

**Electricity Retailing Global Industry Guide 2020-2029**

Industry Report | 2025-07-21 | 500 pages | MarketLine

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**Report description:**

Electricity Retailing Global Industry Guide 2020-2029

## Summary

Global Electricity Retailing industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume , and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

## Key Highlights

- The electricity retailing market includes net consumption of electricity by end-users. By end-use, the market is segmented into industrial, transportation, commercial & public services, residential, and others. The scope of others includes agriculture, forestry, and the fishing industry's net electricity consumption.
- The market volume is calculated as the net volume of electricity consumed in terawatt hours (TWh), and the market value has been calculated according to average annual retail electricity prices per kilowatt hour (kWh), including applicable taxes and levies. Please note that 1 TWh is identical to 1,000 gigawatt hours (GWh), or 1 billion kilowatt hours (kWh). A kilowatt-hour is defined as the expenditure of one kilowatt over one hour.
- Market shares are calculated based on total retail sales to end-users across all segments.
- All market data and forecasts are based on nominal prices and all currency conversions used in the creation of this report have been calculated using yearly annual average exchange rates. The USD values may show a declining trend for few countries such as Argentina, Turkey, Nigeria, Egypt, and Russia. This is primarily because of the impact of exchange rates considered.
- The global electricity retailing market recorded revenues of \$3,014.8 billion in 2024, representing a compound annual growth rate (CAGR) of 2.0% between 2019 and 2024.
- Market consumption volume increased with a CAGR of 2.5% between 2019 and 2024, reaching a total of 25,499.0 TWh in 2024.
- The growth of the global electricity retailing market is driven by the expansion of data center infrastructure. For instance, in

October 2024, Equinix, a global digital infrastructure company, launched its second International Business Exchange (IBX) data center, named IL4, in Istanbul, Turkey. Such expansion in digital infrastructure increased power demand year-round, supporting market growth.

## Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the global electricity retailing market
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global electricity retailing market
- Leading company profiles reveal details of key electricity retailing market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the global electricity retailing market with five year forecasts by both value and volume

## Reasons to Buy

- What was the size of the global electricity retailing market by value in 2024?
- What will be the size of the global electricity retailing market in 2029?
- What factors are affecting the strength of competition in the global electricity retailing market?
- How has the market performed over the last five years?
- What are the main segments that make up the global electricity retailing market?

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