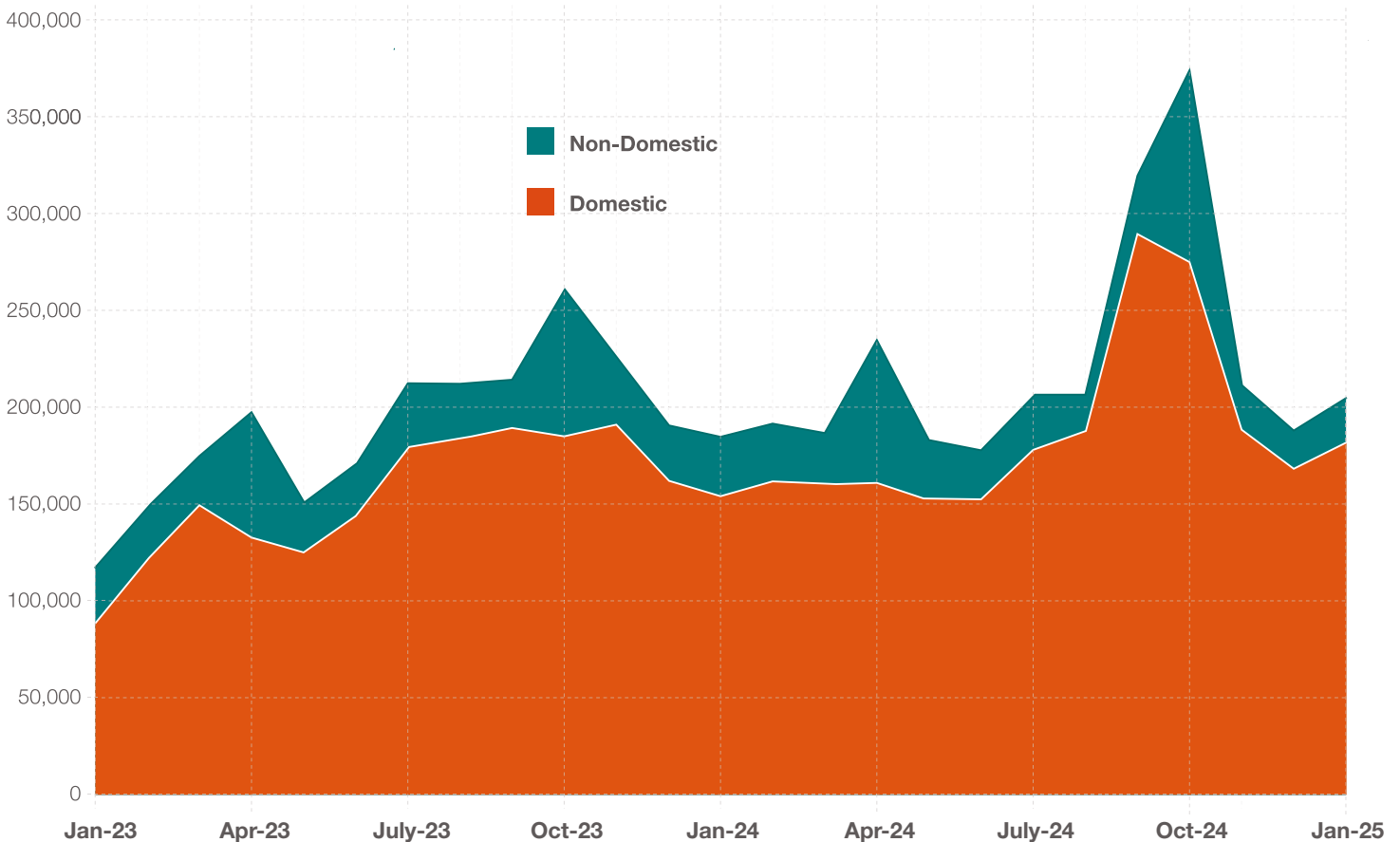


Energy UK's electricity switching figures, published today, show that **204,762** customers switched to a new supplier in **January 2025**.

Total number of switches



The number of electricity customers switching their provider in January 2025 was **204,762**, up **9%** from December 2024 and **11%** from January 2024, a year previous. Notable in January was a shift in the non-domestic market, where small and mid-tier suppliers made significant gains, equivalent to **29%** of the market.

