



Australian Government



AUSTRALIAN
ENERGY
REGULATOR

Annual retail markets report 2024–25

Jurisdictional snapshot

December 2025

Queensland

Residential electricity 2024–25



2

Distributors



38

Electricity retailers



2,187,516

Customers



6,252

Average usage
kWh



33,586

1.5%

Customers on
payment plans

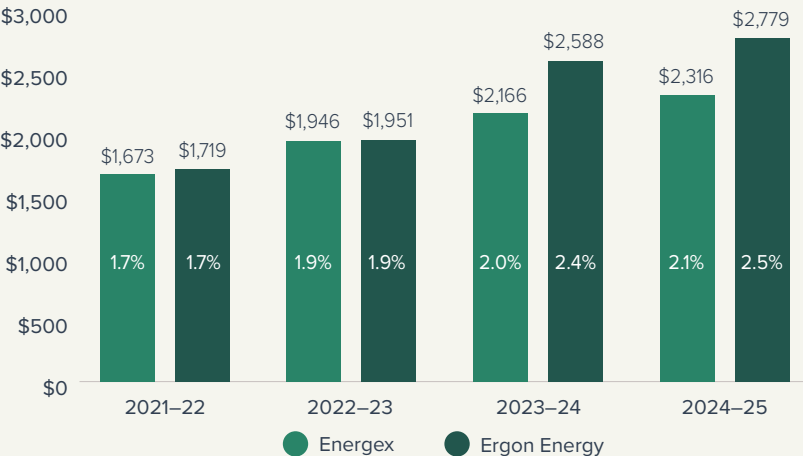


30,759

1.4%

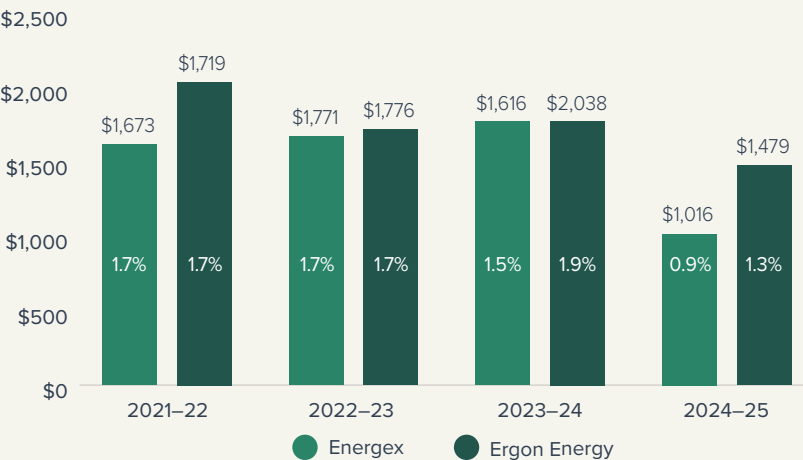
Customers on
hardship programs

Median annual bills for households without rebate



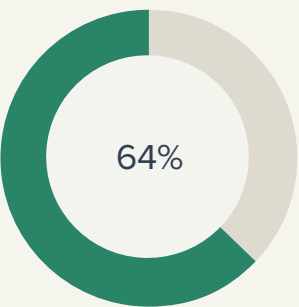
Note: Percentage values indicate proportion of disposable income.

Median annual bills for households with rebate

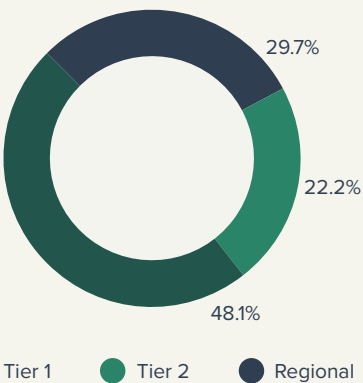


Note: Percentage values indicate proportion of disposable income.

