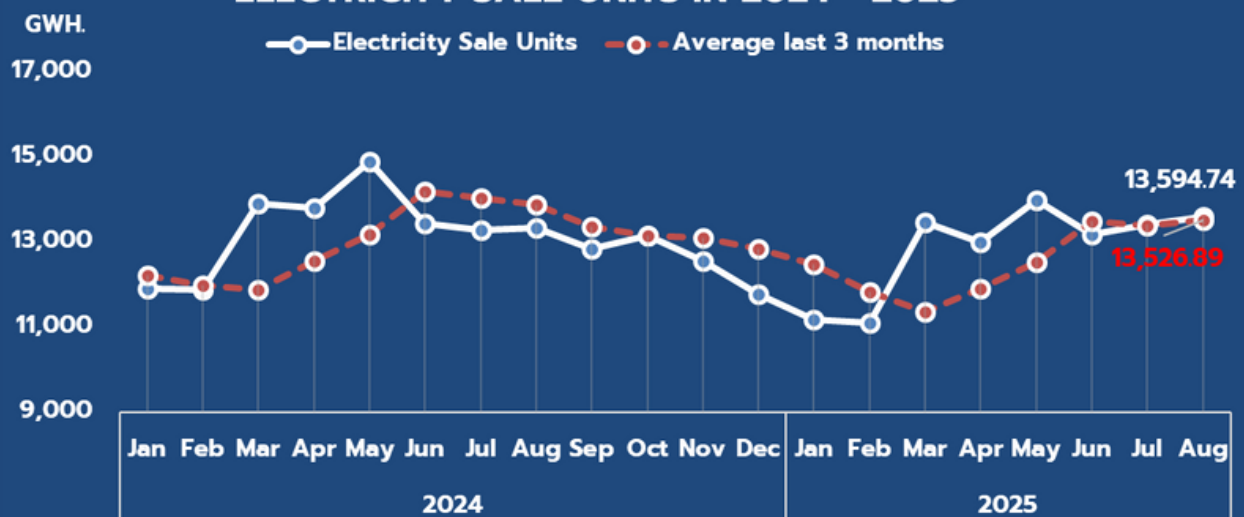


THE ELECTRICITY SALES REPORT OF PEA

AUGUST 2025

"Smart Energy for Better Life and Sustainability"

ELECTRICITY SALE UNITS IN 2024 - 2025



ELECTRICITY SALE UNITS
INCREASED AT

1.98%
YOY

Electricity sales units increased due to hot weather and lower rainfall. In addition, electricity usage in the small commercial sector also rose, particularly from convenience stores, which expanded in response to rising demand for essential consumer goods. Moreover, the "Half-Half Travel" stimulus program encouraged greater electricity consumption in hotels, accommodations, shopping malls, and convenience stores in tourist areas.

ELECTRICITY SALE UNITS: PERCENTAGE OF CUSTOMERS GROUP IN AUGUST



LARGE SCALE CUSTOMER

-0.17%
YoY

The Industrial sector dropped by -0.26% YoY. Following the growth in U.S. import tariffs and the appreciation of the Baht, this has caused a higher export price and price competitiveness.

Large-scale commercial customers increased by 0.13% YoY. Driven by government-led infrastructure development and the rapid expansion of DC fast-charging stations in response to growing electric vehicle adoption.

SMALL SCALE CUSTOMERS

5.10%
YoY

The residential sector grew by 5.07% YoY. Lower precipitation from the weakening of the southwest monsoon has led households to increase the use of cooling appliances, such as air conditioning and fans in hot weather.

Small-scale commercial customers rose by 5.22% YoY. The growth of convenience stores like 7-Eleven and Lotus's Go Fresh, and tourism measures through the "Half-Half Travel" stimulus program were supportive factors to electrical usage.

