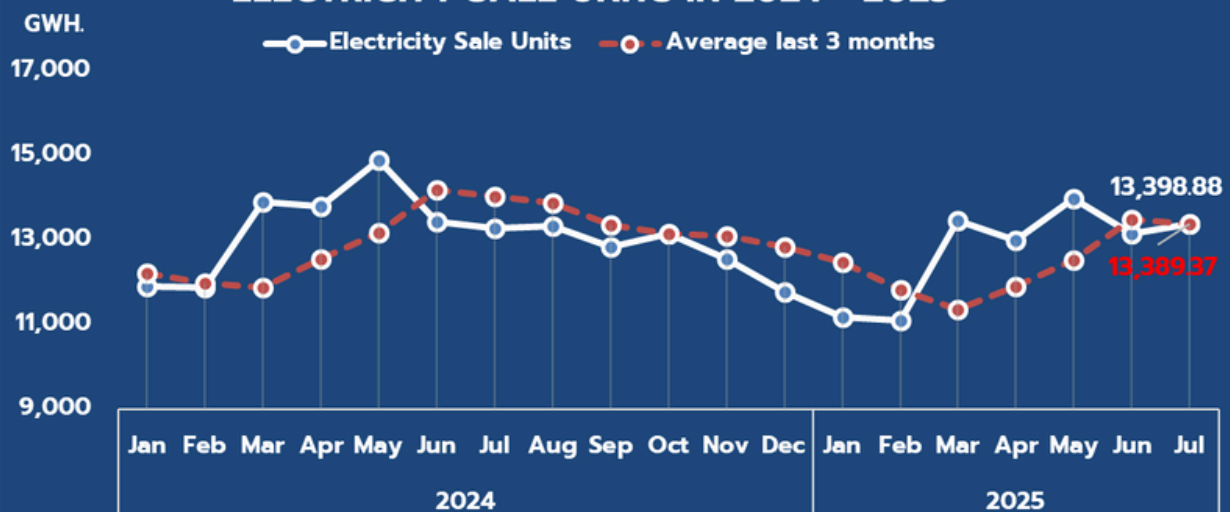


THE ELECTRICITY SALES REPORT OF PEA

JULY 2025

"Smart Energy for Better Life and Sustainability"

