A changing retail energy market

Increase in consumer choice

As of March 2017, there were 54 suppliers in the retail energy market. There were just 20 in December 2012
(Source: Ofgem)

The market share of small and mid-tier energy suppliers has increased from below 2% in 2012 to 17% in 2017
(Source: Ofgem)

Energy efficiency and consumer awareness

Improvements in energy efficiency have saved the typical household around £290 per year since 2008 and have the potential to deliver further savings of around £150 on average for households in future
(Source: Committee for Climate Change)

There are now over 7.7 million smart meters operating across Great Britain
(Source: BEIS)

80% of people with a smart meter are happy with it and 8 in 10 would recommend a smart meter to a friend or family
(Source: BEIS)
Increased consumer value and happiness

The number of standard variable tariffs has fallen by almost 1 million over the past six months
(Source: Ofgem)

In 2016, typical ‘dual fuel’ households paid in real terms £115 less per year for their energy than they did in 2008
(Source: Committee for Climate Change)

Worries over paying for energy bills have dropped to their lowest since March 2012
(Source: BEIS)

Complaints in the energy industry have fallen by 2 million in the last year and to their lowest number in 3 years
(Source: Ombudsman Services)

For more info go to energy-uk.org.uk