Customers on market contracts



Market share by retailer category



Queensland

Residential gas 2024–25



2

Distributors



8

Gas retailers



213,936

Customers



7,238

Average usage
MJ



2,285

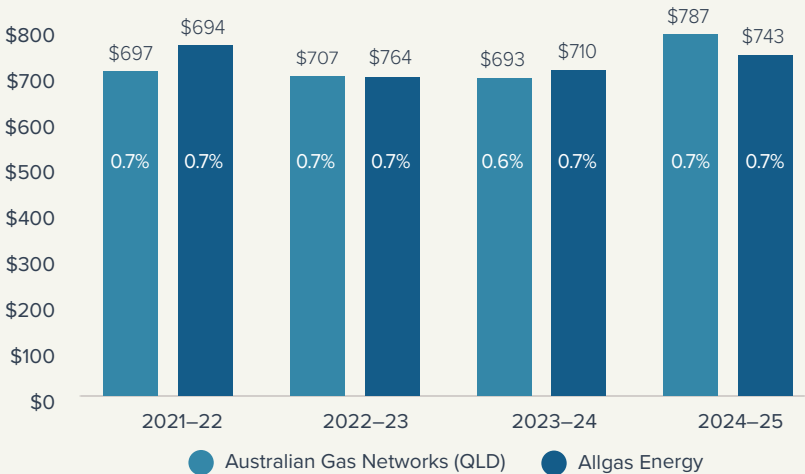
1.1%
Customers on
payment plans



2,021

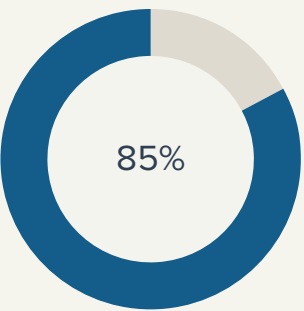
0.9%
Customers on
hardship programs

Median annual bills for households without rebate

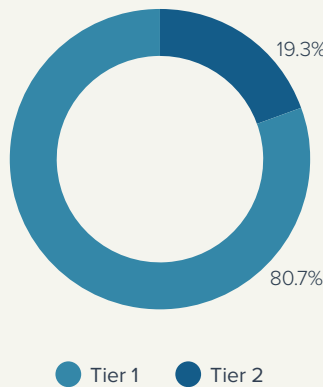


Note: Percentage values indicate proportion of disposable income.

Customers on market contracts



Market share by retailer category



New South Wales

Residential electricity 2024–25



3
Distributors



41
Electricity retailers



3,497,383
Customers



5,612
Average usage
kWh

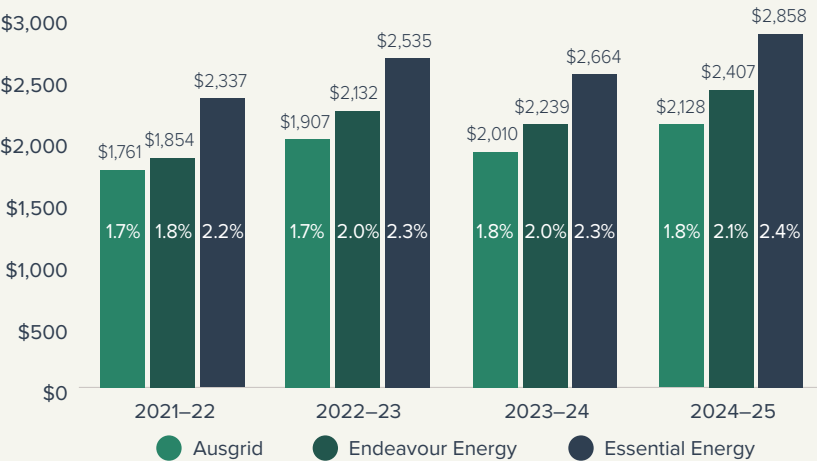


52,493
1.5%
Customers on
payment plans



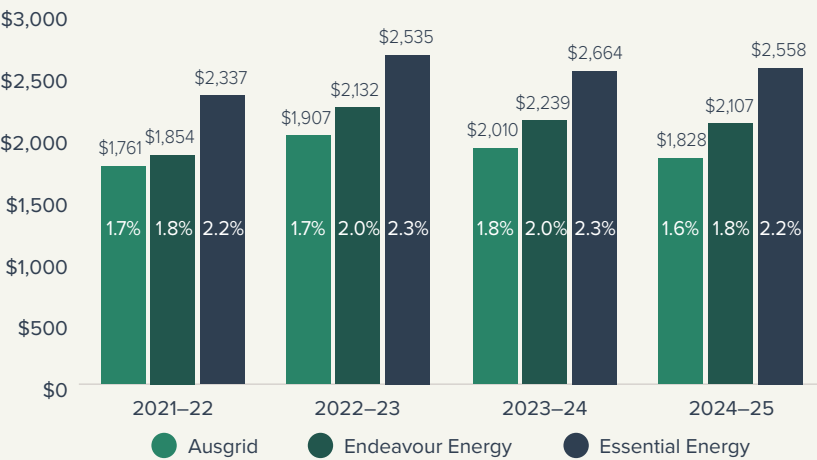
63,861
1.8%
Customers on
hardship programs

Median annual bills for households without rebate



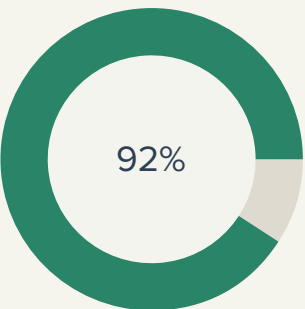
Note: Percentage values indicate proportion of disposable income.

