

# SEQ retail electricity market in 2024-25

QCA market monitoring results for residential customers

## Prices increased

Most retailers increased the prices of their market offers in 2024-25 by more than they increased the prices of their standing offers.

Prices of standing offers are capped by the default market offer ([DMO](#)) set annually by the Australian Energy Regulator.

Prices of market offers are set by individual retailers in a competitive environment.

### Change in bills

(between June quarters of 2024 and 2025)\*



\* Average lowest market offer and standing offer bills for a typical residential customer on the tariffs and tariff combinations we monitor, based on the median annual consumption.

## Retailer numbers dropped slightly

One fewer retailer had plans available for residential customers in south-east Queensland (SEQ) in 2024-25 than in 2023-24. The number of retailers providing market offers decreased by one too. Those offers tend to be cheaper than standing offers.

### Change in number of retailers

(between 2023-24 and 2024-25)\*



\* Based on the tariffs and tariff combinations we monitor.

## Customers could still choose from a range of plans

Customers in SEQ had a variety of plans available in 2024-25 that were provided by numerous retailers. Prices varied substantially between these retailers and often even between different plans of the same retailer. The range of prices (expressed as an annual bill) is shown on the right.

Shopping around is important for customers in SEQ so they can benefit from competition and save money. We advise customers to regularly check for a better plan on [Energy Made Easy](#) – a free Australian Government energy price comparison service.

### Difference between lowest and highest bills

(residential flat rate, June quarter of 2025)\*



\* Annual bills for a typical SEQ customer based on the plans published on Energy Made Easy and the median annual consumption.

## Discounts and incentives can lower a bill

We found that in the June quarter of 2025:

- a third of the retailers offered discounts – most were guaranteed and some were conditional
- the shift from conditional to guaranteed discounts was still evident
- half of the retailers offered financial incentives (e.g. sign-up credits or bill/account credits) and/or non-financial incentives (e.g. carbon offsets).



A plan with a discount or incentive will not necessarily lead to a lower bill for every customer. Bills depend on various aspects, including the supply and usage charges of a plan and the consumption of a customer.

Conditions and eligibility criteria may be attached to the plan and/or the discounts and incentives (e.g. being a new customer, signing up online, paying by direct debit, or receiving bills by email).

## Fees can increase a bill

### Standing offers

By law, retailers are only allowed to attach 3 types of retail fees to standing offers in SEQ:

- historical billing data fee for data that is more than 2 years old (if requested by a customer)
- their own administration fee for a dishonoured payment
- a financial institution's fee for a dishonoured payment.



### Market offers

Most retailers attached retail fees to at least some of their market offers, such as fees for:

- payments by credit or debit card, or BPay, or at Australia Post
- paper bills
- late payments
- dishonoured cheque or direct debit payments
- account establishment.



It is possible that multiple fees – not only one fee – are attached to a bill. For example, fees may be charged for a paper bill, paying late and dishonouring a payment.

Additional fees may be levied when the bill is paid – for example, if the customer chooses to pay by credit or debit card.

## The market remained competitive

The outcomes we observed in the SEQ retail electricity market in 2024-25 reflect the characteristics of a competitive market. We found that:

- retailers continued to compete on price, including through discounts and/or financial incentives
- customers were switching more between retailers than a year earlier
- smaller retailers gained ground and increased their market shares
- customers could choose from a range of plans and offerings provided by numerous retailers.

## Some customers may miss out on the benefits of competition

Some customers – including customers experiencing vulnerability – may find it difficult to navigate the market, compare plans and switch when a better plan becomes available.

A substantial number of customers remained on older market offers in 2024-25 that were not available to new customers anymore and were more expensive than the DMO. Some of these older market offers may have attractive features such as a high feed-in tariff; however, switching to a newer offer could result in a lower bill for some customers.

## Advice for customers



Active customers are likely to pay less than inactive or disengaged customers.

Customers should check the 'better offer' statement on their bill, which shows the best plan their retailer can offer them.

We also encourage customers to regularly check the Australian Government's [Energy Made Easy](#) website. This is a free, simple way to find a better plan, which takes a customer's individual electricity usage into account and covers all the retailers and plans that are currently available. For help with using the Energy Made Easy website, customers can call the AER Infoline on 1300 585 165.

Customers can also access information on the Queensland Government's [website](#) on how to find and compare electricity plans, what energy concessions are available and what to do if they are having trouble paying their electricity bill.

## More information



Our SEQ retail electricity market monitoring report for 2024-25 is available on our [market monitoring](#) web page.