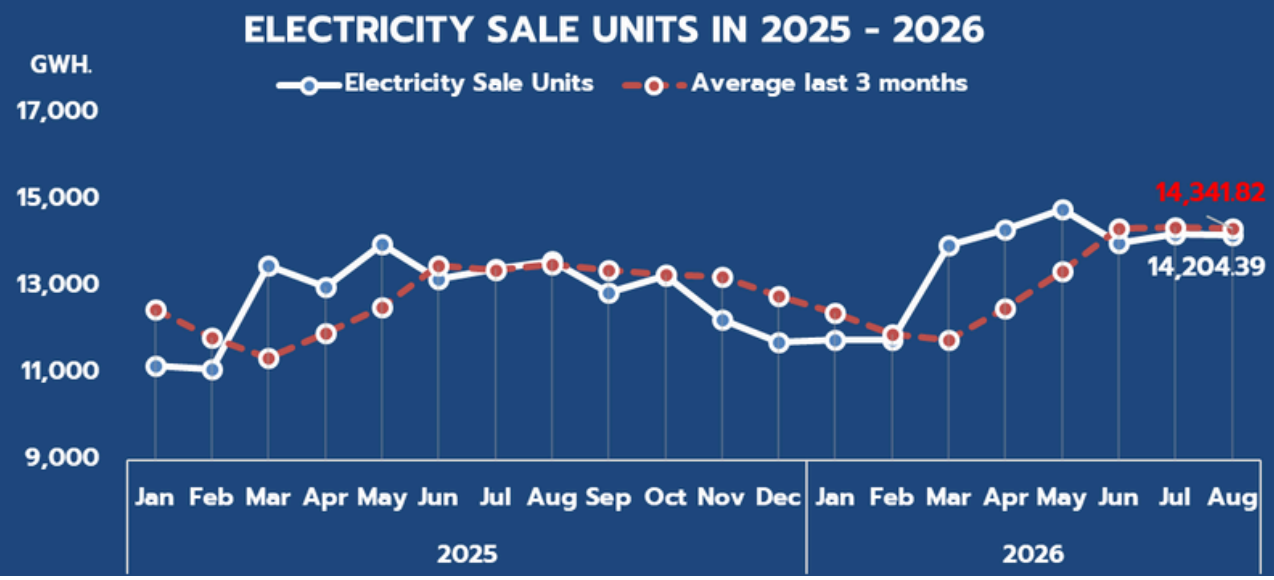
PEA
PROVINCIAL ELECTRICITY AUTHORITY



THE ELECTRICITY SALES REPORT OF PEA

AUGUST 2026

"Smart Energy for Better Life and Sustainability"