Median annual bills for households with rebate

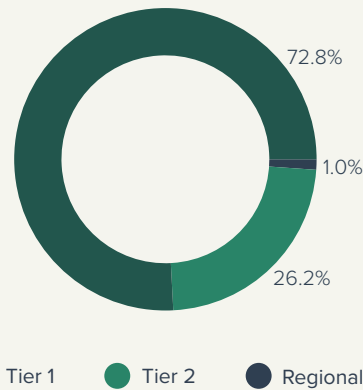


Note: Percentage values indicate proportion of disposable income.

Customers on market contracts



Market share by retailer category



New South Wales

Residential gas 2024–25



3

Distributors



14

Gas retailers



1,536,621

Customers



17,339

Average usage
MJ



16,124

1.0%

Customers on
payment plans

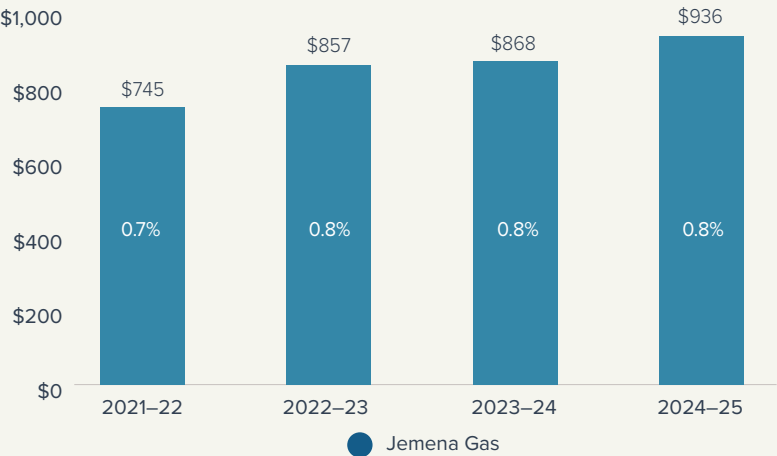


17,418

1.1%

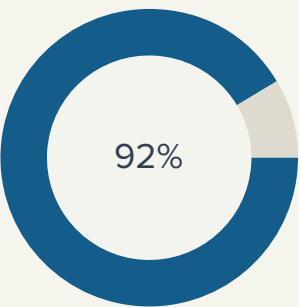
Customers on
hardship programs

Median annual bills for households without rebate

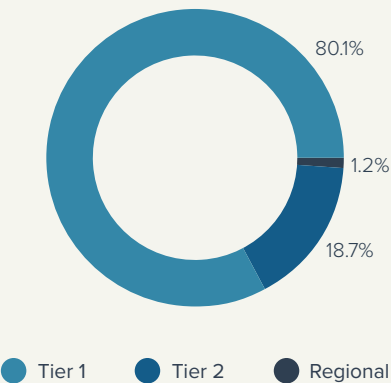


Note: Percentage values indicate proportion of disposable income.
Jemena Gas shown because it is the most representative distributor in NSW.

