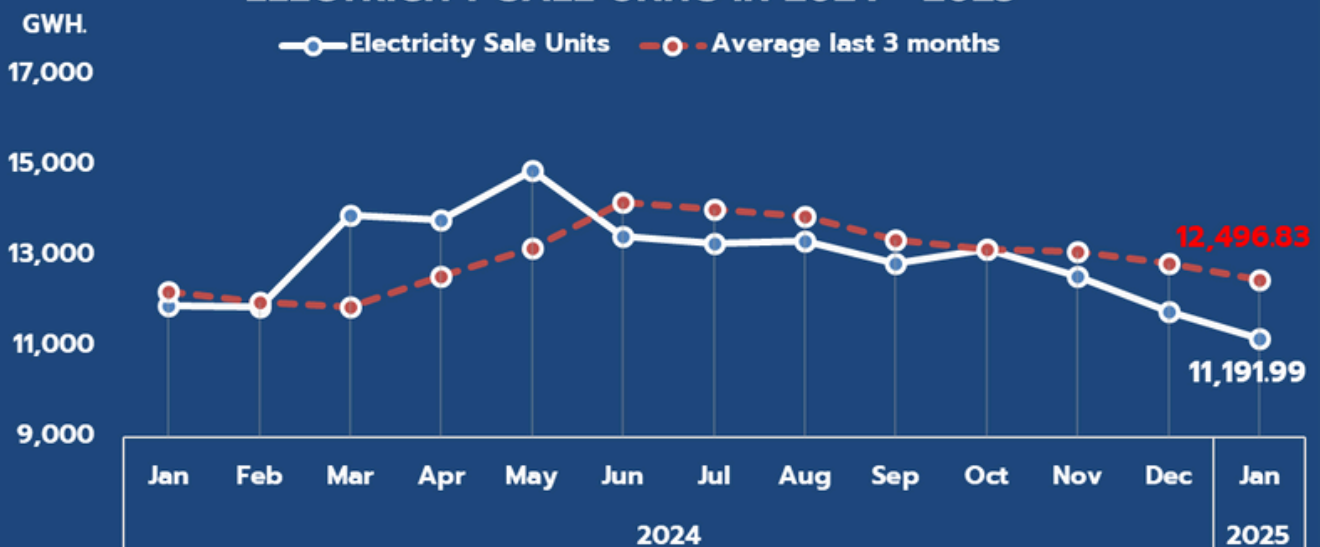


THE ELECTRICITY SALES REPORT OF PEA

JANUARY 2025

"Smart Energy for Better Life and Sustainability"

