient and comfortable transportation options. Moreover, some countries have a lower cost of living than Thailand.
6. Household and business debt remains high, which was constrained by the restricted loans and the drop in loan growth, leading to a decline in private consumption.

Power Economic Division, Power Economics Policy Department CALL 02-590-9475



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