

## **Electricity Retailing in Australia**

Industry Report | 2025-07-10 | 44 pages | MarketLine

### **AVAILABLE LICENSES:**

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

### **Report description:**

Electricity Retailing in Australia

#### Summary

Electricity Retailing in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, 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 Australian electricity retailing market recorded revenues of \$49.2 billion in 2024, representing a compound annual growth rate (CAGR) of 0.6% between 2019 and 2024.
- Market consumption volume increased with a CAGR of 0.7% between 2019 and 2024, reaching a total of 254.4 TWh in 2024.
- The growth of electricity consumption in Australia is attributed to the economic expansion, which boosted demand across industrial, commercial, and residential sectors. According to the Australian Bureau of Statistics (ABS), in 2024, Australia recorded a real GDP annual growth of 1.4%.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the electricity retailing market in Australia
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the electricity retailing

market in Australia

- 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 Australia electricity retailing market with five year forecasts

## Reasons to Buy

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

## **Table of Contents:**

### Table of Contents

#### 1 Executive Summary

##### 1.1. Market value

##### 1.2. Market value forecast

##### 1.3. Market volume

##### 1.4. Market volume forecast

##### 1.5. Category segmentation

##### 1.6. Geography segmentation

##### 1.7. Market rivalry

##### 1.8. Competitive landscape

#### 2 Market Overview

##### 2.1. Market definition

##### 2.2. Market analysis

#### 3 Market Data

##### 3.1. Market value

##### 3.2. Market volume

#### 4 Market Segmentation

##### 4.1. Category segmentation

##### 4.2. Geography segmentation

#### 5 Market Outlook

##### 5.1. Market value forecast

##### 5.2. Market volume forecast

#### 6 Five Forces Analysis

##### 6.1. Summary

##### 6.2. Buyer power

##### 6.3. Supplier power

##### 6.4. New entrants

##### 6.5. Threat of substitutes

##### 6.6. Degree of rivalry

#### 7 Competitive Landscape

##### 7.1. Who are the leading players?

##### 7.2. What strategies do the leading players follow?

##### 7.3. What deals and investments have leading players made in recent years?

8 Company Profiles  
8.1. Origin Energy Ltd  
8.2. AGL Energy Ltd  
8.3. Synergy  
8.4. Ausgrid

9 Macroeconomic Indicators

9.1. Country data

10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## Electricity Retailing in Australia

Industry Report | 2025-07-10 | 44 pages | MarketLine

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-07"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)