Customers on market contracts



Market share by retailer category



Australian Capital Territory

Residential electricity 2024–25



1

Distributor



13

Electricity retailers



201,800

Customers



6,325

Average usage
kWh



992

0.5%

Customers on
payment plans

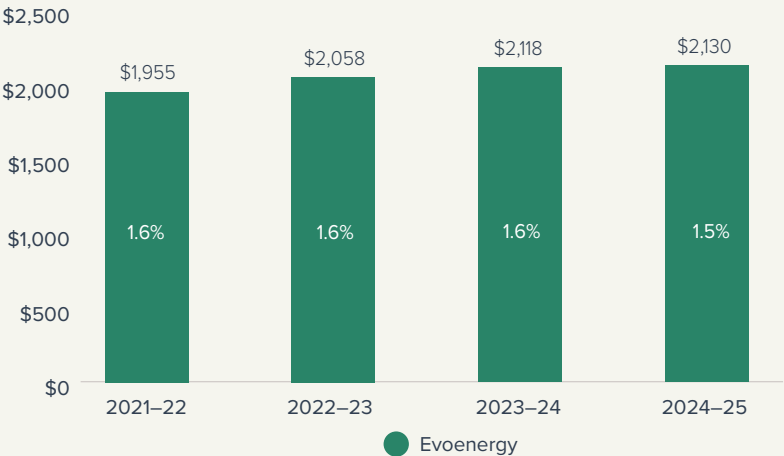


2,169

1.1%

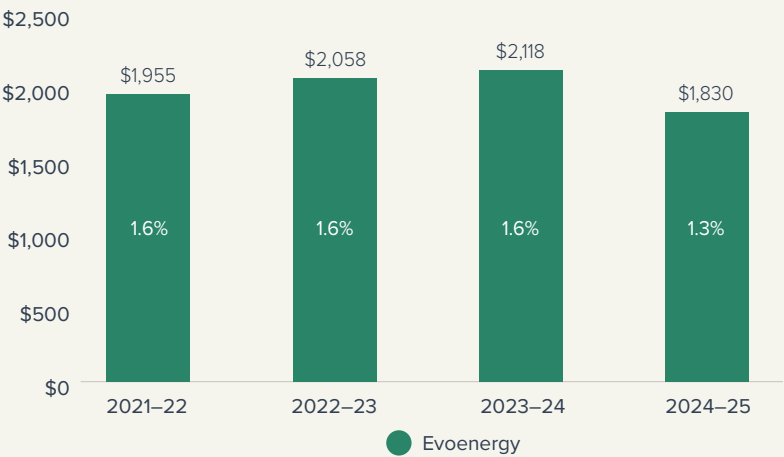
Customers on
hardship programs

Median annual bills for households without rebate



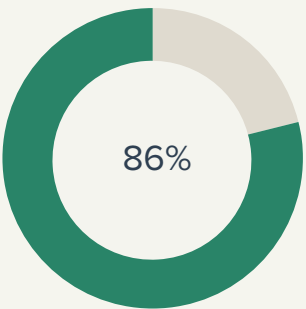
Note: Percentage values indicate proportion of disposable income.

Median annual bills for households with rebate

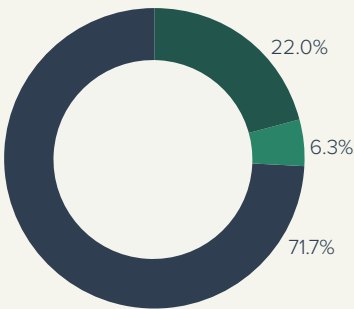


Note: Percentage values indicate proportion of disposable income.

Customers on market contracts



Market share by retailer category



Tier 1 Tier 2 Regional

Australian Capital Territory

Residential gas 2024–25



1

Distributor



4

Gas retailers



127,109

Customers



24,767

Average usage
MJ



588

0.5%

Customers on
payment plans

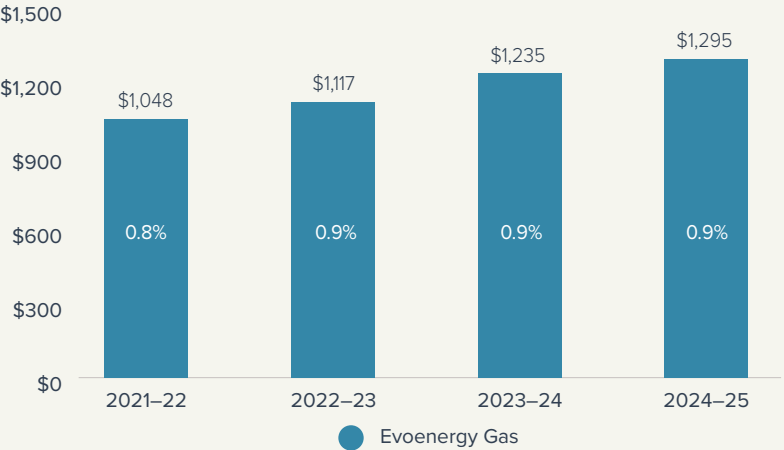


981

0.8%

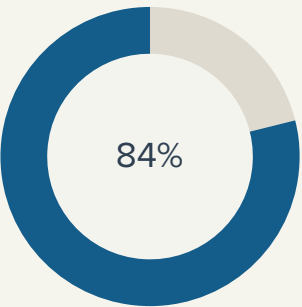
Customers on
hardship programs

Median annual bills for households without rebate

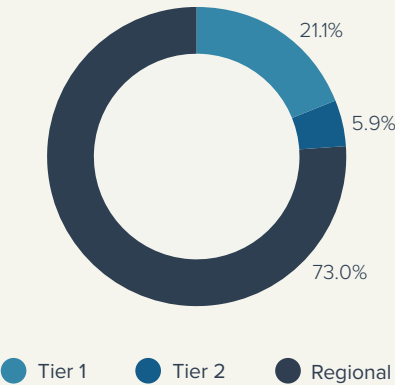


Note: Percentage values indicate proportion of disposable income.

