

THE ELECTRICITY SALES REPORT OF PEA

DECEMBER 2025

"Smart Energy for Better Life and Sustainability"

ELECTRICITY SALE UNITS IN 2024 - 2025



ELECTRICITY SALE UNITS INCREASED AT

-0.99%
YOY

Electricity sales units decreased due to household consumption from the hot weather and low precipitation. Besides, there were the Baht appreciation, Thailand-Cambodia conflicts, and flooding in southern Thailand. So these affected to export and a decrease in production. Furthermore, sluggish tourism caused the electricity consumption in hotels and related businesses to drop.

ELECTRICITY SALE UNITS: PERCENTAGE OF CUSTOMERS GROUP IN DECEMBER

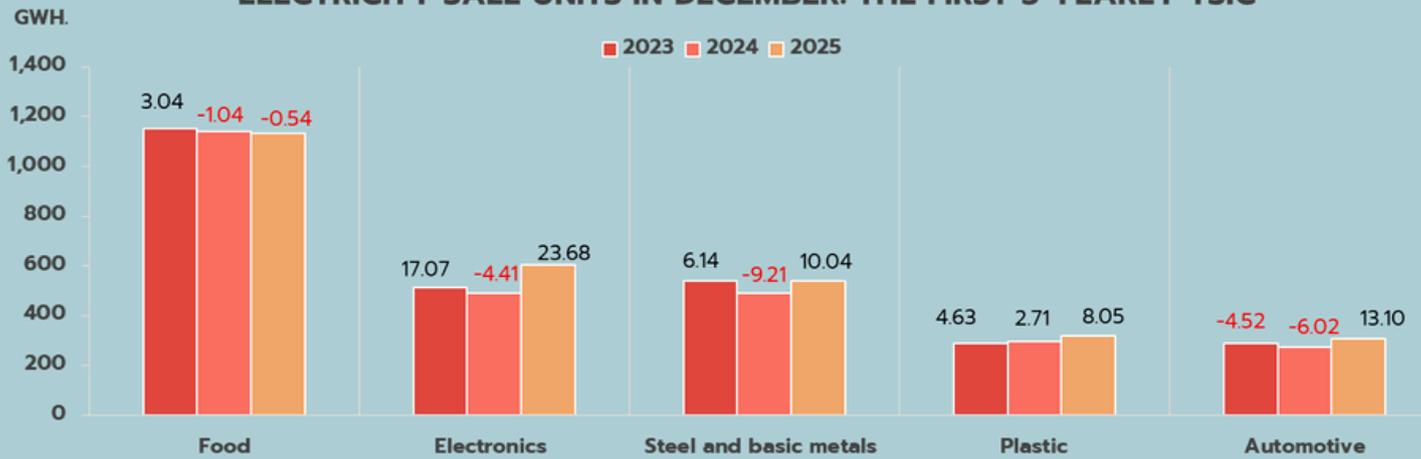


LARGE SCALE CUSTOMER	3.67% YoY	<p>The Industrial sector increased by 4.75% YoY. Growth in electronics production and exports, along with a rise in automotive manufacturing, especially electric vehicle production. Year-end spending by households and businesses, together with stimulus measures such as the Khon La Khrueng Plus program, has also boosted production and electricity use in the consumer goods sector.</p>
		<p>Large-scale commercial customers grew by 0.11% YoY. Public sector construction has also contributed to economic activity, particularly the development of government buildings and public infrastructure. Major transportation projects, such as high-speed rail, double-track railways, intercity motorways, and the linking of the Eastern Economic Corridor (EEC), have played a key role in driving growth.</p>
SMALL SCALE CUSTOMERS	-7.96% YoY	<p>The residential sector dropped by 8.81% YoY. The influence of a high atmospheric pressure covering upper Thailand has brought cold weather to many areas, particularly in the North and Northeast. While the monsoon has caused heavy rainfall in the South, especially along the eastern coast. These weather conditions have led to lower electricity demand in the residential sector.</p>
		<p>Small-scale commercial customers decline by 5.61% YoY. Cold weather reduced overall electricity demand. Some entrepreneurs changed to be in the large-scale user categories, lowering consumption in the small commercial segment. However, business electricity use continued to grow in line with economic activity, especially in sectors supported by the Khon La Khrueng Plus program.</p>
GOVERNMENT SECTOR	-1.17% YoY	<p>Lower average temperature has driven government agencies to decrease electricity use, mainly due to heavier reliance on cooling appliances in response to colder weather.</p>



