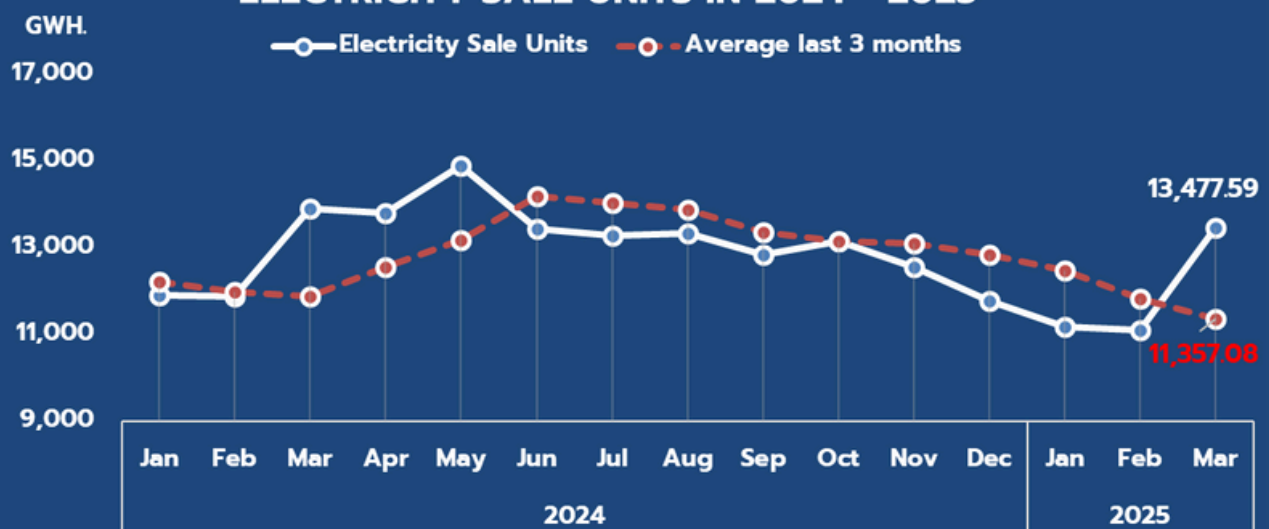


# THE ELECTRICITY SALES REPORT OF PEA

MARCH 2025

"Smart Energy for Better Life and Sustainability"

## ELECTRICITY SALE UNITS IN 2024 - 2025



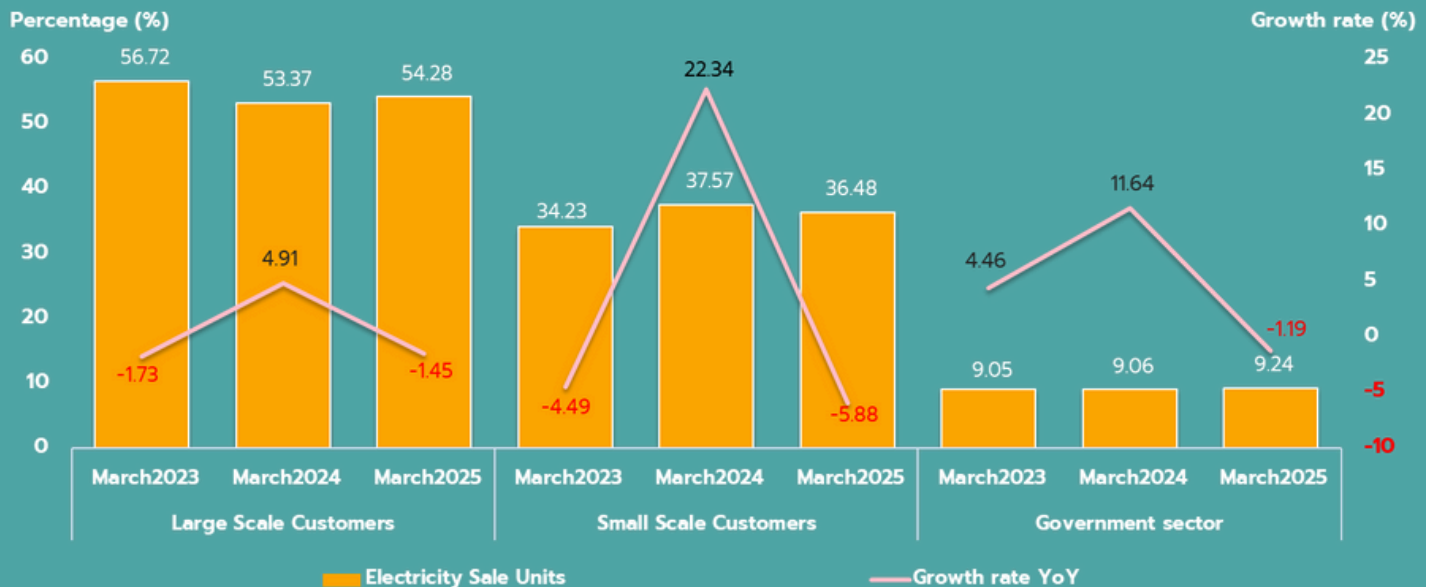
ELECTRICITY SALE UNITS  
INCREASED AT

**-3.09%**  
YOY

Electricity sales units decreased as a result of thunderstorms, causing cold weather.