Customers on market contracts



Market share by retailer category



South Australia

Residential electricity 2024–25



1

Distributor



33

Electricity retailers



829,502

Customers



4,371

Average usage
kWh



14,230

1.7%

Customers on
payment plans

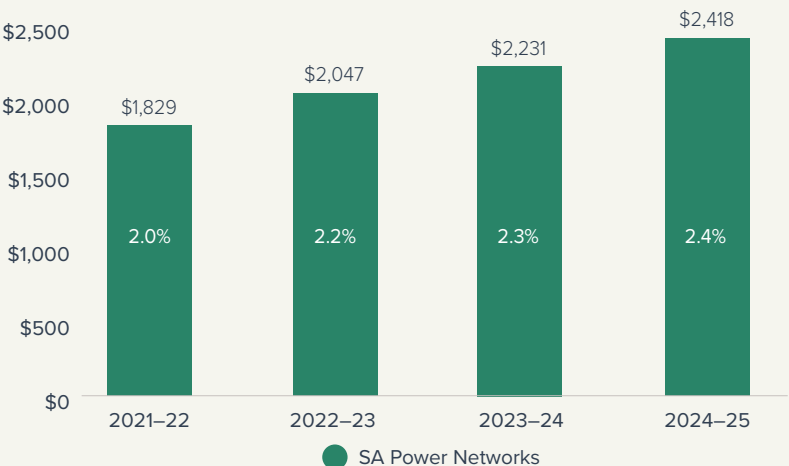


18,766

2.3%

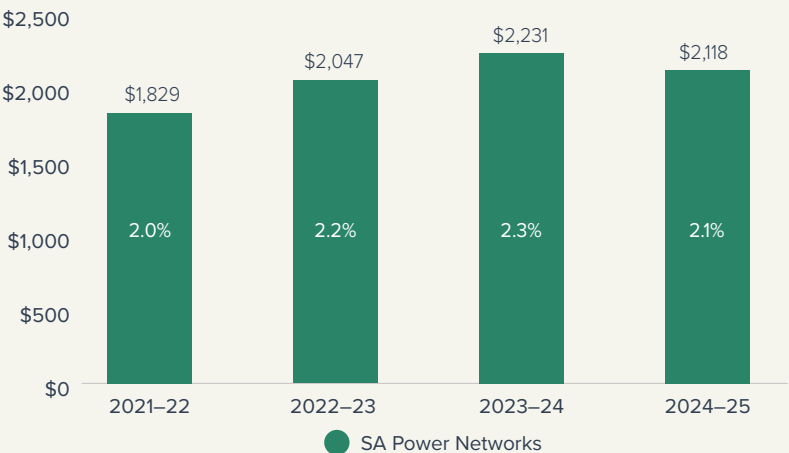
Customers on
hardship programs

Median annual bills for households without rebate



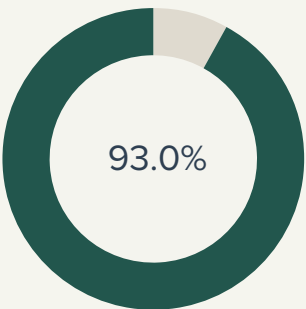
Note: Percentage values indicate proportion of disposable income.

Median annual bills for households with rebate

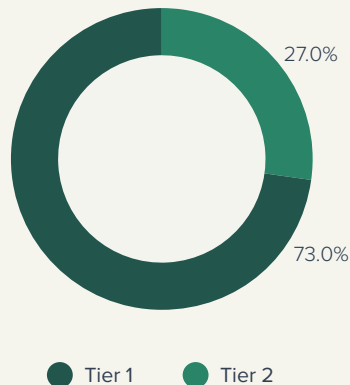


Note: Percentage values indicate proportion of disposable income.

