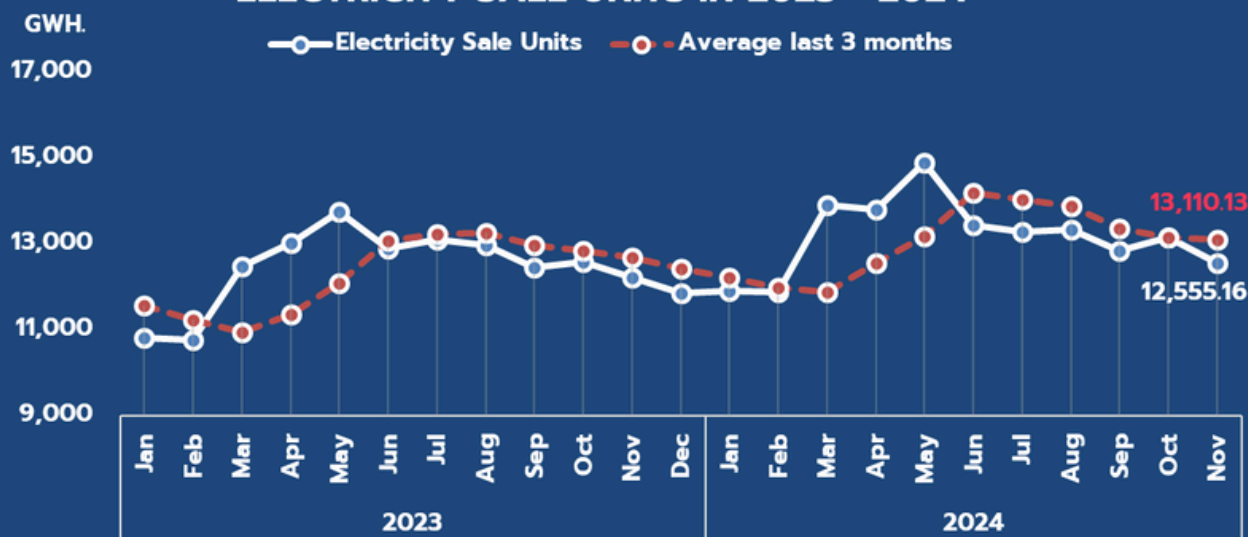


# THE ELECTRICITY SALES REPORT OF PEA

NOVEMBER 2024

"Smart Energy for Better Life and Sustainability"

## ELECTRICITY SALE UNITS IN 2023 - 2024

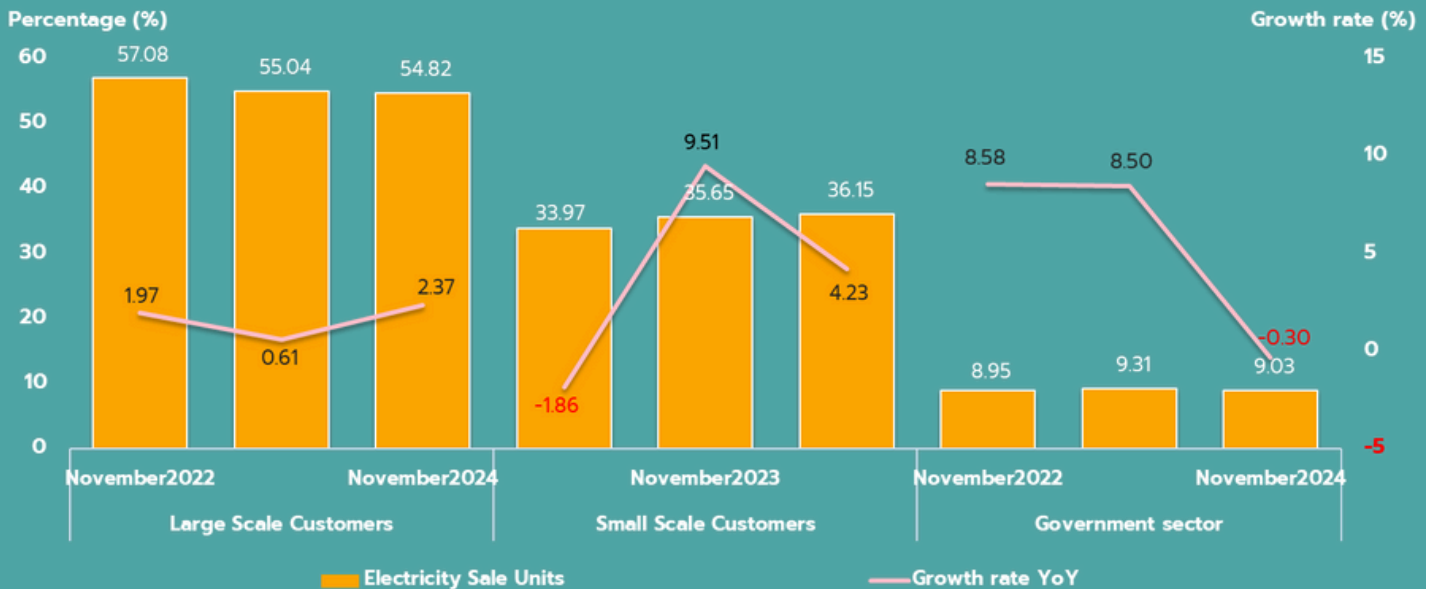


ELECTRICITY SALE UNITS  
INCREASED AT

**+2.78%**  
YOY

Electricity Sale units increased resulting from export and tourism sectors in High season. As, the supportive measure related with social welfare card and budget disbursement was a positive factor to private consumption.

