Electricity Switching – March 2021

Switching back on the March

650,000 customers switched electricity supplier in March – the second highest number ever recorded by Energy UK's monthly figures.

After a relatively slow start to the year, the figure for last month has leapt by 42% compared to February and is also 10% higher than March 2020.

So far in 2021, 1,500,000 customers have switched supplier, which is 7% lower than at the same time last year.

Emma Pinchbeck, Energy UK's chief executive, said:

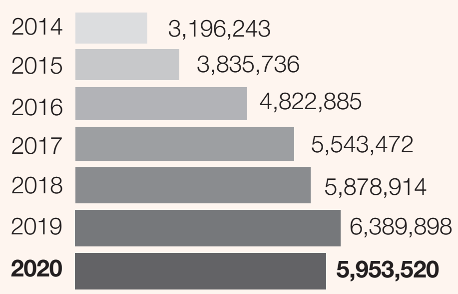
"Although always remaining healthy, switching figures have been notably more volatile over the past year – and after a slow start to 2021, we saw a big increase last month.

"Traditionally switching is at its highest at this time of the year - and it's also likely that customers have responded to being advised to check they're on best deal in light of the recent price cap rise.

"As ever a few minutes checking out what's on offer from your own supplier and on the wider market, can really be worth your while - and those looking to ensure a hassle free switch should also see if their new supplier is signed up to the Energy Switch Guarantee."

Notes for editors:

- To see the latest monthly switching stats, please visit Energy UK's website.
- The rise in switching figures over last few years has been as follows:

