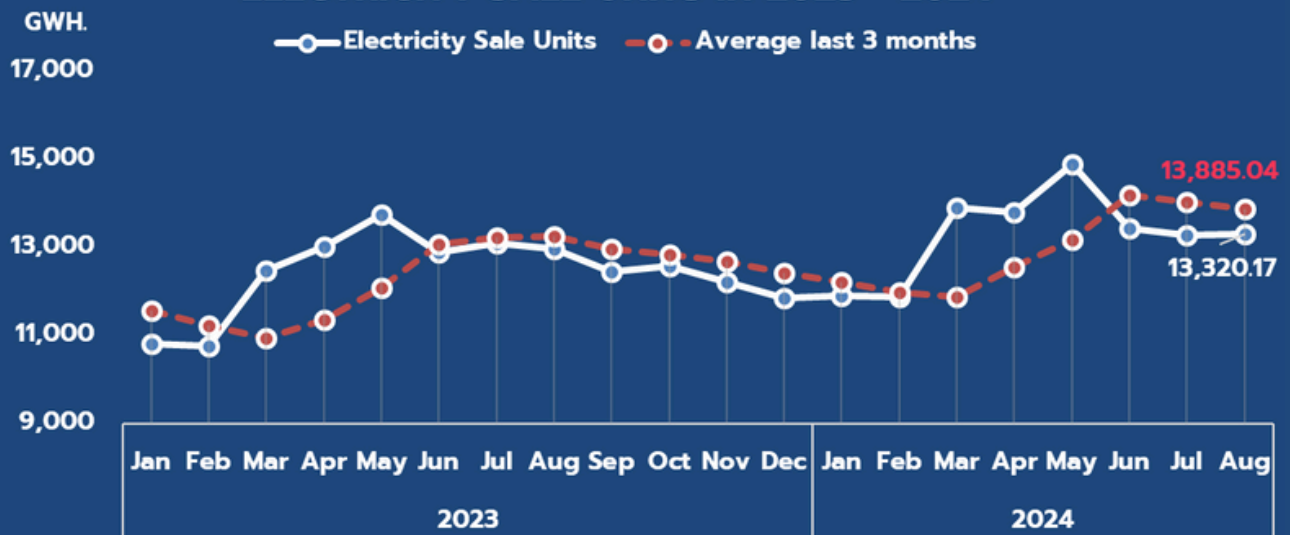


THE ELECTRICITY SALES REPORT OF PEA

AUGUST 2024

"Smart Energy for Better Life and Sustainability"