ELECTRICITY SALE UNITS IN 2024 - 2025

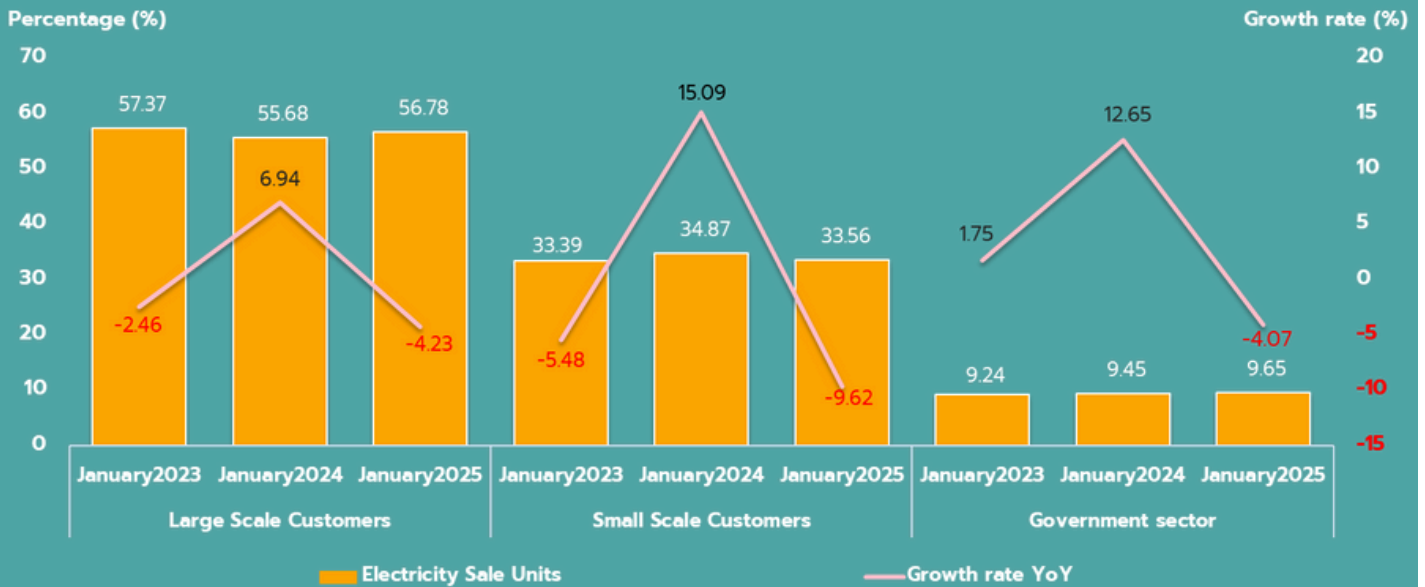


ELECTRICITY SALE UNITS
INCREASED AT

-6.09%
YOY

Electricity Sale units decreased resulting from cold weather. Hence, the electricity consumption of household significantly decreased, while the decline in industrial and commercial sectors had an effect from the Chinese goods in Thai market and high cost of energy and wage.

ELECTRICITY SALE UNITS: PERCENTAGE OF CUSTOMERS GROUP IN JANUARY



LARGE SCALE CUSTOMER

-4.23%
YoY

Industrial sector dropped at 4.53% YoY because the trade barrier between U.S.A. and China caused product distribution from China to ASEAN and Thailand which affected to price competitiveness of Thailand and the drop of industrial sector.

Large scale commercial customers dipped at 3.16% YoY from a reduction in retail because customers deferred expenses during New Year festival and the concern about household debt was still high. These caused the drop in purchasing power. Construction segment slow down following the partnership economic.

SMALL SCALE CUSTOMERS

-9.62%
YoY

Residential sector decreased at 10.90% YoY owing to, the lower average temperature causing cold weather in Thailand. So, household less consumed electricity. Furthermore, household debt was still high which made strict loan from financial institutions affecting purchasing power.

Small scale commercial customers reduced at 6.07% YoY from cold weather that directly affected electricity consumption to drop. Besides, hotels consumed declined their demand for electricity to save cost and PM 2.5 was severe during winter being an effect to tourism.

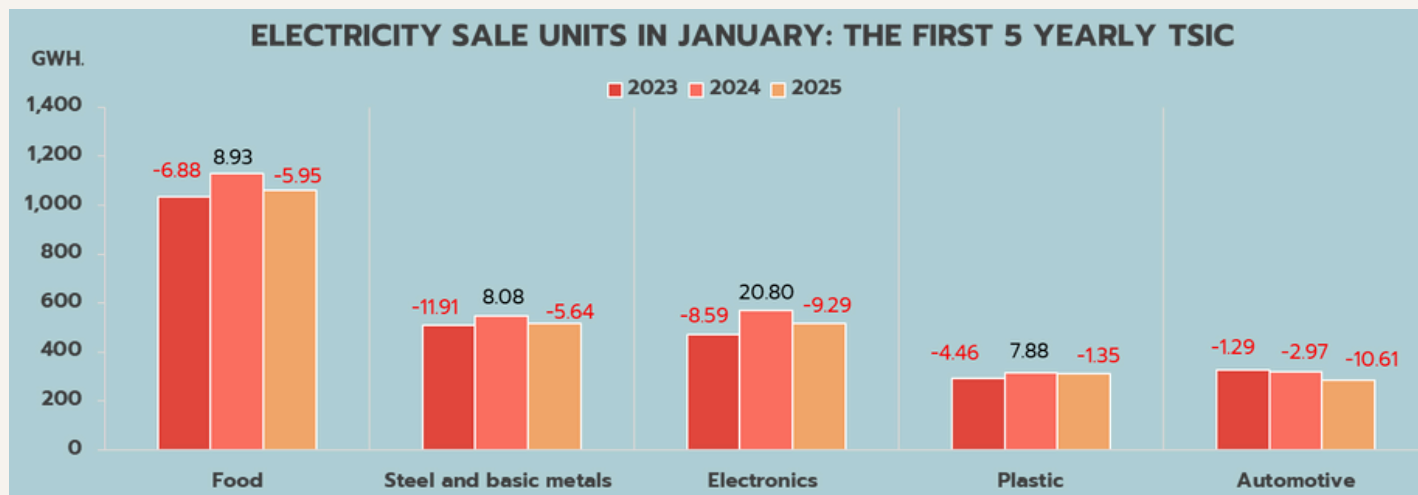
GOVERNMENT SECTOR

-4.07%
YoY

owing to a drop of electrical usage in administrative government such as government offices from cold weather.



Manufacturing Sector -5.23%_{YoY}



-5.95% YoY	Food	declined by the drop of export, especially rice, because India who is a main exporter of rice canceled the measure that limited the rice export causing the drop of price. Thailand had an effect with price competitiveness and the decline of export of tapioca to china.
-5.64% YoY	Steel & basic metals	fell, owing to a downward trend in real estate segment and construction projects. Moreover, steel that used to produce cars, especially EV cars, dipped and there was an import steel from China.
-9.29% YoY	Electronic	following a drop of export in communication devices and computers because of the over supply and concern about uncertain policies of U.S.A. which affected to demand for electronic parts.
-1.35% YoY	Plastic	dipped because of a recession of partnerships' economic, particular China. There also was the reduction of demand after the long holiday.
-10.61% YoY	Automotive	from the strict loan of financial institutions which caused from high household debt and recession economic. the export of pick-ups and cars combustion still declined following the high demand for EV and Hybrid cars. In addition, there was a loss of market share for cheaper EV cars from China because there wasn't the technology for battery in Thailand.