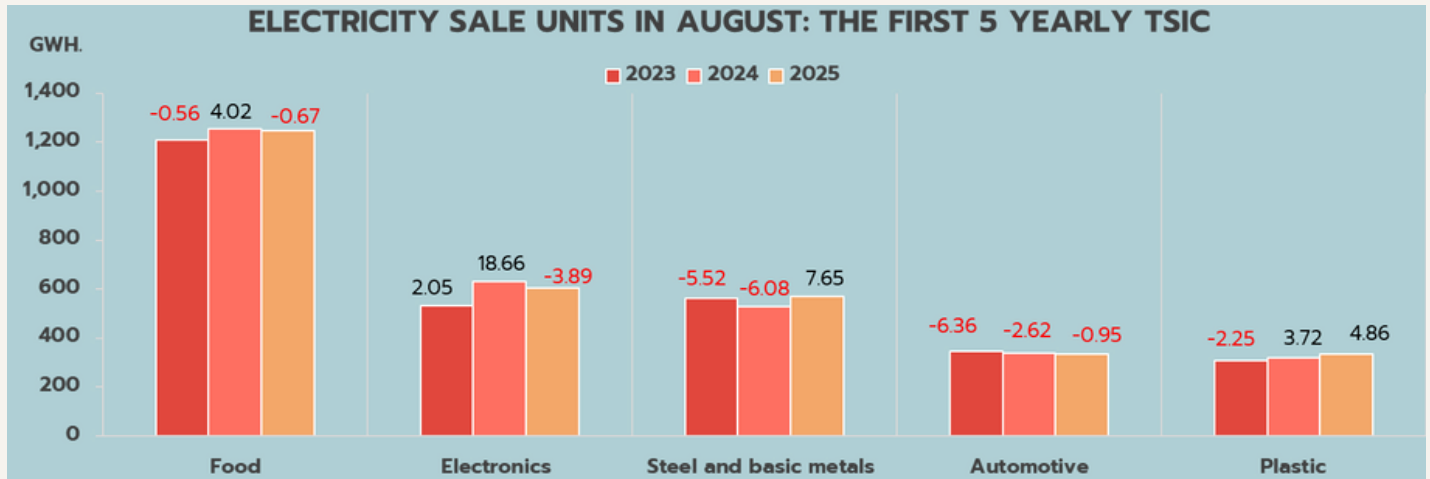
GOVERNMENT SECTOR

1.90%
YoY

Lower nationwide rainfall has driven government agencies to increase electricity use, mainly due to heavier reliance on cooling appliances in response to hotter and more humid weather.



Manufacturing Sector -0.70%_{YoY}



-0.67% YoY	Food	Ice production and food preservation have declined, driven by a significant drop in international tourists. Additionally, related products of cassava have decreased due to the cassava mosaic disease; the quality of fresh cassava roots has also declined. In addition, global cassava prices fell under pressure from a sharp drop in corn prices, a substitute commodity for cassava.
-3.89% YoY	Electronic	Production of machinery and electrical equipment, such as electric motors, water pumps, and electric drills, which are integral to manufacturing processes, declined in line with lower demand across industries. In addition, competition from low-priced Chinese imports pressured Thai producers to reduce their production capacity.
7.65% YoY	Steel & basic metals	Steel production expanded from a low base in the previous year, when some manufacturers temporarily halted operations for maintenance and orders were delayed due to quality issues. Moreover, the rising demand for steel in public infrastructure and utility projects continued to support the growth of the steel industry.
-0.95% YoY	Automotive	Automobile production declined due to a drop in exports of pickup trucks and gasoline-powered passenger cars, as trading partners tightened regulations on safety and greenhouse gas emissions. In addition, some manufacturers temporarily suspended production to adjust their assembly lines.
4.86% YoY	Plastic	Exports of household plastic products—such as kitchenware, tableware, and bathroom accessories—have expanded in line with demand from key trading partners, including the United States, Europe, and ASEAN countries. This growth is driven by increasing global preference for safe, durable, stylish, and environmentally friendly products, reflecting heightened attention to sustainability in international markets.