ELECTRICITY SALE UNITS IN 2024 - 2025

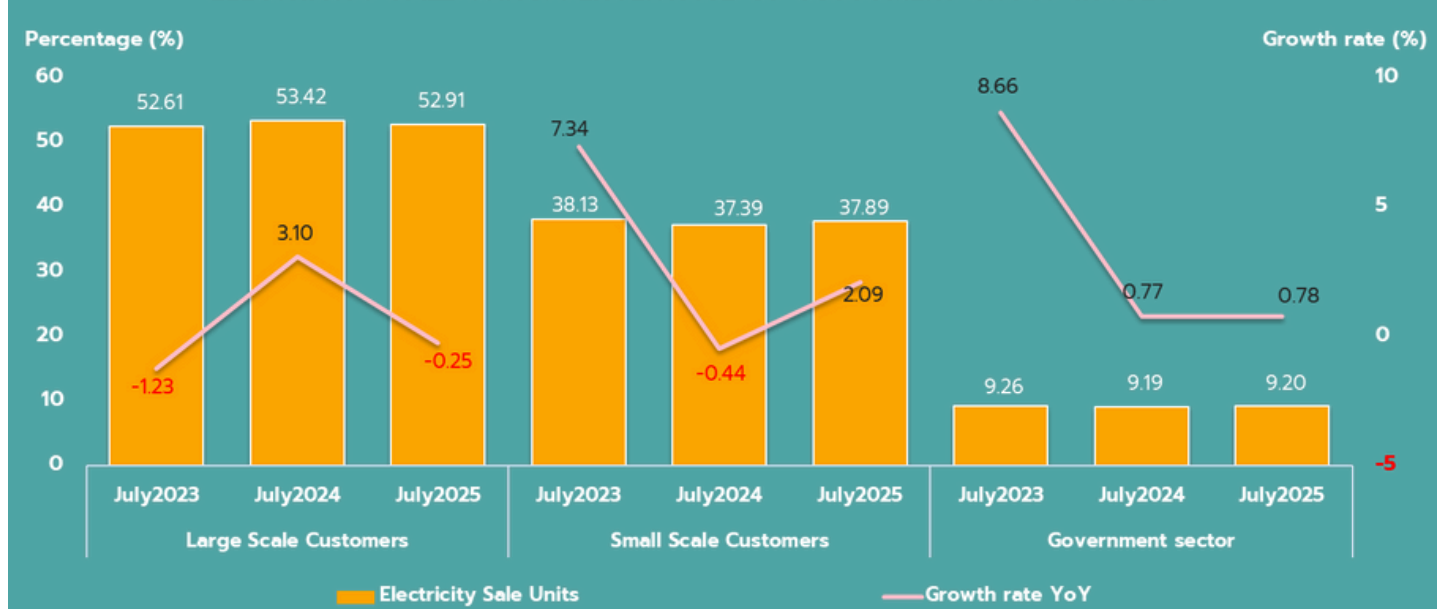


ELECTRICITY SALE UNITS
INCREASED AT

0.72%
YOY

Electricity sales units increased due to stimulating policies implemented through the "Thailand Half-Share Tourism" project, as well as an increase in tourists from Long-hual, resulting in high demand in the tourism sector. Nonetheless, there was a drop in production and exports, partly due to high household debt and the cost of living, which remain risk factors in Thai economic growth.

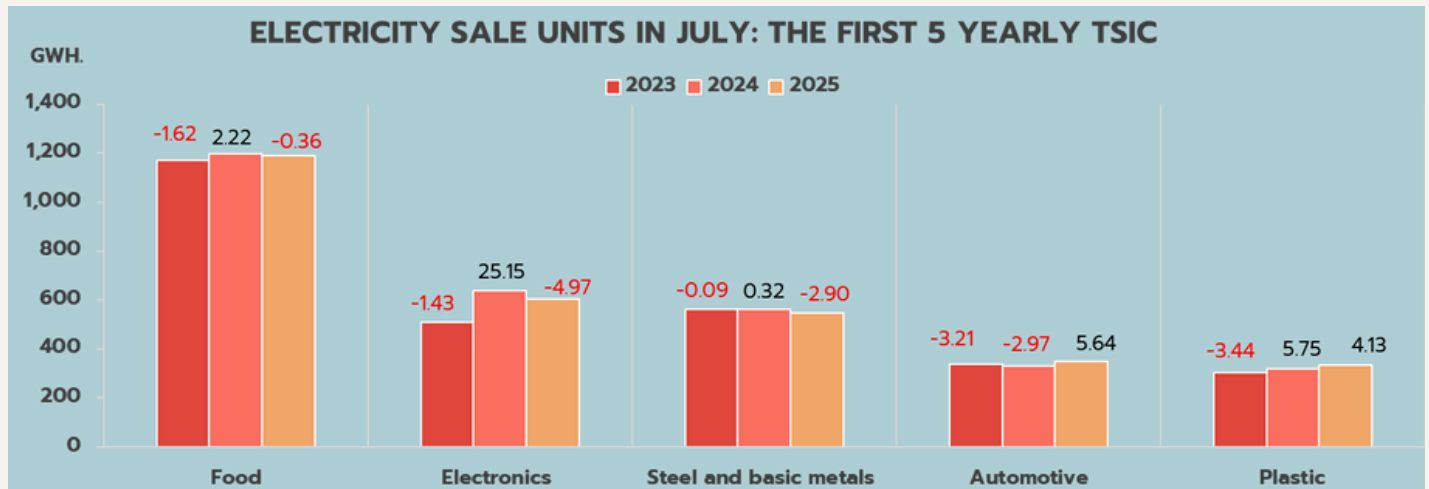
ELECTRICITY SALE UNITS: PERCENTAGE OF CUSTOMERS GROUP IN JULY



LARGE SCALE CUSTOMER	-0.25% YoY	<p>The Industrial sector dropped by 0.87% YoY. Following the growth in U.S. import tariff, and the appreciation of the Baht, causing a higher exported price. Moreover, there was a conflict between Thailand and Cambodia border which affected cross border trade, so industries have to decline their production.</p> <p>Large-scale commercial customers increased by 1.82% YoY Driven by government-led infrastructure development, rising consumption from high-end hotels accommodating long-haul tourists, and the rapid expansion of DC fast-charging stations in response to growing electric vehicle adoption. These drivers highlight both structural and behavioral factors behind sustained growth in electricity usage.</p>
SMALL SCALE CUSTOMERS	2.09% YoY	<p>The residential sector grew by 1.67% YoY Prolonged dry spells and lower electricity tariffs have led households to increase the use of cooling appliances, supporting higher electricity consumption despite an economic slowdown.</p> <p>Small-scale commercial customers rose by 3.35% YoY The growth of convenience stores and the recovery of tourism have supported sustained electricity demand, as essential goods remain in steady consumption even during economic slowdowns.</p>
GOVERNMENT SECTOR	0.78% YoY	<p>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.</p>