Sale and Hotel sector

-6.87%
YoY

They dropped because of the recession of global economic and high level of household debt causing a drop in purchasing power, high cost and severe competitiveness of hotel. There was PM 2.5 that affected to tourism.



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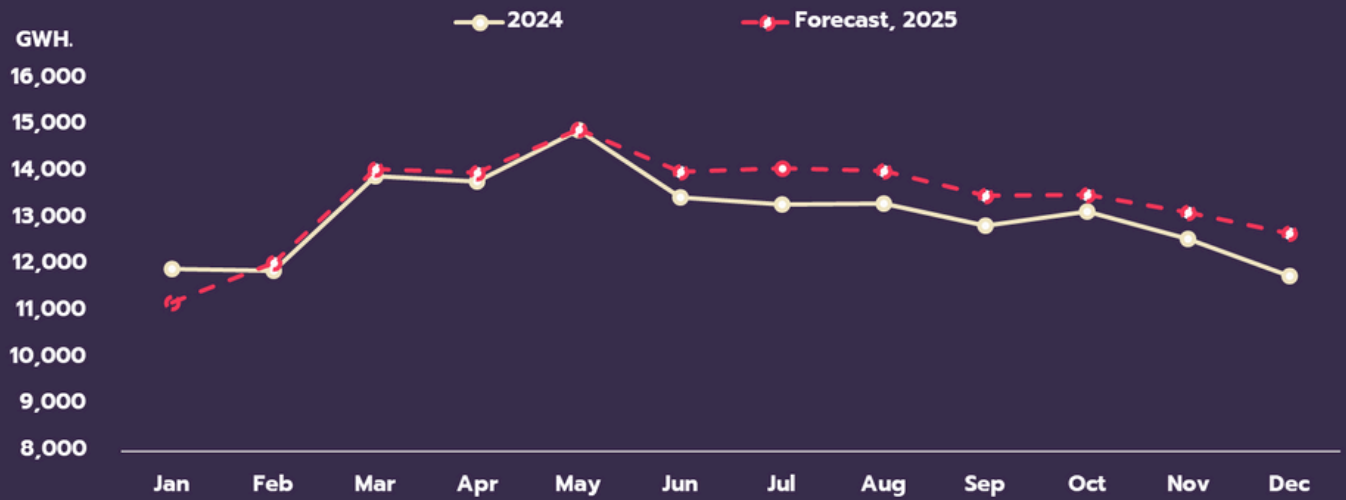


การไฟฟ้าส่วนภูมิภาค PEA



PEAchannelThailand

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 service and tourism sectors. Private consumption also grew by the supportive measures. Investment and export still slow down following the global economic. Nonetheless, there were risk from household debt and fluctuated economic from trade barrier and rising U.S. imported tariffs.

Positive Factors

1. The tourism sector continues to expansion from an increasing number of 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 "the 33rd of 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 BOI. Besides, There was more investment in Data Center following the demand and China moved their production base for EV to Thailand because of Trade barrier with U.S.A.
4. Public investment are in the upward trend following the investment in infrastructure and the increase in competitiveness such as southern train, domestic logistics and "Land Bridge" project.
5. The export sector is expected to recover, driven by the global economy's rebound such as China and U.S.A. The expansion of new market is also expected in electronics, automotive and agriculture.

Negative Factors

1. Household and business debt remains high because the restricted loan and the drop of loan and loan quality.
2. The manufacturing sector faces risks from non meeting the global demand. By 10% of global GDP, there was traditional industries such as textile, chemical, leather, plastic, construction materials, electronics and automotive which dropped in competitiveness among the rapid technology transition and increased the production cost from high labor cost and energy price.
3. The over-supply of Chinese goods in ASEAN market caused by trade barrier between U.S.A. and China, the excess production and a drop of domestic demand. There were more import Chinese goods to Thailand which had a price competitiveness, having made it harder for Thai products to compete in the domestic and global markets.
4. U.S. economic policies which administrative by Trump, particular in trade barrier and support domestic production, caused counteraction of affected countries and uncertainty of global economic.
5. Geopolitical tensions, especially conflicts between Russia and Ukraine, as well as tensions between China and the U.S. are contributing to trade and investment uncertainty. This includes shifts in demand for energy, raw materials, and exchange rates.
6. Tourism and services sector, being main factor to drive economic, has more risk from the slowdown of Chinese economic because Thai tourism mainly rely on tourists from China.

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