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



### LARGE SCALE CUSTOMER

**+2.37%**  
YoY

Industrial sector went up at 0.46% YoY because there was an increase in investment in industries which used advanced technology and environmental friendly. Moreover, there was public investment in mega projects such as hi-speed train and Leam Chabung pier to improve competitiveness.

Large scale commercial customers rose at 9.43% YoY from export rice, rubber and communication device in Christmas and New Year Festivals top ASEAN, United States, Europe and Hong Kong. The growth of restaurants and department store rose following the recovered economics, the trend of expanding branches and online platform and improvement of new model.

### SMALL SCALE CUSTOMERS

**+4.23%**  
YoY

Residential sector increased at 4.39% YoY owing to, a customer confident increased from supportive measures such as an relief of household debt and support 10,000 baht phase 2 to support consumption.

Small scale commercial customers grew at 3.75% YoY from tourism causing a growth of the related businesses like small hotels, souvenir shops and busses. Nowadays, tourists would like to surfing the internet for attraction and focused on local activities which caused a benefit for local entrepreneurs.

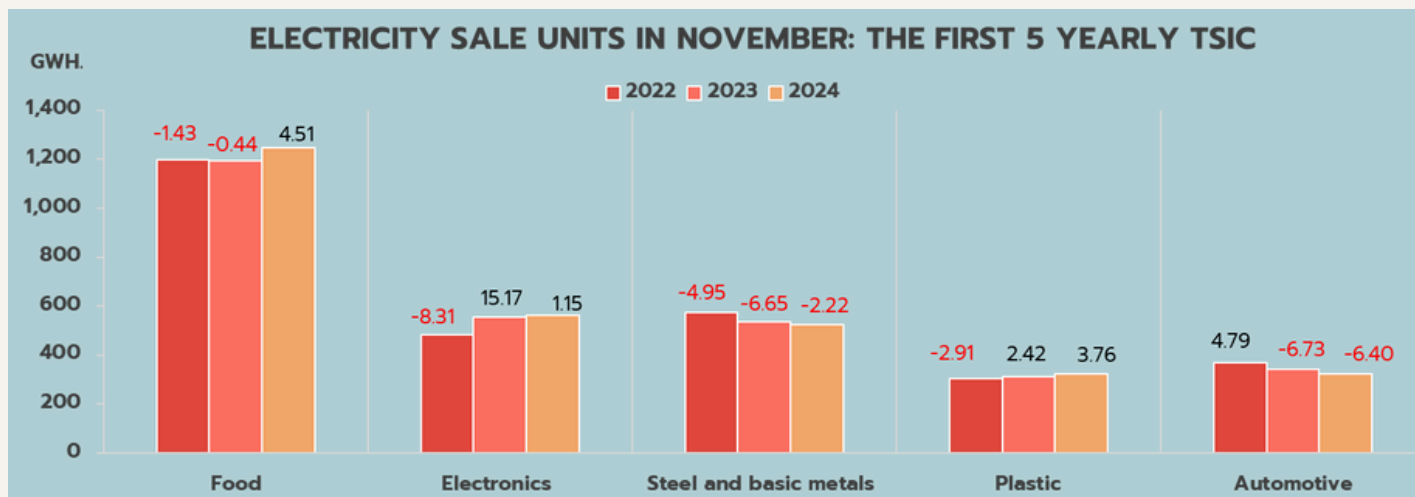
### GOVERNMENT SECTOR

**-0.30%**  
YoY

owing to electrical usage in administrative government such as hospitals, police stations and government offices .



# Manufacturing Sector -0.75%<sub>YoY</sub>



+4.51% YoY	Food	Food production grew for international demand for consumption in United States, Canada and Australia in Festivals like New Year. The high demand products were canned tuna, freeze and frozen meat and animal feed.
+1.15% YoY	Electronic	rose, owing to demand for electronics which were high efficiency and trendy, especially Internet connected devices, eco devices and things in smart city like air condition, refrigerator and smart electronics.
-2.22% YoY	Steel & basic metals	following a drop of steel production by dumping of cheaper steel from foreign countries which has price advantage, especially China. Moreover, there was a decrease domestic demand following the household debt and fluctuation of steel price.
+3.76% YoY	Plastic	grew because of an increase of demand for plastic parts using for auto parts, electrical appliance, construction equipment and medical device. The rise of retail and E-Commerce affected to demand plastic container like film, bottle, bags and container.
-6.40% YoY	Automotive	from a drop demand for buying passenger cars because of the strict loan of financial institution and a drop of purchasing decision during the price competitiveness with electrical vehicles.