Manufacturing Sector 5.00%_{YoY}

ELECTRICITY SALE UNITS IN DECEMBER: THE FIRST 5 YEARLY TSIC



-0.54% YoY	Food	Ice production declined due to weaker tourism and household demand amid milder weather. Cassava exports fell as China substituted corn for imported cassava. Rice exports also decreased after India resumed full exports, prompting Thai rice mills to scale down operations and reduce electricity use.
23.68% YoY	Electronic	Production of electronic equipment, particularly electronic circuits, expanded in response to rising demand for parts supporting investment in artificial intelligence (AI). Moreover, there was a higher production of machines and electrical appliances following demand and the industry's growth.
10.04% YoY	Steel & basic metals	Rising foreign orders, together with demand from public construction projects—including government buildings and basic infrastructure—have supported production. In addition, the appreciation of the baht has lowered imported raw material costs, encouraging producers to increase output to manage inventories.
8.05% YoY	Plastic	Expansion in plastic parts production has been driven by growth in related industries, particularly automotive manufacturing—where plastics are used in components such as dashboards, bumpers, seats, and electrical systems—and electrical appliance production, where plastics form key external structures in products like washing machines, microwaves, and refrigerators.
13.10% YoY	Automotive	A low base in the previous year, when some manufacturers temporarily suspended production, together with accelerated electric vehicle output to offset imports in 2022–2023 under EV support measures, has driven growth. This has also supported expansion in related automotive parts production.

Sale and Hotel sector

2.92%
YoY

Electricity demand increased among convenience stores due to continuous branch expansion and department stores holding extensive New Year promotions. Hotels and restaurants also recorded higher electricity use in line with the recovery in tourist arrivals, supported by year-end government stimulus programs such as Khon La Khrueng Plus, Rao Tiew Duay Kan, and Tiew Dee Mee Kuen. This trend is consistent with the rise in the private consumption index.



ELECTRICITY SALE UNITS A YEAR IN 2025 AND 2026 FORECAST



4.42% YoY

PEA projects electricity sales in 2026 to grow by 4.42%, mainly due to a rising electricity demand in the Eastern Economic Corridor (EEC) and significant foreign investment in data centers, driven by the expansion of the digital economy and AI technologies. However, Thailand's economic outlook still faces multiple challenges, including slowing growth, structural weaknesses in the industrial sector affecting competitiveness, and persistently high household debt that continues to weigh on consumer and business spending.

Positive Factors

1. Thailand successfully negotiated a reduction in U.S. import tariffs to 19 percent. This adjustment restores the competitiveness of Thai products relative to other regional competitors such as Vietnam, Indonesia, Malaysia, and the Philippines.
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.
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. 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.
6. 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 removal of import tariffs on goods from the United States to Thailand, covering industrial products as well as food and agricultural products, has resulted in Thai producers in these industries facing increased competition and a greater loss of market share to imported goods.
3. The Thai baht's appreciation increases Thai product prices in global markets, negatively impacting exports.
4. Excessive production capacity in China, combined with a domestic demand slowdown and U.S.-China trade tensions, has led to large-scale export of Chinese goods to Thailand and ASEAN, pressuring Thai manufacturers' domestic and international price competitiveness.
5. 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.
6. The severe flooding in 10 provinces of the southern region, especially economic areas like Songkhla and Hat Yai, caused damage in the tourism sector and related businesses that were struggling and slowly recovered.
7. 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.
8. 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.
9. Elevated household and business debt, along with tighter credit standards and declining credit quality, constrain private sector consumption growth.