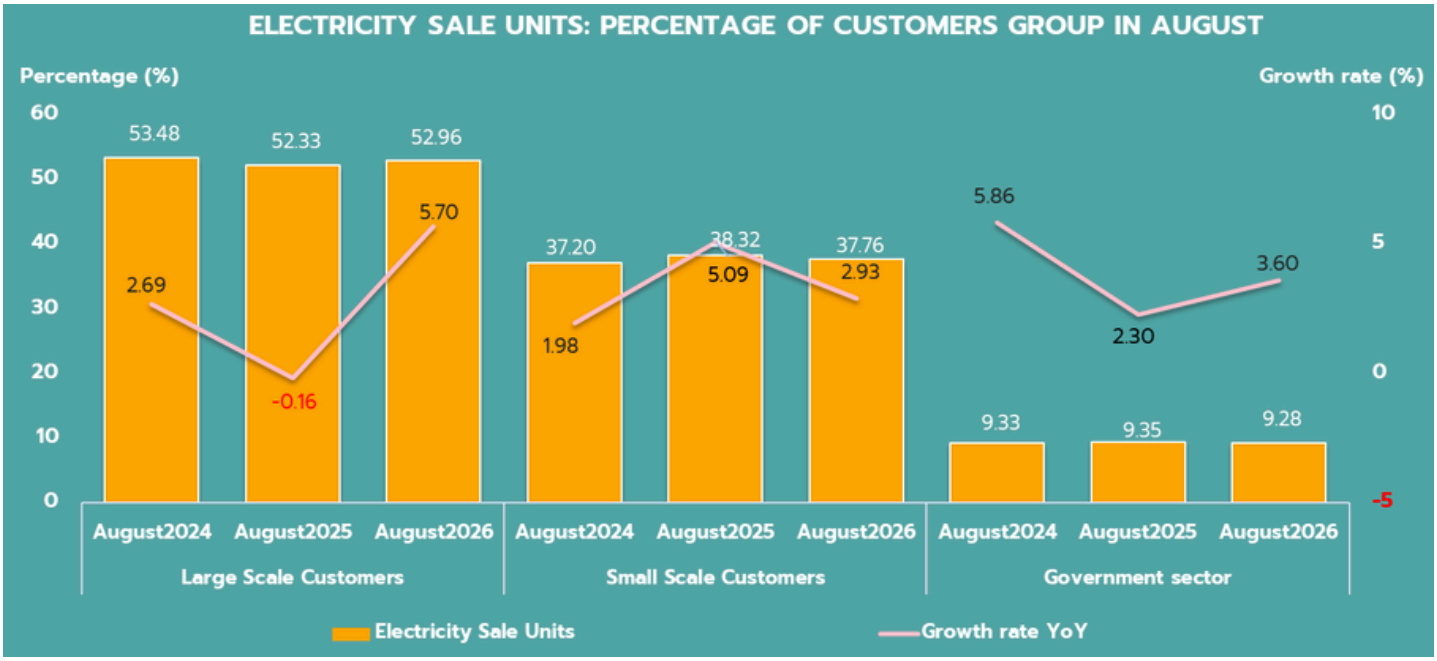


ELECTRICITY SALE UNITS INCREASED AT

4.44%

YOY

Electricity sales units increased due to the expansion of export, especially in electronics. Moreover, private consumption grew because of 'Thais Help Thais Plus' measure and tourism sector went up during the long holidays.



LARGE SCALE CUSTOMER

5.70% YoY

The Industrial sector increased by 5.37% YoY.
the expansion of export in electronics continued to expand such as computers, communication devices and electric appliances, driven by the demand of advanced technology, AI and Data Center in United States' market which increased the import before the taxation measure. Moreover, the production of EV is one of the factors that supported the electricity consumption of this sector.

Large-scale commercial customers grew by 6.78% YoY.
Electricity consumption in hotels rose following by higher occupancy rate. Besides, public construction sector expanded following by the infrastructure project in communication, transportation and utilities.

SMALL SCALE CUSTOMERS

2.93% YoY

The residential sector rose by 3.01% YoY.
This was driven by hot weather causing the higher usage of air condition. Moreover, the behaviour to use electrical appliance such as smart devices and IoT like CCTV, smart electrical appliance and EV charging grew up.

