

# Energy market investigation

## Descriptive statistics – retail

**11 March 2015**

This is one of a series of consultative working papers which will be published during the course of the investigation. This paper should be read alongside the updated issues statement and the other working papers which accompany it. These papers do not form the inquiry group's provisional findings. The group is carrying forward its information-gathering and analysis work and will proceed to prepare its provisional findings, which are currently scheduled for publication in May 2015, taking into consideration responses to the consultation on the updated issues statement and the working papers. Parties wishing to comment on this paper should send their comments to [energymarket@cma.gsi.gov.uk](mailto:energymarket@cma.gsi.gov.uk) by 18 March 2015.

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The Competition and Markets Authority has excluded from this published version of the working paper information which the Inquiry Group considers should be excluded having regard to the three considerations set out in section 244 of the Enterprise Act 2002 (specified information: considerations relevant to disclosure). The omissions are indicated by [✂].

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## **Introduction**

1. In this statistical appendix we report the descriptive statistics for the retail supply in Great Britain of gas and electricity to domestic and small and medium-sized enterprise (SME) customers.
2. These statistics are generated primarily using information provided in response to requests sent to the Six Large Energy Firms covering domestic and SME customers.

## **Appendix 1: Market shares in the retail supply of gas and electricity – domestic**

### **Customer shares of largest six suppliers – Great Britain**

1. [✂]

#### ***Annual shares of domestic customers of largest six suppliers – electricity***

[✂]

Note: [✂].

#### ***Annual shares of domestic customers of largest six suppliers – gas***

[✂]

Note: [✂].

### ***Industry market shares – Great Britain***

2. [✂]

3. [✂]

4. [✂]

5. [✂]

#### ***Annual market shares of domestic customers using Cornwall Energy data – electricity***

[✂]

Note: [✂].

#### ***Annual market shares of domestic customers using Cornwall Energy data – gas***

[✂]

Note: [✂].

6. [✂]

*Quarterly market shares of domestic customers using meter point data – electricity and gas*



## **Appendix 2: Market shares in the retail supply of gas and electricity – SME**

### **Customer shares of largest six suppliers – Great Britain**

#### ***Annual shares of SME customers of largest six suppliers – electricity***

[✂]

Note: [✂].

#### ***Annual shares of SME customers of largest six suppliers – gas***

[✂]

Note: [✂].

7. [✂]

#### ***Quarterly market shares of SME customers using meter point data – electricity***

[✂]

Note: [✂].

## Appendix 3: Average revenue by tariff type – domestic

### Comparison of average revenue by tariff type

***Annual weighted average revenue per kWh across the Six Large Energy Firms by tariff type for Great Britain – electricity***

[✂]

Source: CMA analysis.

***Annual weighted average revenue per kWh across the Six Large Energy Firms by tariff type for Great Britain – gas***

[✂]

Source: CMA analysis.



## Appendix 4: Trends in retail customer numbers – domestic

### Total number of domestic customers by region

1. [✂]

### *Total customer numbers by ‘in-areas’ vs ‘out-areas’ of supply – electricity*

[✂]

Note: [✂].

[✂]

### *Total customer numbers by ‘in-areas’ vs ‘out-areas’ of supply – gas*

[✂]

Note: [✂].

[✂]

### *Total number of domestic customers per year – by tariff type*

2. [✂]

3. [✂]

4. [✂]

### *Total customer numbers by standard/variable and other tariffs – electricity*

[✂]

### *Total customer numbers by standard/variable and other tariffs – gas*

[✂]

### *Popularity of different tariff types: proportion of domestic customers by tariff type*

5. [✂]

6. [✂]

7. [✂]

*Monthly proportion of domestic customers by tariff type – electricity*

[✂]

*Monthly proportion of domestic customers by tariff type – gas*

[✂]

***Total number of domestic customers by tariff type and region***

8. [✂]

9. [✂]

10. [✂]

11. [✂]

12. [✂]

*Total customer numbers by tariff type and region – electricity*

[✂]

*Total customer numbers by tariff type and region – gas*

[✂]

## Appendix 5: Trends in realised retail prices – domestic

1. [✂]

### Trends in realised retail prices for Great Britain

***Annual average revenue per Kw/h across Great Britain of largest six suppliers – electricity***

[✂]

Note: [✂].

***Annual average revenue per Kw/h across Great Britain of largest six suppliers – gas***

[✂]

### ***Comparison of average revenue by tariff type***

*Monthly average revenue per Kw/h by tariff type (standard/variable versus other) across Great Britain of largest six suppliers – electricity*

[✂]

*Monthly average revenue per Kw/h by tariff type (standard/variable versus other) across Great Britain of largest six suppliers – gas*

[✂]

2. [✂]

### ***Comparison of in-area and out-of-area average revenue***

*Annual average revenue per Kw/h by supplier by in-area and out-of-area regions*

[✂]

### ***Comparison of in-area and out-of-area average revenue by tariff type***

*Annual average revenue per Kw/h by supplier by in-area and out-of-area regions and by tariff type (standard/variable tariffs versus other tariffs)*

[✂]

**Comparison of average revenue by region by supplier incumbency status**

*Annual average revenue per KW/h by region by supplier incumbency status – electricity*

3. [✂]

4. [✂]

[✂]

*Annual average revenue per KW/h by region by supplier incumbency status – gas*

5. [✂]

6. [✂]