ELECTRICITY SALE UNITS IN 2023 - 2024

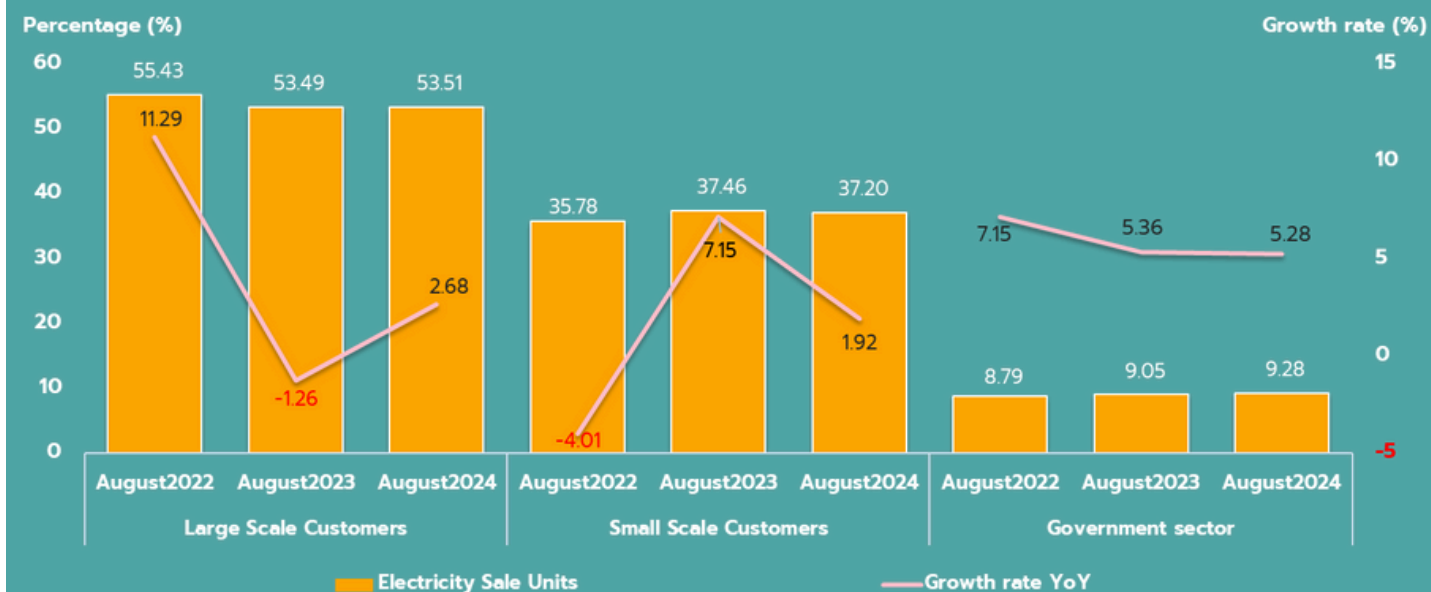


ELECTRICITY SALE UNITS INCREASED AT

+2.63%
YOY

Electricity Sale units increased resulting from tourism sectors which caused high employment. while, private consumption has a upward trend to grow as a level as pre pandemic. Export and manufacturing also increased from international demand.

ELECTRICITY SALE UNITS: PERCENTAGE OF CUSTOMERS GROUP IN AUGUST



LARGE SCALE CUSTOMER

+2.68%
YoY

Industrial sector went up at 1.27% YoY because there was an increase in production of computer and equipment, especially Hard Disk Drive to replace expired goods. Besides, there was an investment in machine following the private investment.

Large scale commercial customers rose at 7.53% YoY from infrastructure construction, a rise in projects of public and state-owned enterprise and renovation of hotel, restaurant and residence following the tourism.

SMALL SCALE CUSTOMERS

-0.47%
YoY

Residential sector increased at 1.92% YoY owing to, a drop of consumer's confidence from high cost of living, a low recovery of Thai economic and flood in many areas.

Small scale commercial customers grew at 1.93% YoY from a growth in service sector from supportive activities and high season for travelling. Moreover, there were supportive measures for investment and tourism that built confidence for investors.

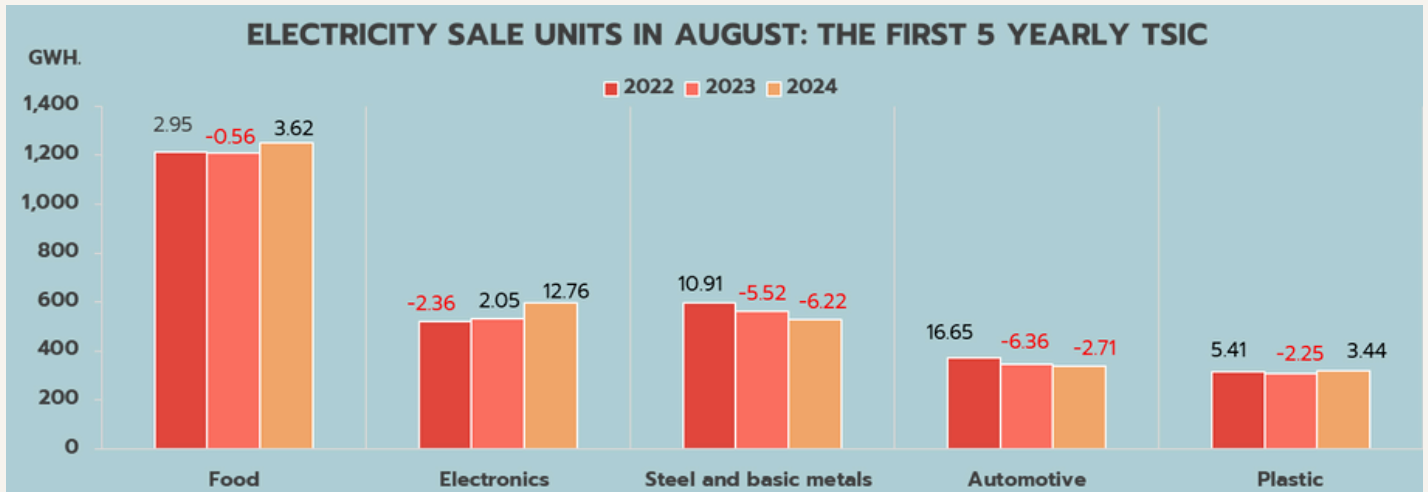
GOVERNMENT SECTOR

+0.53%
YoY

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



Manufacturing Sector +1.40% YoY



+3.62% YoY	Food	the demand for Thai food has an upward trend following the fluctuation of climate which affected to yield, in particular tapioca flour, frozen fruits, canned tuna and palm oil.
+12.76% YoY	Electronic	rose, owing to demand for innovative products from improvement in infrastructure of IT and smart city. The goods which had high demand were air conditioner, refrigerator, smart electronics product, smart phone, computer and electronic parts.
-6.22% YoY	Steel & basic metals	following a drop of domestic demand from a recession of automotive manufacture and construction. Moreover, there was an imported steel which was cheaper so there was a decrease in hot and cold rolled steel, plated steel and flat iron.
-2.71% YoY	Automotive	from the high level of household debt affecting to strict loan. In addition, the consumer altered their behavior to matter electric vehicle so postponing to buy new cars.
+3.44% YoY	Plastic	grew because of global economic causing an increase in plastic production, especially plastic container and plastic equipment for construction, from private investment and export to United States, Japan and Vietnam.