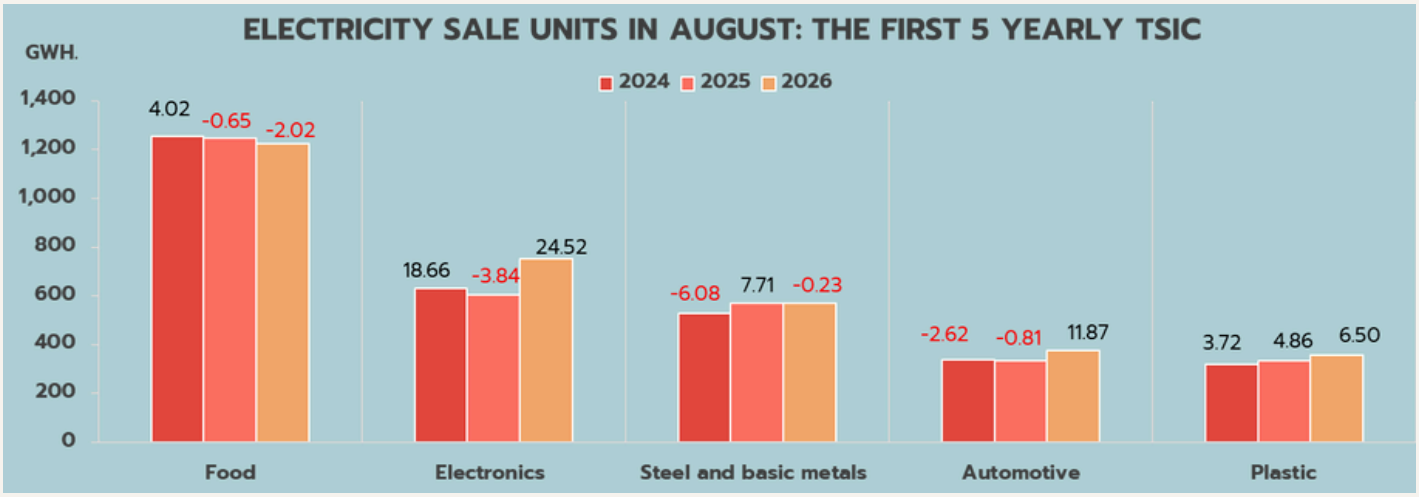
Small-scale commercial customers grew by 2.67% YoY.
This growth was driven by domestic consumption that was supported by the government measure as "Thais Help Thais Plus" project. As a result, restaurant and retail businesses needed more electrical usage. In addition, Ready-to-Eat food is in demand, so convenience stores expanded both their physical and online channels to meet customers' needs.

GOVERNMENT SECTOR

3.60% YoY

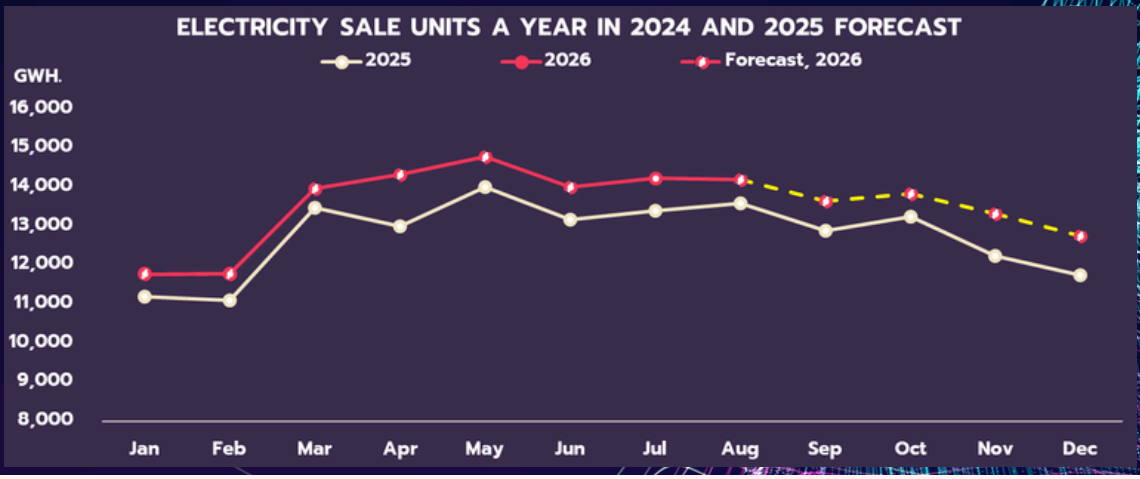
The expansion of responsibilities among local administrative organizations has continued to increase due to the operation of public lighting, CCTV surveillance systems, and other digital equipment that require continuous operation. In addition, the hot weather caused more demand in air condition's usage.