[✂]

## Appendix 6: Trends in realised retail prices – SME

### Trends in realised retail prices for Great Britain

*Annual average revenue per Kw/h across Great Britain of largest six suppliers  
– electricity*

[✂]

*Annual average revenue per Kw/h across Great Britain of largest six suppliers  
– gas*

[✂]

## Appendix 7: Evolution of costs – domestic

### Great Britain

*Annual average energy costs per KW/h for Great Britain – electricity*



*Annual average energy costs per KW/h for Great Britain – gas*



*Annual average total direct costs per KW/h for Great Britain – electricity*



*Annual average total direct costs per KW/h for Great Britain –gas*



### Region

*Annual average network costs per KW/h by region – electricity*



*Annual average network costs per KW/h by region – gas*



## Appendix 8: Evolution of costs – SME

### Great Britain

*Annual average energy costs per KW/h for Great Britain – electricity*

[✂]

*Annual average energy costs per KW/h for Great Britain – gas*

[✂]

*Annual average total direct costs per KW/h for Great Britain – electricity*

[✂]

*Annual average total direct costs per KW/h for Great Britain – gas*

[✂]

## Appendix 9: Comparison of prices and costs – domestic

1. [✂]

**Annual average revenue and costs for Great Britain by supplier and fuel type**

[✂]



## Appendix 10: Comparison of prices and costs – SME

1. [✂]

## Appendix 11: Trends in external switching – domestic

1. [✂]

### External switching, Great Britain

2. [✂]

***Annual numbers of accounts gained and lost (millions) for Great Britain – electricity***

[✂]

***Annual numbers of accounts gained and lost (millions) for Great Britain – gas***

[✂]

3. [✂]

***Monthly numbers of accounts gained and lost (millions) for Great Britain by fuel type***

[✂]

### ***External switching by tariff type, Great Britain***

4. [✂]

***Annual numbers of accounts gained and lost (millions) by supplier and by tariff type – electricity***

[✂]

***Annual numbers of accounts gained and lost (millions) by supplier and by tariff type – gas***

[✂]

### ***External switching by payment type, Great Britain***

***Annual numbers of accounts gained and lost (thousands) – electricity***

[✂]

***Number of wins, by tariff type, by in-area and out-of-area***

5. [✂]

6. [✂]

7. [✂]

*Annual number of customers won by tariff type and by in-area and-of-area – electricity*

[✂]

*Annual number of customers won by tariff type and by in-area and-of-area – gas*

[✂]

## Appendix 12: Trends in internal switching – domestic

### Great Britain

*Annual numbers of customers switching internally – electricity*



*Annual numbers of customers switching internally – gas*



*Monthly numbers of customers switching internally – electricity*



*Monthly numbers of customers switching internally – gas*



### Internal switching by tariff type, Great Britain

*Annual numbers of customers switching to standard variable tariff – electricity*



*Annual numbers of customers switching to standard variable tariff (millions) – gas*



*Annual numbers of customers switching to non-standard tariffs – electricity*



*Annual numbers of customers switching to non-standard tariffs – gas*



*Monthly numbers of customers switching to standard variable tariff – electricity*



***Monthly numbers of customers switching to standard variable tariff – gas***



***Monthly numbers of customers switching to non-standard tariffs – electricity***



***Monthly numbers of customers switching to non-standard tariffs (millions) – gas***



## **Internal switching outcomes for customers previously on non-standard tariffs, Great Britain**

***Proportion of customers switching internally to standard variable by fuel type and by year (Base: customers that were previously on no-standard tariff)***

[✂]

***Number of customers switching internally to standard variable and non-standard by fuel type and by year (Base: customers switching internally that were previously on no-standard tariff)***

[✂]

## Appendix 13: Longevity of customer relationships – domestic and SME

1. [✂]

**Longevity of customer relationship with supplier British Gas by fuel type – domestic**

[✂]

**Longevity of customer relationship with supplier EDF by fuel type – domestic**

[✂]

**Longevity of customer relationship with supplier E.ON by fuel type – domestic**

[✂]

**Longevity of customer relationship with supplier RWE by fuel type – domestic**

[✂]

**Longevity of customer relationship with supplier SP by fuel type – domestic**

[✂]

**Longevity of customer relationship with supplier SSE by fuel type – domestic**

[✂]

[✂]

**Longevity of customer relationship with supplier British Gas by fuel type – SME**

[✂]

[✂]

**Longevity of customer relationship with supplier EDF by fuel type – SME**



**Longevity of customer relationship with supplier RWE by fuel type – SME**



**Longevity of customer relationship with supplier SP by fuel type – SME**



**Longevity of customer relationship with supplier SSE by fuel type – SME**





## **Appendix 14: Trends in complaints – domestic**

**Total number of complaints by year across the largest six suppliers**



**Number of complaints by year for each of the largest six suppliers**



**Proportion of complaints by category by year separately for: British Gas, EDF, E.ON, SP and SSE**



**Proportion of complaints by category by year for: British Gas, EDF, E.ON, SP and SSE**



## Appendix 15: Customer acquisitions by channel

**Customer acquisitions by channel, by year and by supplier: largest six suppliers and mid-tier suppliers – domestic**

*Legend for graphs*



***Customer acquisitions by channel, by year and by supplier: largest six suppliers and mid-tier suppliers – SME***

***Legend for graphs***

[✂]

[✂]