

Electricity Utility Customer Analysis Ed 1 2020

**Database to segment the world electricity utility market
7,182 electricity distribution utilities listed
901 electricity transcos
2,224 million customers**

The purpose of this database report is to provide a tool to segment and target utility markets.

Analyse the world population of electricity distribution utilities by country and size.

This database is designed as a practical resource for marketers of equipment, technology or services for electricity transmission and distribution utilities. If you sell any products, technology or services to utilities this database will enable you target your market efficiently, whether you seek the largest utilities with expensive high end systems, or small utilities with low cost basic products.

Examples of products and services for utilities

- ◆ Power and distribution transformers,
- ◆ Switchgear - distribution panels, fuse gear circuit protectors, surge arresters, air core reactors, fuse gear, switches, disconnectors, protection relays
- ◆ Smart meters, standard meters
- ◆ Insulators & bushings, spacers, dampers & fittings
- ◆ Lightning arresters
- ◆ Distribution automation including SCADA
- ◆ Smart grid technology
- ◆ Accountancy software

Save money by zeroing straight in on your prime targets, the utilities which purchase these and other products and services. Some products or services involve high investment and are designed for large utilities. Many more are in the intermediate or small range. Whichever category you are in, this database provides a basic marketing resource to segment and target your market.

901 electricity transmission utilities and 7,182 distribution utilities are listed by country and analysed by size. Globally, there are 38 electricity distribution utilities with more than 10 million customers, 41 with 5-10 million, 237 with 1-5 million and 6,865 with under 1 million.

Utility analysis by country and size, Transcos and DSOs

	Transmission	DSOs ≥ 10 million	DSOs 5<10 million	DSOs 1<5 million	DSOs < 1 million	Total DSOs
Albania				1		1
Austria				1	115	116
Belgium					23	23
207 countries						
World	901	38	41	237	6,865	7,182

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The data is analysed globally, by 10 regions and 207 countries.

Country	Total electricity connections	Customers in DSOs with data	Number of Electricity Transcos	Number of Electricity DSOs
Europe				
CIS				
Middle East				
North Africa				
Sub-Saharan Africa				
Asia				
Pacific				
North America				
South America				
Central America				
World	2,224 million	2,058 million	901	7,182

This database has some surprises and without the information opportunities could be missed and wrong directions taken. For example, in the addressable market Europe and North America have 76% of the world's DSOs, with only 11% of the largest companies but 77% of the smallest. In contrast, Asia has only 4% of the total number, but 87% of the largest utilities. South America has only 3.6% of the total, but 16% of the mid-size.

The database has many such comparisons, which demonstrates its value as a targeting resource.

Example of customer data entry

Country	Electricity TSOs	Electricity DSOs	Total electricity connections	DSOs' customer base	Number of Electricity Transcos	Number of Electricity DSOs
Libya	GECOL		1,226,000		1	
		GECOL		1,226,000		1
Morocco	L'ONEE		11,700,000		1	
		L'ONEE		6,084,000		11
		LYDEC Casablanca		1,160,000		
		RADEEMA Marakesh		619,000		
		RADEES Safi		50,000		
		RADEEC Settat		98,603		
		RADEEJ El Jadida		77,472		
		REDAL Rabat (Veolia)		583,002		
World			2,070 million		916	7,182

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METHODOLOGY

This report has been compiled mainly from primary research, with some secondary sources. The database is the product of hundreds of hours of research, searching thousands of utilities in over 200 countries. 92.5% of all electricity customers have been identified by utility.

The report is presented in Excel with 12 spreadsheets: - two summarising the global data and analysis and one for each of ten regions; Europe, CIS, Middle East, North Africa, sub-Saharan Africa, Asia, Pacific, North America, South America, and Central America.

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