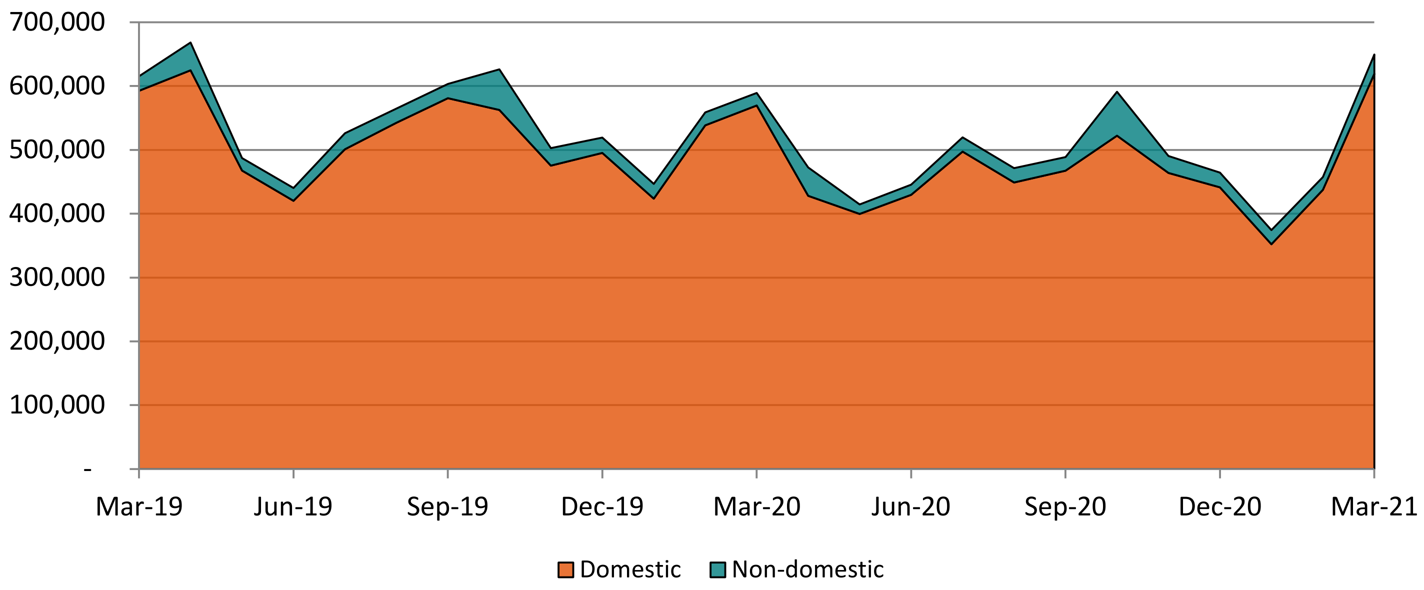


- From December 2020, larger suppliers in the market are British Gas, Bulb, EDF Energy, E.ON (including npower), Octopus Energy, OVO (including domestic business of SSE) and Scottish Power. This is based on Ofgem's revised definition of classifying all suppliers with a market share of 5% or above in either fuel as larger.
- Gemserv Limited is the service company contracted by the MRA Service Company (MRASCo) to provide services in support of the MRA including the management of its governance and providing specialised expertise to MRASCo in support of the growing electricity retail market.
- The data referenced in these reports is for electricity only. These figures include both domestic (Profile Classes 1 and 2) & non-domestic customers (Profile Classes 3-8 and 0) but do not include customers transferred to another supplier as a result of the Supplier of Last Resort process (SOLR). Also, any switches between merged parties are considered as internal and are not counted in our switching statistics.
- These figures do not include internal electricity switching. Such statistics can be found on the Ofgem website.

Change of Supply Event

A ‘Change of Supply Event’ is the industry term for describing when a domestic or non-domestic customer switches from one supplier to another. The total number of electricity switches in March was 649,568.

