The Electricity Sales Report of PEA in April 2023



In April 2023, PEA had a total of 13,021.12 million units of electricity sales, which increased at 7.38% YoY. Because tourism grew up relating to a number of tourists, especially foreigners, from an unfolding of COVID-19. Moreover, there were a relaxation of arrival measure and Songkran Festival to attract travelers. Consumer confidence rose resulting from a downward of inflation rate and recovery of employment. The government projects were still running. In addition, Temperature was higher than previous year.

Nonetheless, the export slow down following fluctuation of global economic and trade barrier. Financial liquidity of household and private sectors was still on risk from high interest rate.

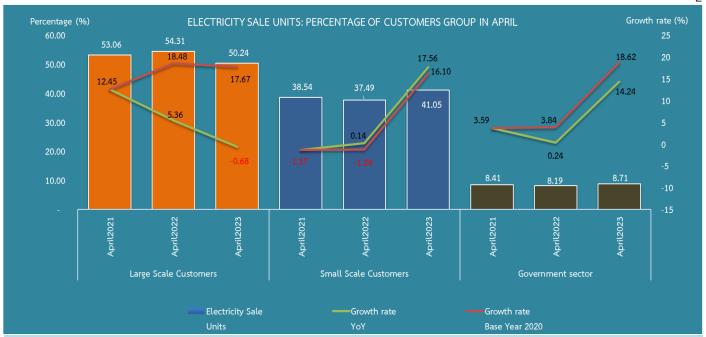


The residential sector grew at 18.68% YoY, especially in residential (more than 150 kWh) rose at 18.95% YoY and residential (less than or equal to 150 kWh) increased at 17.72% YoY from high temperature.

Large general service fell at 3.64% YoY following a decline of global demand. Whereas, small and medium general service grew at 14.17% and 10.35% YoY, respectively because of expenditure in the household and private sector.

Specific business service rose at 37.73% YoY following a growth of tourism from foreigners especially, from China and Malaysia and domestic travelers.

To compare the growth rate with base year 2020, it has found that the electricity sales increased by 17.11%.



Large Scale Customers¹

Large Scale Customers reduced at 0.68% YoY.

Industrial sector went down at 5.65% YoY as a result of a decrease economic in United States, Hong Kong, Japan, South Korea, Malaysia, Singapore and Taiwan.

Large scale commercial customers rose at 19.18% following tourism from domestic travelers to celebrate Songkran Festival. Moreover, Services business like restaurants and store launched department promotion to stimulate sales and Public policy being "We Travel Together in phase 5" ended in April.

Small Scale Customers

Small Scale Customers jumped at 17.56% YoY.

Electricity consumption of residential sectors rose at 18.68% YoY. There was electricity usage in cooling because average temperature was higher at 2.1 degree Celsius and temperature was at 39-43 degree Celsius in each area.

Small scale commercial customer went up at 14.11% YoY due to an increase in consumption of meat and products, vegetables and fruits. Besides, Beverage and clothing for retail and wholesale increased in Songkran Festival.

Government Sector

Government sector accrued at 14.24% YoY owing to the electricity consumption for cooling of schools, universities, religious organization and provincial administrative organization from hot weather.

Note: ¹PEA changed the criteria for grouping customers according to the organizational context following SE-AM governmental and others to governmental since May 2021.

Export Data by Trade Policy and Strategy Office, Ministry of Commerce.

Growth (Up/Down) of electricity sale units compare with previous years



Manufacturing sector dipped at 7.25% YoY. There were 5 segments in manufacturing sector.

Food grew at 3.28% YoY because electricity consumption in ice increased at 22.21% YoY from hot weather. Besides, rice mill rose at 5.39% thanks to orders from Iraq and South Africa.

Steel and basic metals shrank at 20.55% YoY owing to a demand for steel, iron and aluminum in global market.

Electronics faded at 0.45% YoY resulting from a decrease of orders in computers, equipment and Hard disk drive to United States, China and Hong Kong markets.

Automotive eased at 6.08% YoY because domestic car sales decreased at 6.1% YoY from a high of household debt and interest rate. So, financial institutions were tightening of lending.

Plastic receded at 4.62% YoY by reason of the fall in export.

Sale & Hotel sector grew at 21.01% YoY as a result of hotel's electricity consumption, rocketed at 39.49% YoY because domestic tourism increased from Thais and foreigners following relaxation of arrival measure and supportive policies.

Social Services sector pumped up 18.22% YoY, due to a rise in electricity consumption by education institutions, religious organizations and provincial administrative organization.

Agriculture sector escalated at 16.59% YoY following electricity usage of livestock agricultural pumping, fishery and vegetable gardens.



Electricity Sale Forecast

PEA forecasts the electricity sale situation in 2023 to improve at 2.95 YoY since the tourism forecasted having 30 million travelers which recovered economic activities especially in the labor market to earn more income. Moreover, inflation rate is being the positive factor.

Positive factors

- A growth in tourism from Thais and foreigners affected by releasing departure measure of China and others. By the way, Russian had stayed longer to escape Russia-Ukraine conflict.
- 2. The increase in demand for fruit from China like Durian.
- 3. Inflation rate has still declined following oil and food prices affecting consumer confidence.
- Private investment was an upward trend for living construction like houses and condominium. Besides, Retail areas and hotels was renovated to support domestic purchase and foreigners.
- 5. Investment in many sectors such as Data Center, Hard disk, Semiconductor, Electrical appliance and Electric Vehicle (EV) production including battery and auto parts. Now, auto factory for Horizon Plus and BYD are on the process which will be done in 2024. Besides, there were gas separation plant, fiber production and Carbon Black for tire.

Negative factors

- 1. World economy continually fluctuates. Especially, United States which has public debt to GDP at 130% increased debt ceiling. Furthermore, a decrease in wage and an increase in unemployment rate caused a downward for interest rate to reduce financial institutes' risk and protect the recession.
- 2. Manufacturing sector in European zone continually declined since November 2022 following the recession and interest rate hike.
- 3. Thai's Interest rate hike up at 2% in May 2023 that has put pressure on debt of household and private and demand for working capital groups.
- 4. The minimum wage is in upward trend affecting confidence and investment of industrial sector.
- Anti-dumping for steel from 6 countries;
 China, Vietnam, Turkey, Brazil, Iran and Malaysia caused cheap imported price and affect to domestic producers.