

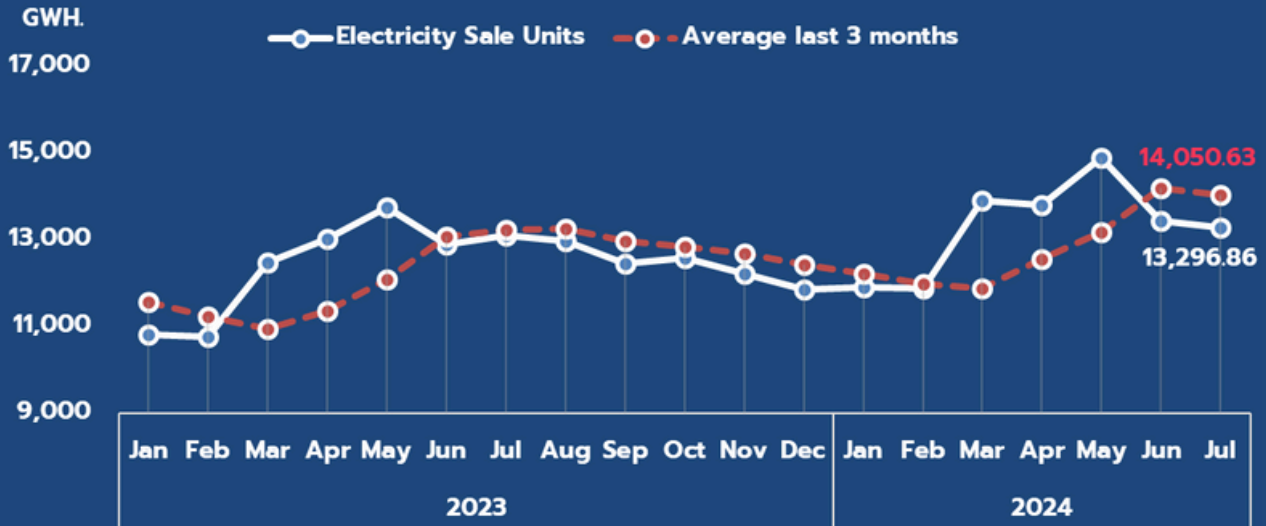


# THE ELECTRICITY SALES REPORT OF PEA

JULY 2024

"Smart Energy for Better Life and Sustainability"

## ELECTRICITY SALE UNITS IN 2023 - 2024

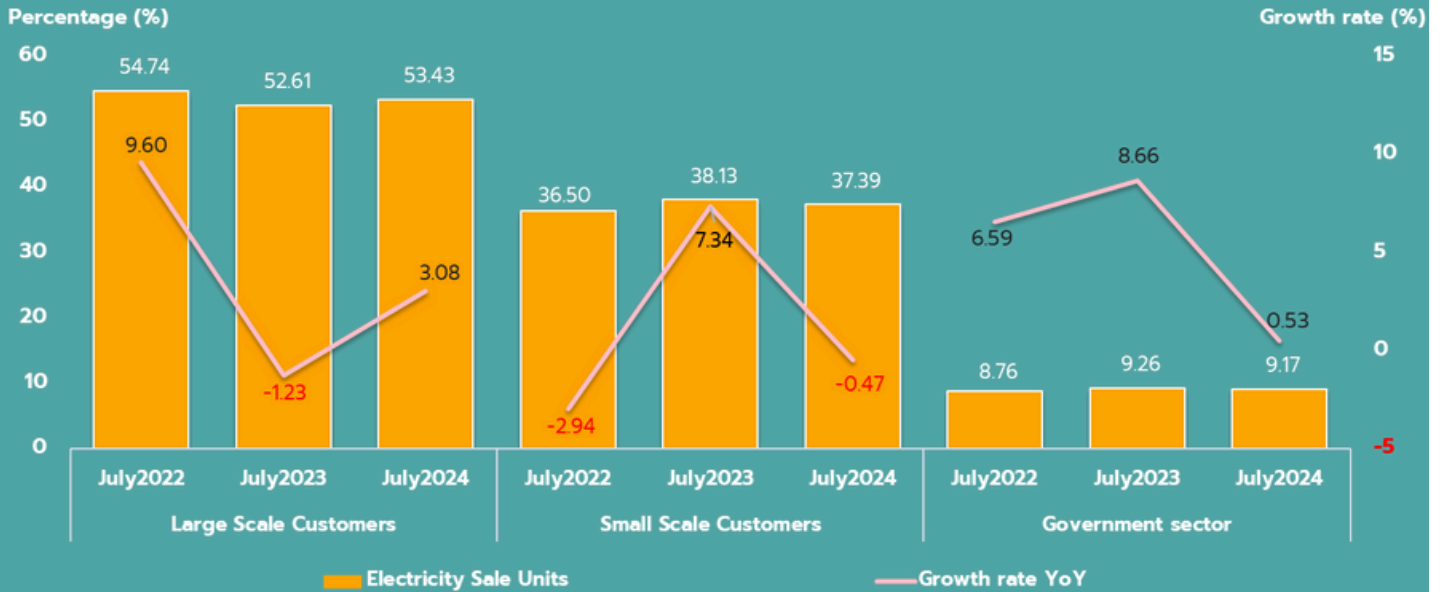


ELECTRICITY SALE UNITS INCREASED AT

**+1.49%**  
YOY

Electricity Sale units increased resulting from services and tourism sectors. while, private consumption has a upward trend to grow. Export and public expenditure and investment also increased.