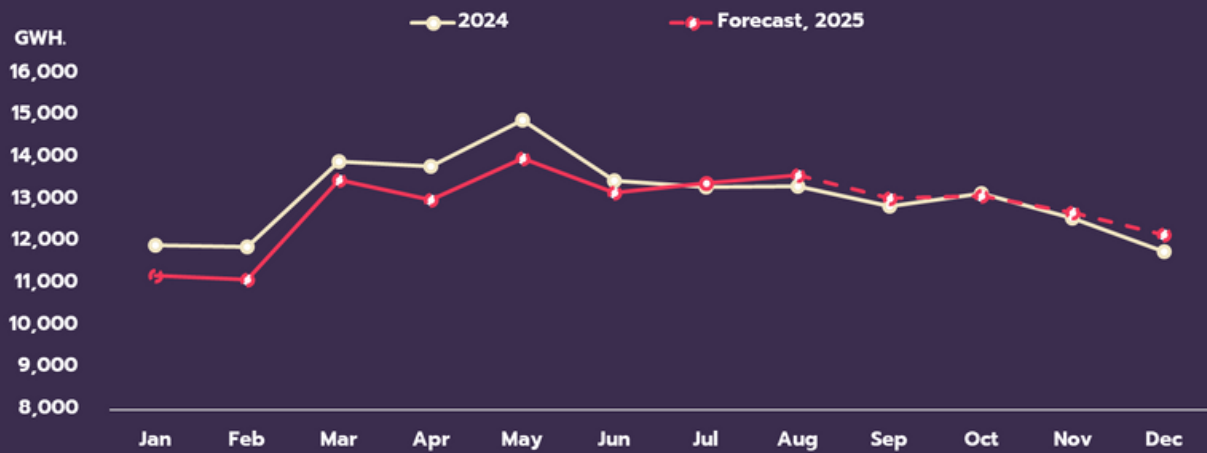
Sale and Hotel sector

2.93%
YoY

The government's domestic tourism stimulus policy, the "Half-Half Travel" scheme, implemented from July to October 2025, together with hotels' pricing and service strategies to boost the local market, led to an increase in Thai tourists. Consequently, electricity consumption in hotels and tourism-related businesses rose, particularly in convenience stores, as consumers spent more on daily necessities during their travels.



ELECTRICITY SALE UNITS A YEAR IN 2024 AND 2025 FORECAST



-1.84% YoY

PEA projects electricity sales in 2025 to contract by 1.84%, mainly due to sluggish exports affected by the strong baht and the U.S. import tax hikes. The manufacturing sector also faces pressure from cheap Chinese imports amid the global economic slowdown. Additionally, high household debt levels and tightened lending standards by financial institutions continue to weigh on domestic consumption. On the positive side, government measures—including tourism and service stimulus programs and accelerated budget disbursement—are expected to support investment and private consumption.

Positive Factors

1. The government has prioritized accelerating budget disbursement in 2025, particularly for investment expenditure.
2. Infrastructure investments for transportation and logistics aim to enhance national competitiveness and support economic growth, such as the Southern Railway and the high-speed train between Thailand and China (Phase 1; Bangkok to Nakhon Ratchasima).
3. BOI promotes foreign investment in high-potential sectors, including digital and IT, electronics and electrical appliances, and automotive and parts, stimulating private investment and advancing economic growth through innovation and advanced technologies.
4. There was an acceleration of strategic export policies by negotiating the FTAs with other countries, such as EFTA, the EU, and the U.S.A., to expand the export markets and improve competitiveness.
5. The government implements various programs to stimulate private consumption and boost consumer confidence, supporting economic recovery. Initiatives include Easy e-Receipt, the Digital Wallet (Phases 1 & 2), the Thai-Tiao-Thai tourism campaign, community capacity development (SML), and housing programs.
6. This initiative promotes the economy through international tourism and sports events, including hosting the SEA Games 2025, FIVB Women's World Championship 2025, and ASEAN Para Games 2026, attracting foreign tourists and distributing income across regional areas.
7. The Tourism Authority of Thailand (TAT) implements strategies in partnership with airlines and targeted market promotion to attract long-haul tourists, particularly from Europe, the Americas, and the Middle East, who tend to stay longer and spend more per capita, driving clear growth in foreign tourism revenue.

Negative Factors

1. Although negotiations successfully reduced U.S. retaliatory tariffs from 36% to 19%, the rate remains significantly higher than the previous 10%, maintaining elevated export costs for Thai producers and affecting the competitiveness of Thai products in the U.S. market.
2. The Thai baht's appreciation relative to competitors such as Vietnam increases Thai product prices in global markets, negatively impacting exports and tourism.
3. Excessive production capacity in China, combined with a domestic economic slowdown and U.S.-China trade tensions, has led to large-scale export of low-cost Chinese goods to Thailand and ASEAN, pressuring Thai manufacturers both domestically and internationally.
4. Conflicts such as the Ukraine-Russia war, tensions in the Middle East, and the Thailand-Cambodia conflict disrupt global supply chains, raising logistics costs, limiting raw material availability, and reducing business planning accuracy for Thai enterprises.
5. Thailand's tourism sector is heavily reliant on Chinese tourists, making it vulnerable to a Chinese economic slowdown. Negative safety perceptions, such as reports of scams and abductions near the Thai-Myanmar border, further undermine Chinese tourist confidence.
6. Competitors like Japan, South Korea, Vietnam, and Malaysia employ proactive marketing strategies to attract Chinese tourists, leveraging superior transport networks, accessible infrastructure, and lower costs, placing significant pressure on Thailand's tourism sector.
7. Elevated household and business debt, along with tighter credit standards and declining credit quality, constrain private sector consumption growth.

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