Customers on market contracts



Market share by retailer category



South Australia

Residential gas 2024–25



1

Distributor



11

Gas retailers



466,646

Customers



13,665

Average usage
MJ



6,130

1.3%

Customers on
payment plans

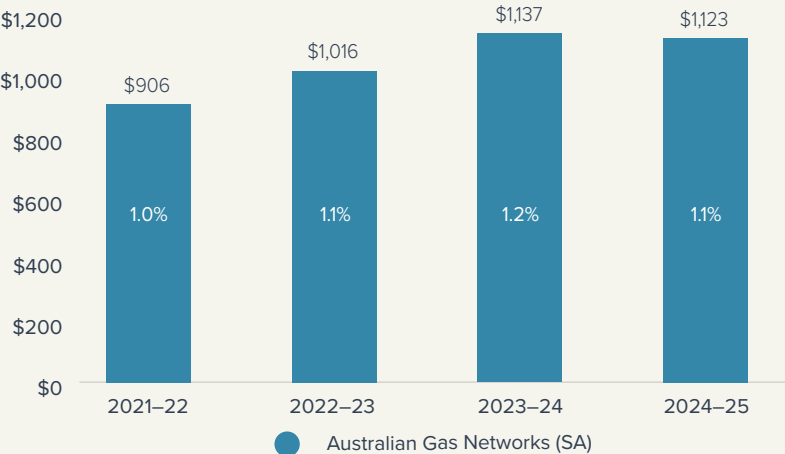


8,175

1.8%

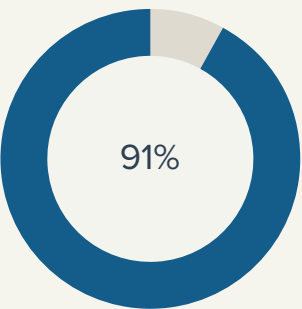
Customers on
hardship programs

Median annual bills for households without rebate

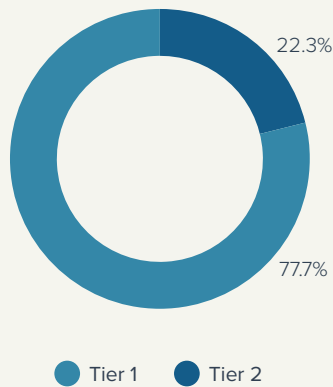


Note: Percentage values indicate proportion of disposable income.

Customers on market contracts



Market share by retailer category



Tasmania

Residential electricity 2024–25



1

Distributor



7

Electricity retailers



259,407

Customers



7,928

Average usage
kWh



2,778

1.1%

Customers on
payment plans

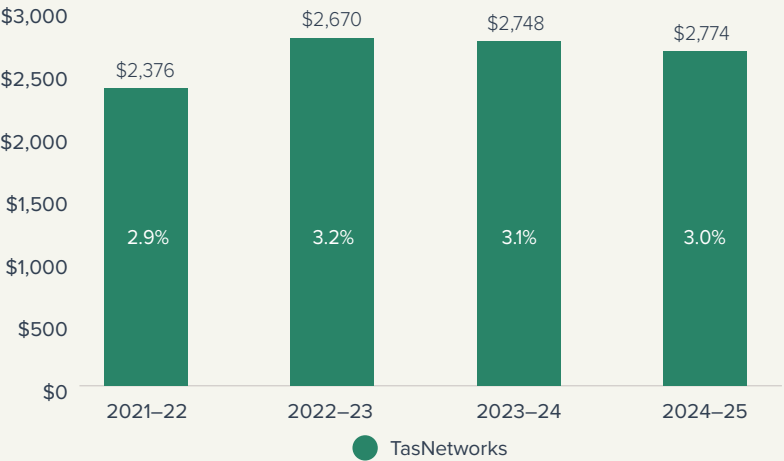


6,204

2.4%

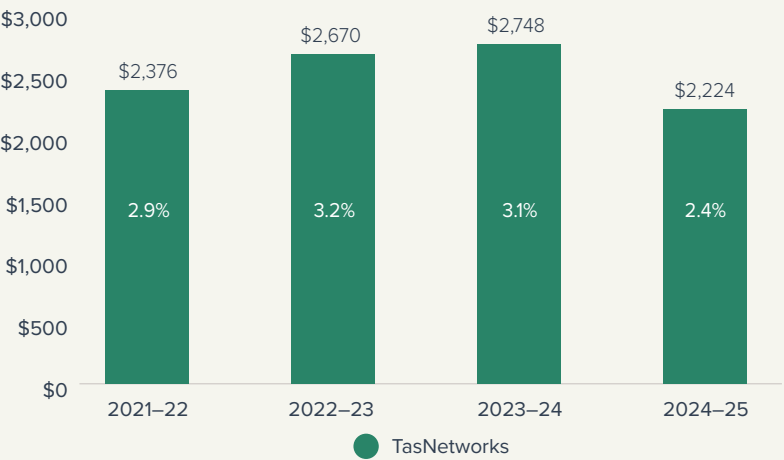
Customers on
hardship programs

Median annual bills for households without rebate



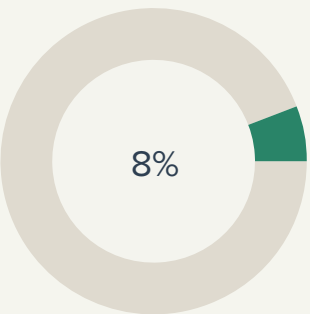
Note: Percentage values indicate proportion of disposable income.

Median annual bills for households with rebate

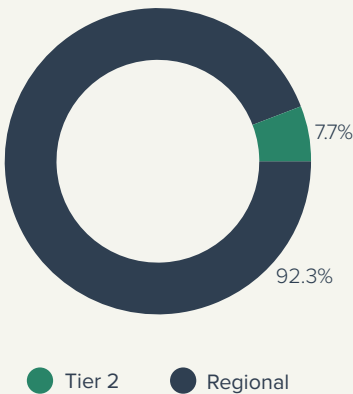


Note: Percentage values indicate proportion of disposable income.