Change of Supply Event

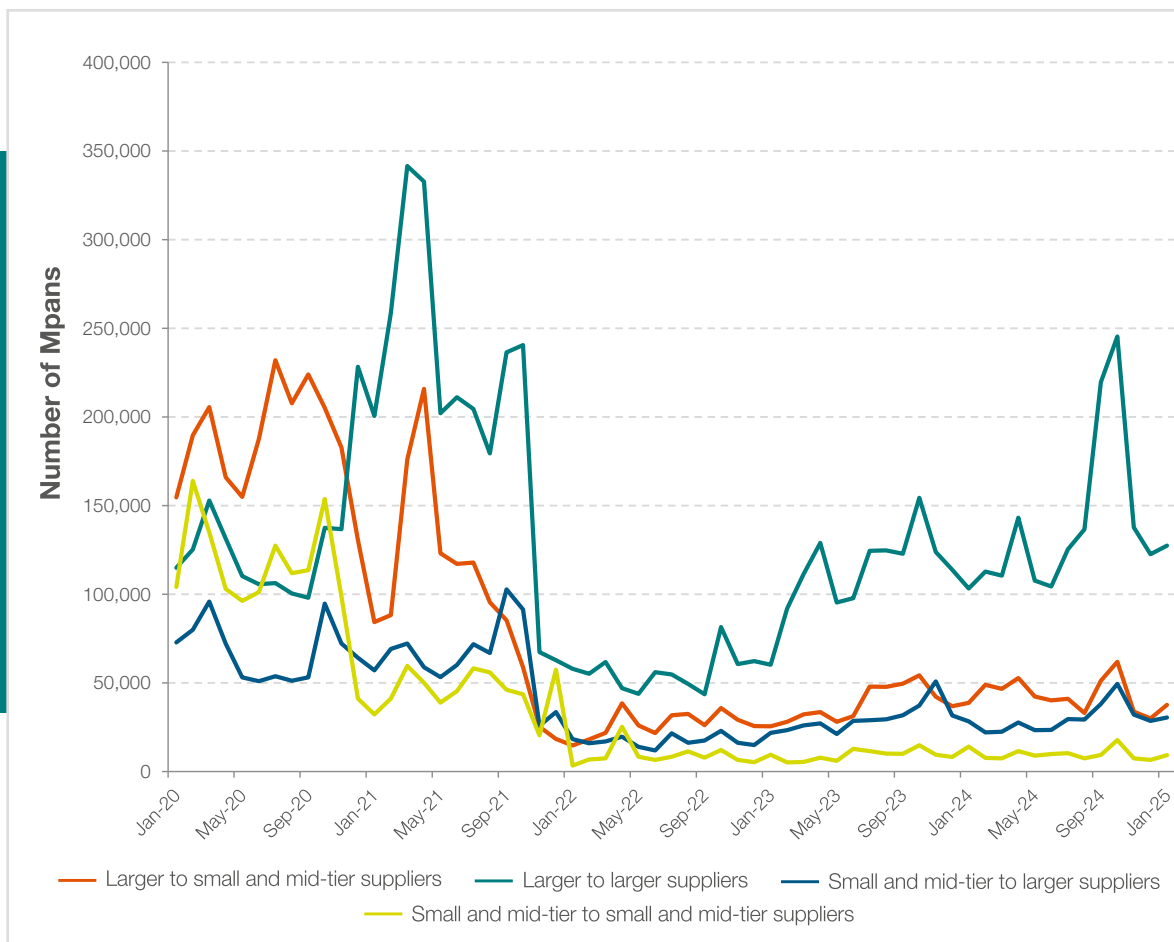
an industry term for describing when a domestic or non-domestic customer switches from one supplier to another.



Movement between small/mid-tier and larger suppliers

In January 2025, of all switches:

- **18%** were from larger to small and mid-tier suppliers
- **15%** were from small and mid-tier to larger suppliers
- **62%** were between larger suppliers
- **5%** were between small and mid-tier suppliers.



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

In the domestic market, small and mid-tier suppliers maintained their share of the market relative to larger suppliers.

Net gain

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.



Monthly data

	Larger to small and mid-tier suppliers	Small and mid-tier to larger suppliers	Larger to larger suppliers	Small and mid-tier to small and mid-tier suppliers	Total domestic switches	Total non-domestic switches	Total
Jan 25	28,153	27,536	120,666	5,674	182,029	22,733	204,762
Dec 24	23,070	25,403	115,515	4,100	168,088	19,756	187,844
Nov 24	26,462	28,355	129,343	4,598	188,758	22,620	211,378
Oct 24	40,794	40,892	181,940	11,280	274,906	99,701	374,607
Sep 24	41,908	34,902	206,729	6,861	290,400	28,017	318,417
Aug 24	25,551	27,034	129,075	5,901	187,561	19,000	206,561
July 24	30,360	26,116	113,510	8,268	178,254	28,307	206,561
June 24	30,994	19,927	93,919	7,656	152,496	25,627	182,598
May 24	31,906	19,615	95,545	5,999	153,065	29,533	235,272
Apr 24	34,177	21,643	98,843	6,298	160,961	74,311	187,117
Mar 24	35,386	19,736	99,680	5,381	160,183	26,934	191,664
Feb 24	37,474	18,531	100,617	5,215	161,837	29,827	184,714
Jan 24	30,485	20,874	95,281	7,336	153,976	30,738	190,653

Annual change

- From December 2020, larger suppliers in the market are British Gas, EDF Energy, E.ON, 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) and 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](#).
- To see the latest monthly switching stats, please visit [Energy UK’s website](#).