Total number of switches – broken down between domestic and non-domestic

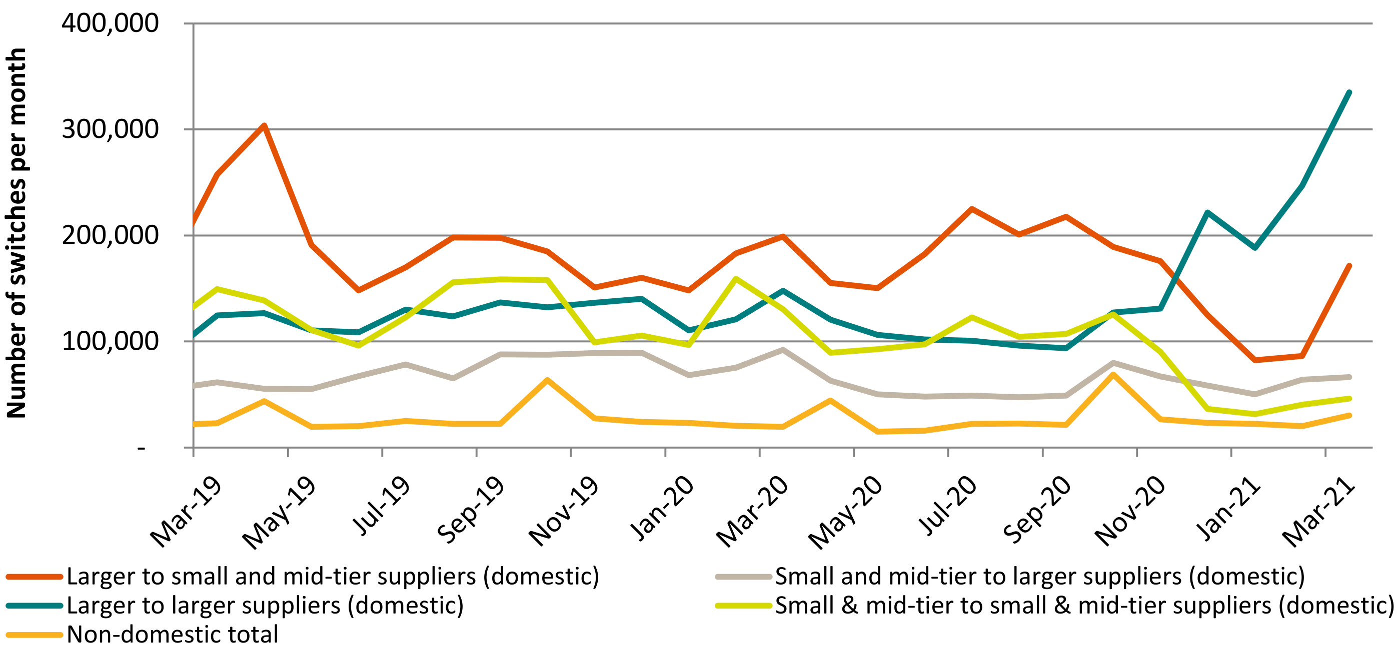


Movement within the domestic market

In March 2021, of all domestic switches:

- **28%** were from larger to small and mid-tier suppliers
- **11%** were from small and mid-tier to larger suppliers
- **54%** were between larger suppliers
- **7%** were between small and mid-tier suppliers

Movement between small and mid-tier and larger suppliers



Larger suppliers in the market include British Gas, Bulb, EDF Energy, E.ON (including npower), Octopus Energy, OVO (including the domestic business of SSE) and Scottish Power. Small and mid-tier suppliers consist of all the other suppliers who are licensed by Ofgem to supply electricity.

Gains by small and mid-tier suppliers

In March the net gain* by small and mid-tier suppliers was 105,077 or 17% of all domestic switches.

*Net gain is the number of switches from larger to small and mid-tier suppliers minus the number of switches from small and mid-tier to larger suppliers.

A breakdown of all switches

	Breakdown of domestic switches				Totals		
Month Year	**Larger to small and mid-tier suppliers (domestic)**	**Small and mid-tier to larger suppliers (domestic)**	**Larger to larger suppliers (domestic)**	**Small and mid-tier to small and mid-tier suppliers (domestic)**	**Total domestic switches**	**Total non-domestic switches**	**Total**
Mar-21	**171,583**	**66,506**	**334,957**	**46,254**	**619,300**	**30,268**	**649,568**
Feb-21	86,231	64,037	246,853	40,261	437,382	20,065	457,447
Jan-21	82,188	50,282	188,286	31,405	352,161	22,189	374,350
Dec-20	124,821	58,517	221,731	36,261	441,330	23,119	464,449
Nov-20	175,605	66,884	131,039	90,370	463,898	26,562	490,460
Oct-20	189,214	80,018	127,417	125,644	522,293	68,863	591,156
Sept-20	217,722	48,848	93,577	107,284	467,431	21,349	488,780
Aug-20	200,980	47,400	96,222	104,347	448,949	22,492	471,441
Jul-20	225,074	48,958	100,637	122,683	497,352	22,348	519,700
Jun-20	182,330	47,949	101,842	97,466	429,587	15,964	445,551
May-20	150,382	50,228	106,370	92,667	399,647	14,915	414,562
Apr-20	155,120	62,928	120,713	89,289	428,050	44,488	472,538
Mar-20	199,087	92,166	147,903	130,458	569,614	19,683	589,297
Feb-20	183,002	75,431	120,945	159,123	538,501	20,335	558,836
Jan-20	148,132	68,237	110,455	96,772	423,596	23,154	446,750
Dec-19	159,973	89,357	140,351	105,590	495,271	24,072	519,343
Nov-19	150,814	88,933	136,475	99,151	475,373	27,444	502,817
Oct-19	184,932	87,502	132,204	157,976	562,614	63,670	626,284
Sept-19	197,678	87,988	136,805	158,578	581,049	22,351	603,400
Aug-19	198,195	65,070	123,575	155,737	542,577	22,237	564,814
Jul-19	169,984	78,341	130,014	122,694	501,033	25,137	526,170
Jun-19	148,095	67,461	108,516	96,142	420,214	20,109	440,323
May-19	191,090	55,164	110,437	110,955	467,646	19,585	487,231
Apr-19	303,913	55,314	126,850	138,685	624,762	43,609	668,371
Mar-19	257,584	61,383	124,467	149,251	592,685	22,818	615,503