Customers on market contracts



Market share by retailer category



Payment difficulties

Debt levels (excludes hardship customers)

Residential customer debt[^]

Number of customers repaying energy debt			
	2023–24	2024–25	Change
QLD	44,396	52,608	▲8,212
NSW	111,251	112,370	▲1,119
ACT	6,298	6,377	▲79
SA	27,380	29,053	▲1,673
TAS	12,663	14,448	▲1,785
National	201,988	214,856	▲12,868

Average amount of energy debt (\$)			
	2023–24	2024–25	Change
QLD	877	1,321	▲444
NSW	1,231	1,402	▲171
ACT	792	873	▲81
SA	1,522	1,754	▲232
TAS	750	698	▼51
National	1,148	1,367	▲218

Customers in debt (%)			
	2023–24	2024–25	Change
QLD	2.06	2.40	▲0.35
NSW	3.21	3.21	0.00
ACT	3.17	3.16	▼0.01
SA	3.34	3.50	▲0.16
TAS	4.93	5.57	▲0.64
National	2.93	3.08	▲0.15

Small business customer debt[^]

Number of customers repaying energy debt			
	2023–24	2024–25	Change
QLD	5,087	7,036	▲1,949
NSW	12,939	12,445	▼494
ACT	503	521	▲18
SA	3,378	2,774	▼604
TAS	545	484	▼61
National	22,452	23,260	▲808

Average amount of energy debt (\$)			
	2023–24	2024–25	Change
QLD	1,701	2,245	▲543
NSW	2,698	2,830	▲132
ACT	1,944	2,192	▲249
SA	2,161	2,021	▼140
TAS	2,221	1,610	▼611
National	2,363	2,516	▲154

Customers in debt (%)			
	2023–24	2024–25	Change
QLD	2.36	3.27	▲0.91
NSW	4.12	4.10	▼0.02
ACT	3.57	3.38	▼0.18
SA	3.89	3.19	▼0.69
TAS	1.49	1.34	▼0.15
National	3.37	3.54	▲0.17

Note: Data is at 30 June for each respective year. [^]Gas and electricity combined. 'National' is defined as the jurisdictions that we regulate under the Retail Law and Rules (Queensland, NSW, ACT, South Australia, Tasmania).

Payment difficulties

Payment plans

Residential electricity customers on payment plans

Number of payment plans			
	2023–24	2024–25	Change
QLD	49,608	33,586	▼16,022
NSW	55,085	52,493	▼2,592
ACT	1,155	992	▼163
SA	15,337	14,230	▼1,107
TAS	4,697	2,778	▼1,919
National	125,882	104,079	▼21,803

% of customers on payment plans			
	2023–24	2024–25	Change
QLD	2.30	1.54	▼0.76
NSW	1.59	1.50	▼0.09
ACT	0.58	0.49	▼0.09
SA	1.87	1.72	▼0.16
TAS	1.83	1.07	▼0.76
National	1.83	1.49	▼0.33

% of payment plans cancelled			
	2023–24	2024–25	Change
QLD	60.94	60.96	▲0.02
NSW	65.66	64.04	▼1.62
ACT	67.06	63.95	▼3.11
SA	55.65	54.41	▼1.24
TAS	70.74	69.34	▼1.40
National	63.09	62.09	▼1.00

Residential gas customers on payment plans

Number of payment plans			
	2023–24	2024–25	Change
QLD	2,097	2,285	▲188
NSW	14,573	16,124	▲1,551
ACT	643	588	▼55
SA	5,852	6,130	▲278
National	23,165	25,127	▲1,962

% of customers on payment plans			
	2023–24	2023–24	Change
QLD	0.99	1.07	▲0.08
NSW	0.96	1.05	▲0.09
ACT	0.50	0.46	▼0.04
SA	1.27	1.31	▲0.05
National	0.99	1.07	▲0.08

% of payment plans cancelled			
	2023–24	2023–24	Change
QLD	63.85	64.82	▲0.97
NSW	67.54	63.80	▼3.74
ACT	67.96	62.97	▼4.99
SA	57.56	56.02	▼1.54
National	64.74	62.07	▼2.66

Note: Data for number and percentage of customers on payment plans is at 30 June for each respective year. 'National' is defined as the jurisdictions that we regulate under the Retail Law and Rules (Queensland, NSW, ACT, South Australia, Tasmania).