Manufacturing Sector -1.60% YoY



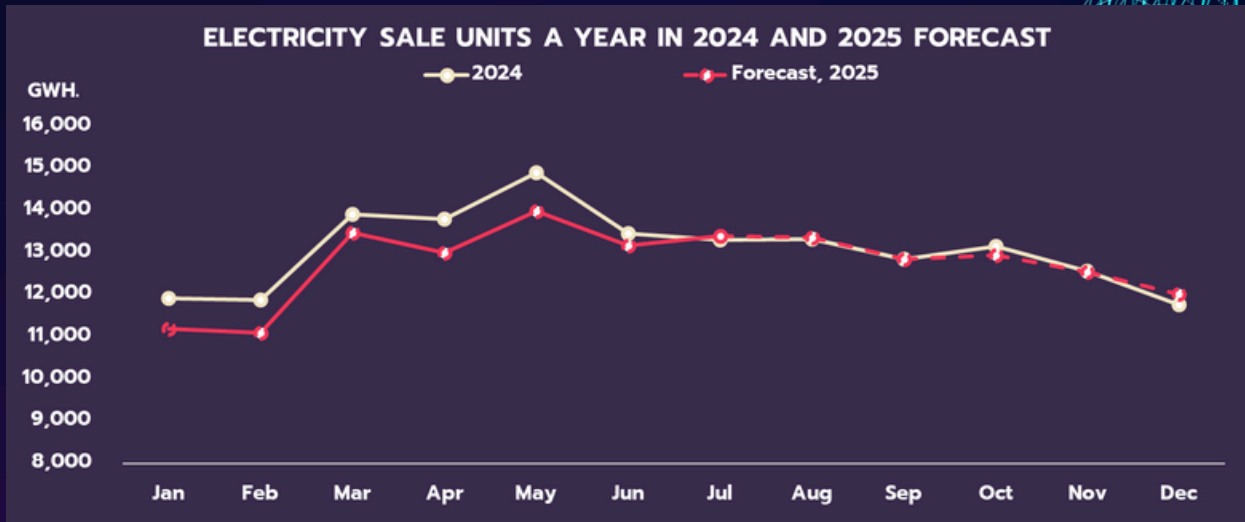
-0.36% YoY	Food	Ice production has declined, driven by a significant drop in short-haul international tourists, particularly from China, who typically frequent restaurants, cafés, and entertainment venues. Additionally, exports of dried cassava to key trading partners have decreased, reflecting weaker demand in related industries, especially China's animal feed sector.
-4.97% YoY	Electronic	The production of machinery, electrical equipment, and other electrically powered tools has declined in response to reduced industrial demand. The contraction is particularly notable in the iron and steel sector, which has been affected by U.S. import tariff policies and competition from low-cost Chinese imports, prompting Thai manufacturers to scale back production capacity.
-2.90% YoY	Steel & basic metals	The production of aluminum and steel has been affected by U.S. import tariff policies. In addition, steel from Japan, Taiwan, and South Korea, impacted by the same tariffs, has been redirected to ASEAN markets, including Thailand, resulting in market oversupply and price declines, causing Thai producers to reduce production capacity.
5.64% YoY	Automotive	The production of automotive spare parts (REM) has expanded in line with the cumulative number of registered vehicles. Demand for repair parts such as pistons, brakes, and clutches has increased to extend vehicle lifespan amid rising living costs and high household debt levels.
4.13% 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

4.52%
YoY

Hotel occupancy rates have increased due to consecutive long holidays, coupled with the government's domestic tourism stimulus under the "Khon La Khrueng" policy, effective from July to October 2025. Additionally, the number of long-haul international tourists from Europe, the Americas, and the Middle East has risen following the implementation of a free visa policy. These tourists stay for extended periods and have high per-capita spending, leading to a significant expansion in electricity consumption by hotels and related businesses.





-2.41% YoY

PEA has forecasted the electricity sales units in 2025 to decline by 2.41% 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. 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 and tensions in the Middle East 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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