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



**LARGE SCALE CUSTOMER**

**+3.08%**  
YoY

Industrial sector went up at 2.35% YoY because there was recovered of partnership economic like United States, China, Japan and EU causing a growth of export in computers, electrical appliance and component, electrical transformer and circuit board, plastic, rubber and palm oil.

Large scale commercial customers rose at 5.56% YoY from a growth of electricity usage of restaurant and department store. Moreover there was a branch expansion to underlie tourism and gain competitive advantage.

**SMALL SCALE CUSTOMERS**

**-0.47%**  
YoY

Residential sector dropped at 0.69% YoY owing to, rainy season which cause a lower temperature and flood damaging residence and agriculture areas.

Small scale commercial customers grew at 0.20% YoY from supportive measures by support tourism and seminar in less visited areas which affected service sector like transportation and trading.

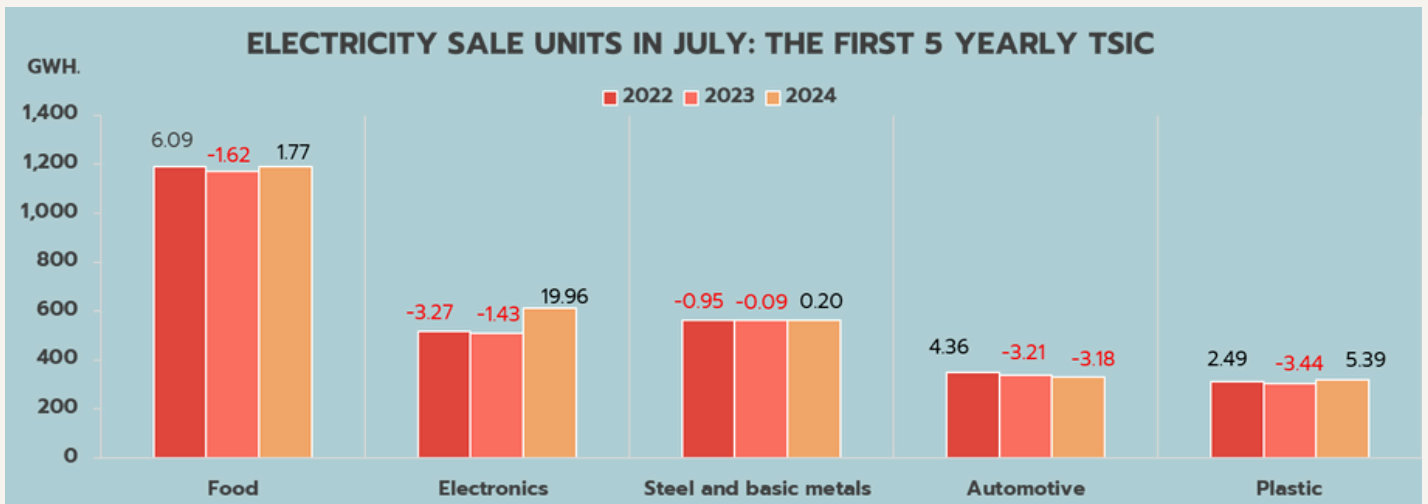
**GOVERNMENT SECTOR**

**+0.53%**  
YoY

owing to the electricity consumption of hospital, police station, public school and administrative offices.



# Manufacturing Sector +2.29%<sub>YoY</sub>



+1.77% YoY	<b>Food</b>	increased in food industry and beverage such as seafood, instant food and beverage in markets like United States and Australia. Animal food increased from domestic demand and export to Europe and ASEAN.
+19.96% YoY	<b>Electronic</b>	rose, owing to demand for semiconductors because IT equipment like smart phone and computer having new features with AI. Besides, data center services like Amazon and Google invested to support AI technology.
+0.20% YoY	<b>Steel &amp; basic metals</b>	following public construction and export to ASEAN markets, especially wire rod, hot-rolled sheet and coated steel products.
-3.18% YoY	<b>Automotive</b>	dropped in pickup and motorcycle because of low level of purchasing power from household debt at high level and strict loan. While, there was a drop of export to Middle East, Australia and ASEAN.
+5.39% YoY	<b>Plastic</b>	grew because of demand for plastic container such as bag, sack, sheet and film in food and beverage industry, cosmetics, retail and E-commerce.