Payment difficulties

Hardship

Residential electricity hardship indicators

Number of customers on hardship programs			
	2023–24	2024–25	Change
QLD	33,202	30,759	▼ 2,443
NSW	70,493	63,861	▼ 6,632
ACT	2,202	2,169	▼ 33
SA	19,849	18,766	▼ 1,083
TAS	6,000	6,204	▲ 204
National	131,746	121,759	▼ 9,987

Average hardship customer debt (\$)			
	2023–24	2024–25	Change
QLD	1,157	1,589	▲ 432
NSW	1,740	2,215	▲ 475
ACT	1,671	1,946	▲ 275
SA	2,174	2,595	▲ 422
TAS	2,394	2,045	▼ 349
National	1,687	2,102	▲ 415

Average hardship customer debt on entry (\$)			
	2023–24	2024–25	Change
QLD	1,138	1,502	▲ 364
NSW	1,389	2,170	▲ 781
ACT	1,810	2,128	▲ 318
SA	1,950	2,765	▲ 815
TAS	2,667	2,355	▼ 313
National	1,476	2,102	▲ 626

Proportion of customers on hardship programs (%)			
	2023–24	2024–25	Change
QLD	1.54	1.41	▼ 0.13
NSW	2.03	1.83	▼ 0.21
ACT	1.11	1.07	▼ 0.03
SA	2.42	2.26	▼ 0.16
TAS	2.33	2.39	▲ 0.06
National	1.91	1.75	▼ 0.16

Residential gas hardship indicators

Number of customers on hardship programs			
	2023–24	2024–25	Change
QLD	2,376	2,021	▼ 355
NSW	17,756	17,418	▼ 338
ACT	1,062	981	▼ 81
SA	8,781	8,175	▼ 606
National	29,975	28,595	▼ 1,380

Average hardship customer debt (\$)			
	2023–24	2024–25	Change
QLD	593	640	▲ 47
NSW	804	921	▲ 117
ACT	1,250	1,514	▲ 264
SA	834	1,010	▲ 176
National	812	947	▲ 135

Average hardship customer debt on entry (\$)			
	2023–24	2024–25	Change
QLD	586	766	▲ 180
NSW	699	956	▲ 256
ACT	1,342	1,640	▲ 297
SA	776	1,198	▲ 421
National	736	1,035	▲ 299

Proportion of customers on hardship programs (%)			
	2023–24	2024–25	Change
QLD	1.12	0.94	▼ 0.17
NSW	1.16	1.13	▼ 0.03
ACT	0.82	0.77	▼ 0.05
SA	1.90	1.75	▼ 0.15
National	1.29	1.22	▼ 0.07

Note: Data for each respective year is at 30 June except for 'Average hardship debt on entry (\$)' which covers April to June 2025. 'National' is defined as the jurisdictions that we regulate under the Retail Law and Rules (Queensland, NSW, ACT, South Australia, Tasmania).

Payment difficulties

Annual disconnections

Residential

Customers disconnected – electricity			
	2023–24	2023–24	Change
QLD	3,265	2,120	▼1,145
NSW	8,640	12,983	▲4,343
ACT	382	216	▼166
SA	2,787	4,104	▲1,317
TAS	550	393	▼157
National	15,624	19,816	▲4192

Customers disconnected – gas			
	2023–24	2024–25	Change
QLD	382	590	▲208
NSW	2,724	4,116	▲1,392
ACT	162	122	▼40
SA	618	999	▲381
National	3,886	5,827	▲1,941

Proportion of customers disconnected – electricity (%)			
	2023–24	2024–25	Change
QLD	0.15	0.10	▼0.05
NSW	0.25	0.37	▲0.12
ACT	0.19	0.11	▼0.09
SA	0.34	0.49	▲0.15
TAS	0.21	0.15	▼0.06
National	0.23	0.28	▲0.06

Proportion of customers disconnected – gas (%)			
	2023–24	2024–25	Change
QLD	0.18	0.28	▲0.10
NSW	0.18	0.27	▲0.09
ACT	0.13	0.10	▼0.03
SA	0.13	0.21	▲0.08
National	0.17	0.25	▲0.08

Small business

Customers disconnected – electricity			
	2023–24	2024–25	Change
QLD	230	239	▲9
NSW	658	1,211	▲553
ACT	39	63	▲24
SA	169	313	▲144
TAS	52	46	▼6
National	1,148	1,872	▲724

Customers disconnected – gas			
	2023–24	2024–25	Change
QLD	20	40	▲20
NSW	153	224	▲71
ACT	10	17	▲7
SA	22	42	▲20
National	205	323	▲118

Proportion of customers disconnected – electricity (%)			
	2023–24	2024–25	Change
QLD	0.11	0.11	0.00
NSW	0.21	0.40	▲0.19
ACT	0.28	0.41	▲0.13
SA	0.19	0.36	▲0.17
TAS	0.14	0.13	▼0.01
National	0.17	0.28	▲0.11

Proportion of customers disconnected – gas (%)			
	2023–24	2024–25	Change
QLD	0.13	0.27	▲0.14
NSW	0.32	0.49	▲0.17
ACT	0.30	0.51	▲0.21
SA	0.22	0.43	▲0.20
National	0.27	0.44	▲0.17

Note: 'National' is defined as the jurisdictions that we regulate under the Retail Law and Rules (Queensland, NSW, ACT, South Australia, Tasmania).