

# **Electricity Demand in August 2014 (Bulletin)**

## **Demand Overview (Total Sales of 10 Power Companies)**

- Electricity demand in August 2014, measured in terms of the total electricity sales of the ten power companies, was down year on year, decreasing by 4.8% to 74.8 billion kWh.
- Outside the liberalized segment, lighting demand dropped by 6.5%, due principally to decreased cooling demands caused by relatively lower temperatures in August.

Commercial demand in the liberalized segment also declined by 5.6%, due mainly to decreased cooling demands.

## **(Reference)**

Large industrial demand dropped year on year for the fourth consecutive month, decreasing by 2.1%.

This was due mainly to a year-on-year decrease in major industries except for steel and non-ferrous metals.

## **(Reference) Large Industry Demand Volume and Year-on-year Basis by Sector**

Units: GWh, %

	This Month (Aug.)		Prev. 3 Months		
	Volume	Year-on-year Basis	Jul.	Jun.	May
Textiles	326	93.5	97.7	93.9	100.4
Paper & Pulp	638	94.0	96.2	91.4	94.2
Chemicals	2,209	99.3	99.3	96.1	97.4
Ceramic	815	96.1	95.1	99.2	101.4
Steel	2,908	100.7	100.1	102.8	102.4
Non-Ferrous Metals	1,184	103.4	100.8	102.6	102.1
Machinery	5,798	97.3	99.7	101.2	100.2

## **Demand Volume and Year-on-year Basis by Month and Use**

			This Month (Aug.)	Prev. 3 Month		
				Jul.	Jun.	May
Volume (GWh)	Other than Eligible Customers' Use	Lighting	24,022	19,207	17,277	20,369
		Power	4,271	3,315	2,828	2,905
		Lighting & Power Total	28,293	22,522	20,105	23,274
	Eligible Customers' Use	Commercial Power	18,108	16,195	14,652	13,421
		Industrial Power	28,369	29,300	28,048	26,585
		Eligible Customers' Use Total	46,476	45,495	42,700	40,006
	Total Electricity Sales		74,769	68,017	62,805	63,280
	(Large Industry)		22,386	23,689	22,708	21,711
Year-on- year Basis (%)	Other than Eligible Customers' Use	Lighting	93.5	95.9	97.3	94.5
		Power	92.5	93.5	95.3	93.8
		Lighting & Power Total	93.3	95.6	97.0	94.4
	Eligible Customers' Use	Commercial Power	94.4	95.2	97.4	97.0
		Industrial Power	97.7	98.9	99.8	100.0
		Eligible Customers' Use Total	96.4	97.6	99.0	99.0
	Total Electricity Sales		95.2	96.9	98.3	97.2
	(Large Industry)		97.9	98.9	99.9	100.0

Remarks: 1) Figures in ( ) indicate breakdown.

2) Figures may not add up due to rounding.

## **(Reference) Large Industry Demand Year-on-year Changes (%)**

	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
FY2005	1.0	-0.8	0.5	-1.6	1.7	1.9	2.7	2.3	4.6	3.7	2.8	2.9
FY2006	3.1	4.9	4.0	4.7	5.6	3.1	5.5	6.7	5.4	4.5	5.0	6.1
FY2007	4.6	5.1	4.1	3.0	4.8	5.8	4.0	2.8	2.8	3.8	8.0	2.2
FY2008	3.3	3.8	2.2	6.5	-0.0	0.6	-0.5	-5.2	-13.0	-18.7	-26.4	-24.4
FY2009	-20.5	-19.4	-17.0	-16.3	-14.1	-13.7	-11.2	-6.2	1.9	10.8	17.7	19.9
FY2010	15.2	12.4	12.0	10.1	11.6	10.4	5.8	4.8	5.2	5.8	4.6	-6.3
FY2011	-6.2	-3.3	-2.8	-4.7	-5.8	-5.6	-3.2	-2.3	-3.8	-5.2	-0.7	6.8
FY2012	5.8	1.9	-2.0	-1.7	-1.3	-2.1	-3.3	-4.7	-4.2	-3.9	-7.4	-5.0
FY2013	-4.0	-1.8	-1.2	0.8	-0.3	-1.1	2.4	1.3	1.9	3.4	2.5	2.8
FY2014	0.8	0.0	-0.1	-1.1	-2.1							