Hence, the electricity consumption of households was significantly reduced, while the decline in industrial consumption was affected by price competitiveness with Chinese goods and the uncertainty of the global economy. During the high household debt, private consumption still affected.

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



### LARGE SCALE CUSTOMER

-1.45%  
YoY

The Industrial sector dropped by 1.88% YoY because MPI declined due to a decrease in transportation, leading to a drop in petroleum refining. Furthermore, the supply chain in the automotive and electronics sectors was affected by international trade policies.

Large-scale commercial customers grew at 0.03% YoY  
The construction segment increased following public utility projects, which went up due to accelerated budget disbursement.

### SMALL SCALE CUSTOMERS

-5.88%  
YoY

The residential sector decreased by 6.62% YoY owing to the thunderstorms and lower average temperature, households consumed less electricity. Furthermore, household debt and living costs were still high, affecting purchasing power.

Small-scale commercial customers reduced by 3.63% YoY from unrecovered consumption relating to a fall in the consumer confidence index (CCI). Furthermore, people are still worried about debt, an economic recession, unclearly stimulating measures, and price competitiveness with Chinese goods, leading to domestic retail sales.

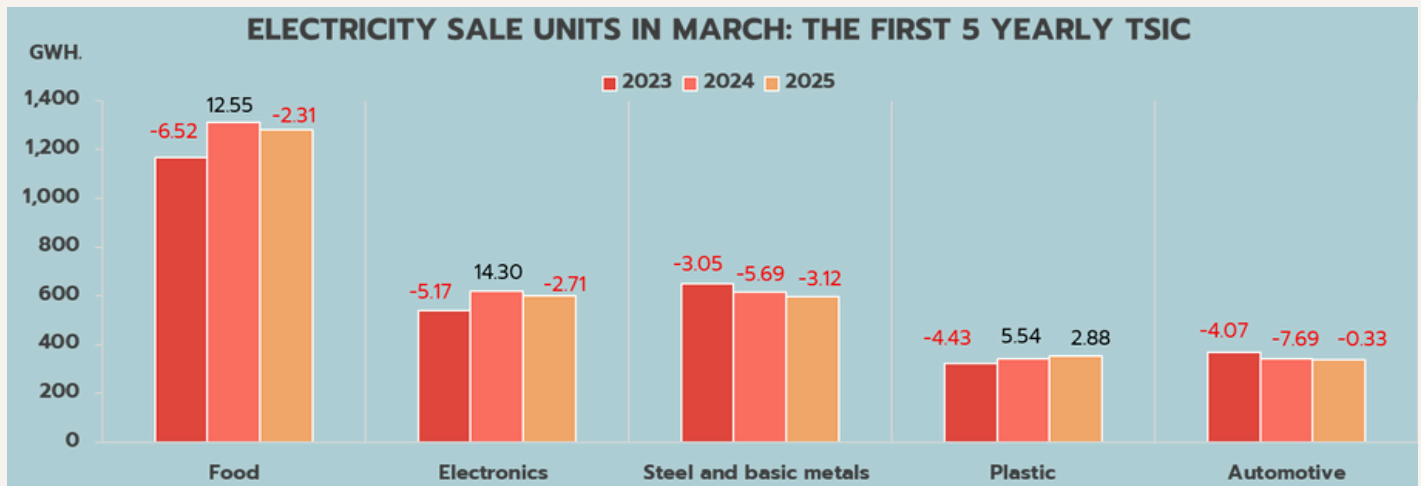
### GOVERNMENT SECTOR

-1.19%  
YoY

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



# Manufacturing Sector -2.91%<sub>YoY</sub>



**-2.31%**  
YoY

**Food**

The demand for tapioca chip, sugar, rice, canned fish, fresh chicken declined because of bath appreciation and high stock of rice. apart from the drop of Chinese demand in tapioca.

**-2.71%**  
YoY

**Electronic**

The fall in the production of machines and electrical appliances due to the uncertainty of trade policies caused a drop in private investment and an import of cheap goods.

**-3.12%**  
YoY

**Steel &  
basic metals**

Domestic demand declined following the downward of the industrial sector. Besides, there was oversupply of steel in China, so the cheap Chinese steel came into the Thai and ASEAN markets, which affected domestic production and export.

**2.88%**  
YoY

**Plastic**

The production of plastic pellets and plastic product increased by exporting to U.S.A. before the change in imported taxation polices and accelerating production before Songkran Festival.

**-0.33%**  
YoY

**Automotive**

Declined in the production and sales of passenger cars because of a change in the production line relating to the new model. Besides, there was competition in EV cars from China. The strict loan policies and high living costs affected to purchasing power of customers and sales.

