

EUROPE’S RETAIL ENERGY MARKETS: PRICES, AFFORDABILITY AND CONSUMER FLEXIBILITY

🔗 Retail

📄 REPORT

2026 Monitoring Report - Electricity and gas retail markets

30.09.2026

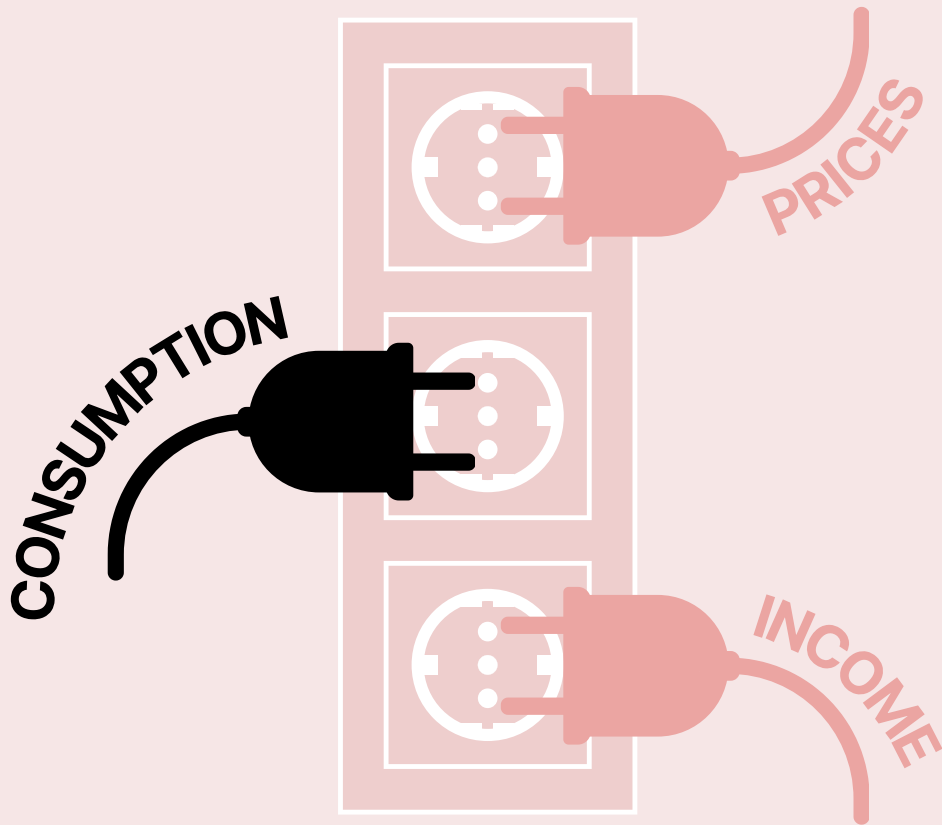
ELECTRICITY

€840

GAS

€1,170

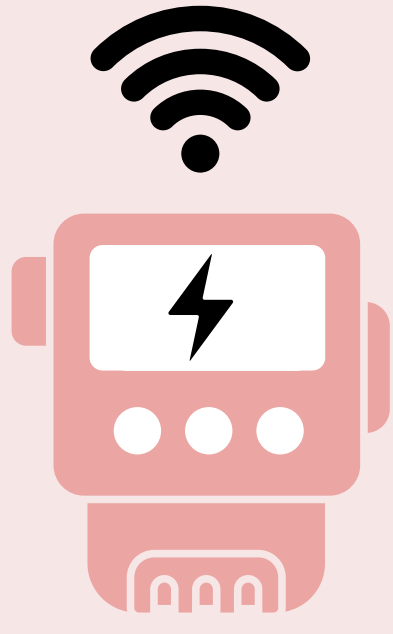
average electricity and gas spending
per EU household in 2025.



1.2% - 3.9%

of national median household income spent
on electricity in 2025.
Energy affordability depends on consumption
and income, not unit prices alone.

High electricity-to-gas price ratios
can discourage consumers from
switching to electric technologies.
Taxes, network charges and upfront
costs can widen the gap further.