Manufacturing Sector 5.56% YoY



-2.02% YoY	**Food**	The production of cassava declined because of the low quality and quantity in the end of season and Mosaic disease, including with thedrop of China's demand that changed to use corn instead. The production of rice still went down because of the price competitiveness with rice form India and Vietnam which affected Thai export.
24.52% YoY	**Electronic**	Production for computers and components, including integrated circuits, cable tire, and communication devices increased, particularly for products related to artificial intelligence (AI), data centers, and technology.
-0.23% YoY	**Steel & basic metals**	The domestic order dropped down because the import of high quality steel and lower price such as billet, rebar and hot-rolled structursl steel. Moreover, there was an acceleration in production causing a slight drop in overall.
11.87% YoY	**Automotive**	Sales of automobiles expanded, particularly HEV and BEV cars, including with pick-up that exported to partnership such as Australia and Indonesia. Furthermore, spare parts manufacturing increased following the cumulative number of vehicles in operation and the demand for extending vehicle lifespan.
6.50% YoY	**Plastic**	An increse in production of plastic products for export, particular in plastic usage for industry and consumption, was supported from United States' demand. Moreover, there was a domestic demand from related business such as retail businesses, construction and automotive industry.

4.17% YoY	**Sale and Hotel sector**
	The electricity consumption of hotel sector increased, relating to a upward trend in tourists number because of the unfolding of Middle East situation and long holidays. While the consumption businesses were supported by government measure, the convenince stores' usage also inceased following by the branch expansion and online channel to increase the customers' demand.



6.28% YoY

PEA projects electricity sales to grow by 6.28% in 2026, driven mainly by export, rising electricity demand in the Eastern Economic Corridor (EEC) and increased foreign investment in data centers, supported by the expansion of the digital economy and artificial intelligence (AI) technologies. In addition, the tourism sector is expected to continue recovering, with growth driven more by higher tourist spending and tourism revenue than by the number of tourist arrivals. However, Thailand's economic outlook continues to face several challenges, including slowing economic growth, geopolitical tensions affecting supply chain, and persistently high household debt, which are expected to weigh on growth and electricity demand.

Positive Factors

1. The expansion in export from electronics, electric circuit and communication devices' demand, which is related to the growth in AI, data centers, Cloud storage and digital infrastructure.
2. The BOI promotes foreign investment in targeted industries, including the digital and IT, electronics and electrical appliances, and automotive and auto parts sectors, thereby stimulating private investment and supporting economic growth through innovation and advanced technologies.
3. Private sector increased, particular in machines and equipmets. There were the restructure and driven industries by digital technology, eco-friendly, and carbon emission, including with clean energy goals.
4. The government measures such as Thais Help Thais Plus that supported domestic expenditure and increased purchasing power caused a growth in activities about business and service sector.
5. The investment in infrastructure projects, especially transportation and public utility, supported the economic growth and country's competitiveness.
6. Tourism growth is driven by the TATAP 2026 framework and the "Value Over Volume" strategy, which aims to enhance tourist experiences and increase average spending per tourist, while also promoting sustainable tourism and the distribution of income to regional areas.

Negative Factors

1. Trade barrier following measures Section 301 and 302 to retaliate the countries engaging in unfair trade practices or posing a threat to U.S. national security. Besides, the tax tariff is uncertainty which affected Thai export, especially in electronics, computer, digital devices and steel sector.
2. The cancellation of imported tariff from United States to Thailand covered many segments such as industrial, food and agricultural products caused Thai enterprenuers facing the compettitive and losing market share.
3. Excessive production capacity in China, combined with U.S.-China trade tensions, has led to large-scale exports of Chinese goods to Thailand and ASEAN, pressuring the domestic and international price competitiveness of Thai manufacturers.
4. Elevated household and business debt, along with tighter credit standards and declining credit quality, constrain private sector consumption growth.
5. The Middle East tension affected supply chain, logistics, the energy cost, and the fluctuation of world trade which had an effect in Thai production and export in long term.
6. Thailand's tourism faced the limitation to relie on the Chinese tourists causing the tourism when the China's economic declined and the safety confidence of tourists to trvel Thailand. Besides, competitors like Japan, South Korea, Vietnam, and Malaysia employ proactive marketing strategies to attract tourists, leveraging superior transport networks, accessible infrastructure, and lower costs, placing significant pressure on Thailand's tourism sector.

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