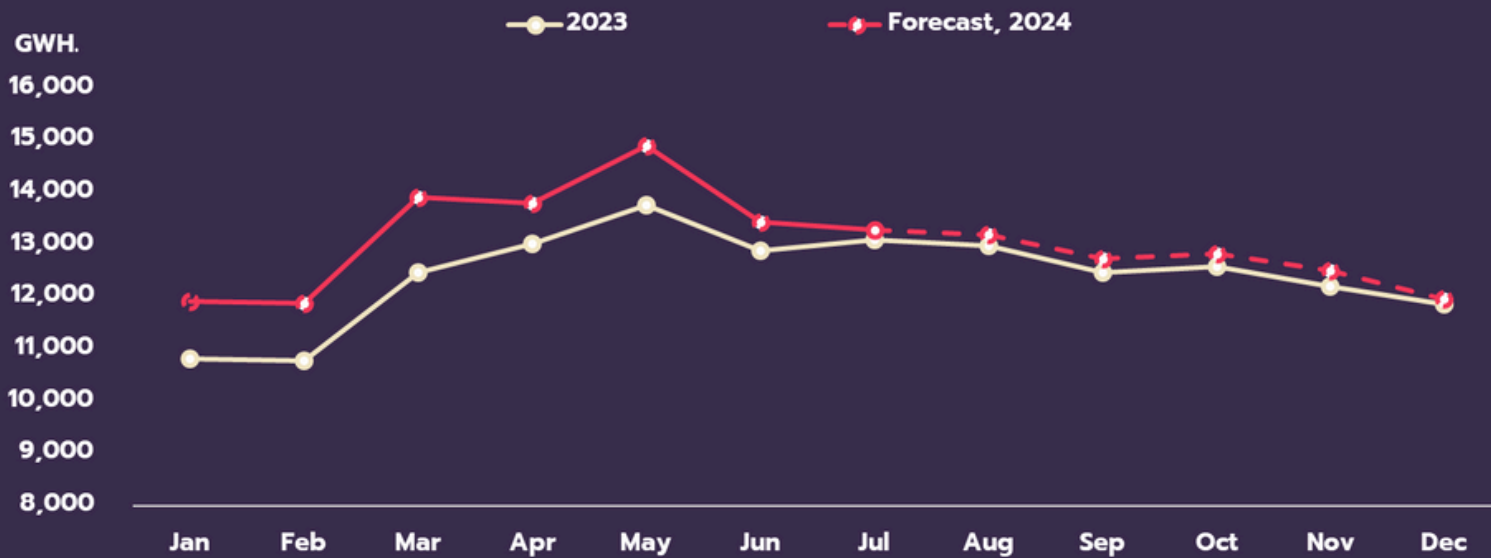
## Sale and Hotel sector

+3.33%  
YoY

There were supportive measures affecting related businesses like hotels, restaurants and transportation. Likewise, cultural tourism was supported and improved by connecting with local culture to support tourism and distribute income to local areas.



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



**+4.97% YoY**

PEA has forecasted the electricity sale units in 2024 to improve 4.97% YoY since a growth of industrial sector that more export. While, tourism grew by the number of arrivals and investment of private and public. By the way, there were structural risks, household debt, natural diasters and unstable of global economic.

### Positive Factors

1. Global Economic was recovered which caused a growth in consumption and investment.
2. Infrastructure investment in communication reduced logistic cost, expanded the prosperity by city improvement with high speed train. There were advanced pier for potential transportation, new route for flight and airport for being the center of aviation hub and driving private investment in Landbridge project for being the logistic hub.
3. The acceleration for investment in the approved projects related to 8 visions under Ignite Thailand supporting to become a center by attracting foreign direct investment to increase competitiveness.
4. A support for new tourism activities like water parks, amusement parks, entertainment venue and tourism in less visited areas attracted travelers and distributed income to entrepreneur.
5. A transformation to future automobile by attracting investors to move production base. There was a increase in domestic raw material, transfer technology to Thai manufactures, maintain employment and improve labor's skill.

### Negative Factors

1. The flood affected to agricultural income, product and liability because it stated rainy season since May and monsoon causing heavy rain in many areas.
2. The high level of household and private debt caused strict loan from financial institution like adding conditions, increasing guarantee and interest rate which caused a drop of loan that limited a growth of domestic demand. there was a risk for business that not reaching source of the fund in system.
3. SMEs could not adapt to technological and supply chain disruption, while they faced the price competitiveness from imported goods and liquidity problems, including non-performing loan from a drop of domestic purchasing power which affected employment and limited economic recovery.
4. Political problem pressured a drop of global economic growth and launched measure of trade barrier. After election, a international policy of United States was a key factor for setting global trade direction and decoupling economic and supply chain.

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