## Sale and Hotel sector

+7.39%  
YoY

There was the great number of tourists because of the extension of Free VISA measure, VISA on Arrival and long holidays. There was supportive measure during the festivals in provinces.



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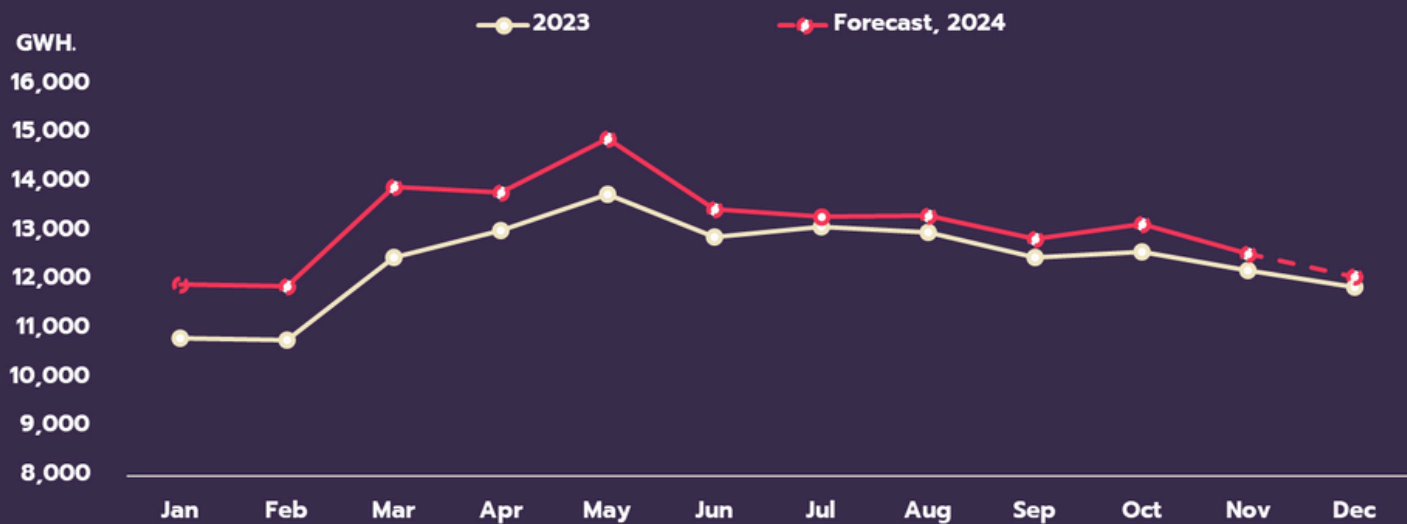


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## ELECTRICITY SALE UNITS A YEAR IN 2023 AND 2024 FORECAST



**+5.46% YoY**

PEA has forecasted the electricity sale units in 2024 to improve 5.46% YoY since a growth of tourism sector and investor confidence. Moreover, the related services and employment increased and Industrial sector grew by export.

### Positive Factors

1. The growth of domestic demand and export during the New Year Festival caused an accelerate production of computers, equipment and component, including material for preparing the change of the U.S. policy.
2. The rise of tourism from the number of tourists was an effect of supportive measures such as free VISA and Quick Win measure for supporting the travelling in low season.
3. Export had a new driving factor by new order for healthy goods, environmental friendly goods and electronics. Besides, the agricultural goods was a main supporter for industrial sector and private investment.
4. U.S. trade policies motivated technology and innovation improvement by supporting Thai export's goods instead of China's such as semi conductor and aluminum. Moreover, these improved competitiveness of AI, Internet of Things and renewable energy.
5. There was upskilled competitiveness of export to use advanced technology and innovation in producing high quality and valued goods. Besides, these needed to the demand and standard of importer.

### Negative Factors

1. Overcapacity from China affected to Thai market because Chinese goods were cheaper, better quality, suitable for price and fast delivery. Thai customers bought for Chinese goods that affected to producers and entrepreneur to shut their factory down.
2. The high level of household and private debt caused the strict loan by adding the condition in loan contract, the guarantee and interest. These made a drop of loan which was the limitation of domestic demand.
3. The lack of knowledge and skill in production, container and administration caused the drop of responsibility for customers' behavior change and the fluctuate of economics.
4. The aging society affected to a drop of labors. Labors lacked the skill that needed to the modern market causing the slowly improvement in technology and innovation.
5. The Geopolitics in Middle East expanded and severely affected to price of energy, goods and logistics cost.

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



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