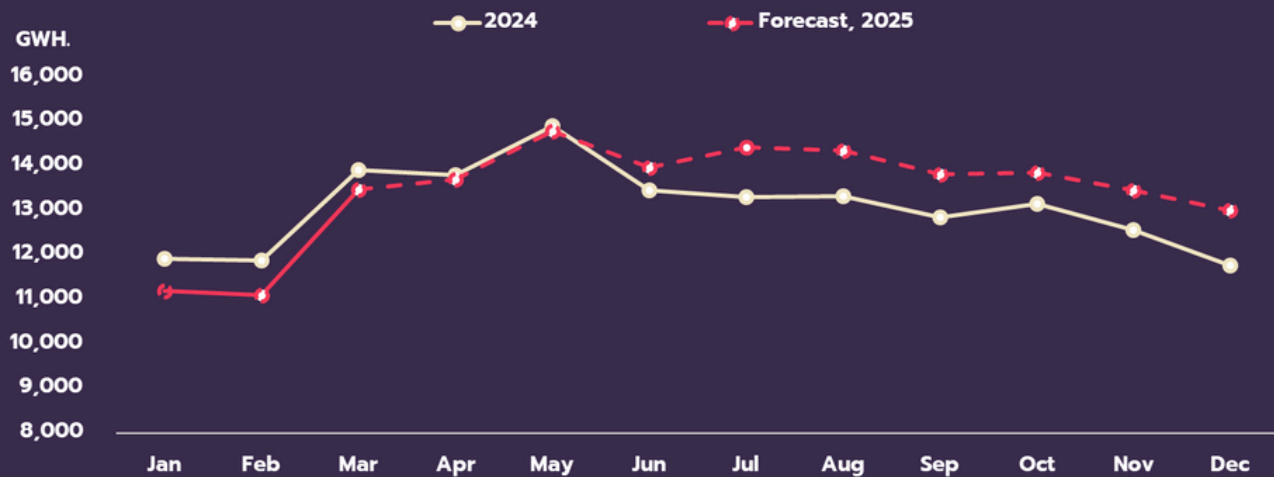
## Sale and Hotel sector

**-1.56%**  
YoY

Chinese tourists significantly decreased because of the confidence in safety. Malaysian tourists also dropped because of early Ramadan. Furthermore, Household debt was still high causing domestic tourists less traveled and saved consumption, leading to a drop of domestic consumption.



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



**+2.76% YoY**

PEA has forecasted the electricity sales units in 2025 to improve by 2.76% YoY since the growth of the service and tourism sectors. Private consumption also grew due to the supportive measures. Exports still slow down following the global economic. Nonetheless, there were risks from household debt, strict loan requirements and fluctuating economic conditions from trade barrier and rising U.S. imported tariffs.

### Positive Factors

1. The tourism sector continues to expand due to increasing international tourists. This includes measures to stimulate domestic tourism through initiatives like the "Travel Thai Together" project and the "Amazing Thailand Grand Tourism & Sport Year 2025" campaign, which promotes events aimed at boosting tourism, such as hosting international sports competitions like the 33rd SEA Games."
2. Private consumption tends to increase by stimulating measures such as the Easy E-Receipt project, Digital Wallet, and the half-half co-payment scheme.
3. Investment in the private sector tends to increase, resulting from foreign investment in automotive and electronics, which were supported by the BOI. Besides, Chinese entrepreneurs moved their production base to Thailand because of the trade barrier between China and the U.S.A.
4. There was more investment in the Data Center following the measures to support global demand.
5. Public investments are on an upward trend following the investment in infrastructure to increase competitiveness, such as domestic logistics and the "Land Bridge" project.
6. The export sector is expected to recover, driven by the global economy's rebound, such as China and the U.S.A. The expansion of new markets is also expected in electronics, automotive, and agriculture.

### Negative Factors

1. Household and business debt remains high because the restricted loans and the drop in loan growth, affecting private consumption.
2. The exports to China, the U.S.A., and Japan fluctuated from trade barriers. Besides, there were geopolitical factors such as the Russia-Ukraine conflict and Middle East tension that affected the supply chain of entrepreneurs.
3. The oversupply of Chinese goods in the ASEAN market was caused by trade barriers between the U.S.A. and China. There were more imported Chinese goods to Thailand, which had a price competitiveness, making it harder for Thai products to compete in the domestic and global markets.
4. U.S. taxation policies, which are administered by Trump, particularly in trade barriers that call for 36% of imported taxes from Thailand, caused counteraction from affected countries and uncertainty in the global economy.
5. Tourism and services sector, being the main factor to drive the economy, has more risk from the slowdown of the Chinese economy and the unsafe images in Thailand because Thai tourism mainly relies on tourists from China.
6. There were supportive measures to attract Chinese tourists against other ASEANs, such as Japan, South Korea. Besides, there was a competitiveness in telecom and infrastructure.
7. The structural problem in the industrial sector affected competitiveness during the technology transformation, such as labour skills that didn't meet the demand in digital production, a lack of R&D and innovation, and a lack of development of its own technology.

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



[www.pea.co.th](http://www.pea.co.th)



การไฟฟ้าส่วนภูมิภาค PEA



PEAchannelThailand