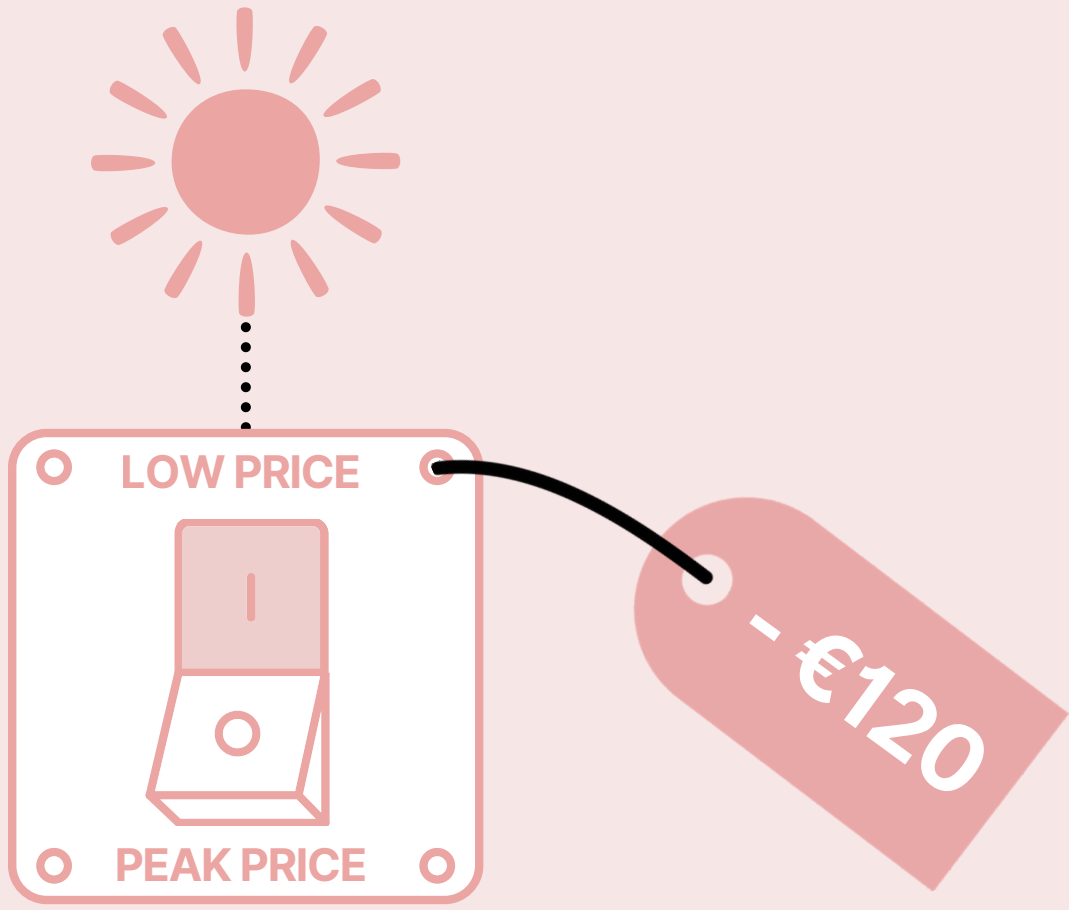
66%

66%

of EU households have a smart
meter, but rollout remains uneven
across Member States.

7%

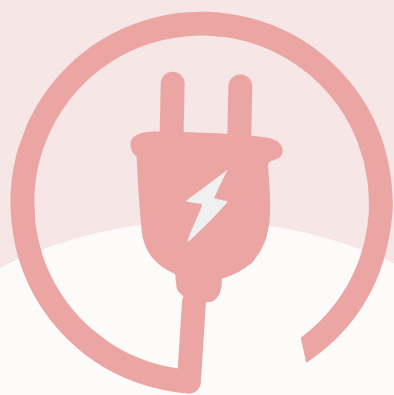
of EU households are on dynamic
electricity price contracts, while over 80%
in nine countries are on fixed-term,
fixed-price contracts.



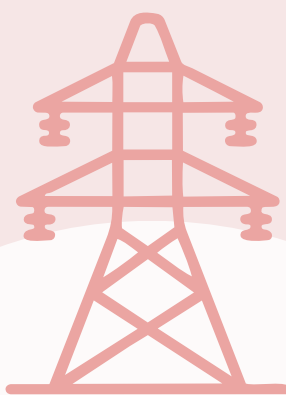
20%

potential savings on electricity bills from
switching to dynamic pricing or shifting usage
to low-price periods in 2025.

THREE PRIORITIES:



Make
electrification
financially
attractive.



Ensure network
development
delivers value for
consumers.



Enhance monitoring
for better data on
consumer contract
choices.

SEE ACER RETAIL ENERGY
MARKETS DASHBOARD