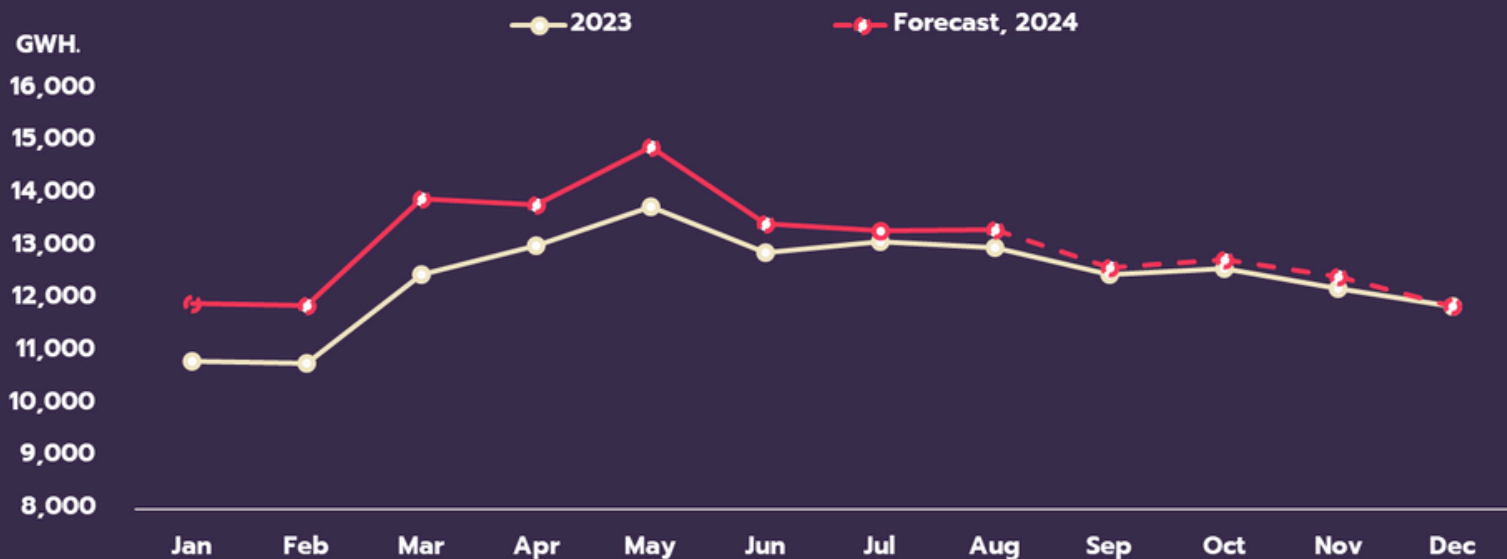
Sale and Hotel sector

+4.87%
YoY

There was the number of tourists from China, India and Europe which had supportive measures by VISA extension for 93 countries and on summer holidays (July-September) in Europe, including with adding more flight in winter schedule.



ELECTRICITY SALE UNITS A YEAR IN 2023 AND 2024 FORECAST



+4.80% YoY

PEA has forecasted the electricity sale units in 2024 to improve 4.80% 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. The policy of new government supported confidence and expenditure. There was budget disbursement for digital wallet that transfer money to 14.5 million people who disabled and has social welfare card.
2. Supportive factors for tourism like holidays in South Korea, Chinese travelling during National day, Ease of Travelling platform to make convenience to travel to Thailand and adding more flights.
3. The reaching of new marketing like online marketing was hiring influencer and story telling to make goods to be interesting.
4. Government improved manufacturing about electronics and electrical appliance because there are target supported by BOI which caused an investment from foreigners.
5. There were an upskilled and competency for SMEs entrepreneur by using innovation, technology and creativity to make value added and unique for goods responding demand and consumer behavior. Besides, there was a funding support to increase liquidity for business.

Negative Factors

1. Baht appreciation affected to liquidity and profit in agriculture goods because entrepreneurs weren't hedging. Some of them might be loss and get decreased orders which affected to export value in US dollar during November to the first quarter of 2025.
2. The climate change which Thailand faced La Nina caused the heavy rain to be flood affecting to agriculture products to fall and recession economic.
3. The low- priced steel from China made the incentive market like opening showrooms that caused customers to buy directly from Chinese dealer. Thai entrepreneurs faced the high competition and stock loss from an economies of scale of Chinese steel.
4. The risk and uncertainty from digital transformation, The strict rule, regulation and standard of international trade, especially environment, the high level of business debt caused the restriction for funding and price competitiveness from low-priced goods affecting to domestic production.

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



www.pea.co.th



การไฟฟ้าส่วนภูมิภาค PEA



PEAchannelThailand