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Media Release

DATO' IR. PATHMANATHAN K.
CEO, PBAHB and PBAPP.

PENANG WATER CONSUMPTION DROPPED BY ABOUT 5 MILLION LITRES PER DAY (MLD) IN 2024

- **Marginal drop from an average of 877 MLD in 2023 to 872 MLD in 2024.**
- **Domestic consumption down by 6.4% from 503 MLD in 2023 to 471 MLD in 2024.**
- **Non-Domestic and Other Consumption up by 7.2% from 374 MLD in 2023 to 401 MLD in 2024.**

PENANG, Tuesday, 4.2.2025: Water consumption in Penang dropped by an average of about 0.6% or 5 million litres per day (MLD) in 2024 when compared to 2023.

Although the percentage seems low, 5 MLD is a volume of water that may fill more than 3.33 million large (1.5L) drinking water bottles every day.

Moreover, the actual reduction amounted to be more than 1.8 million m³ in a year.

Domestic Consumption

Domestic consumption in Penang refers to consumption by households with individual meters. Domestic water consumption dropped by about 6.4%, from 503 MLD in 2023 to 471 MLD in 2024.

Non-Domestic and Other Consumption

Non-domestic consumption refers to consumption in the following types of premises: commercial, industrial, trading, business and government premises; schools and institutions of higher learning; hospitals, water processing businesses (including water kiosks), estates and farms.

Other consumption refers to consumption by domestic bulk meters, approved religious & charitable institutions and shipping.

Year-on-year, non-domestic and other consumption increased by about 7.2%, from 374 MLD in 2023 to 401 MLD in 2024.

Number of consumers

The total number of registered water consumers served by PBAPP in Penang increased by 15,742, from 689,786 consumers in 2023 to 705,528 consumers in 2024.

PBAPP data shows that there were increases in the number of consumers in every category of consumption:

- Domestic water consumers increased by 11,721, from 593,255 domestic consumers in 2023 to 604,976 domestic consumers in 2024.
- Non-domestic water consumers in Penang increased by 2,246 consumers, from 94,198 non-domestic consumers in 2023 to 96,444 non-domestic consumers in 2024.
- The number of domestic bulk, religious & charitable institutions and shipping consumers increased by 1,775 consumers, from 2,333 consumers in 2023 to 4,108 consumers in 2024.

Data Analysis

The data points to the following conclusions:

1. In 2024, **domestic water consumption accounted for about 54% of total water consumption in Penang**. This means that Penang households continued to consume more water than all the business, commercial and government premises in the state combined.
2. **More domestic consumers used less water in 2024** when compared to 2023, even though the population of Penang and the number of domestic consumers increased year-on-year.

This is likely in response to the 2.1.2024 domestic rate review, enhanced awareness of Penang's water stress status and PBAPP's "Minus 10%" domestic water saving campaign in 2024.

This finding is backed up by the per capita domestic consumption statistic of 261 litres/capita/day (LCD) in 2024 as compared to 284 LCD in 2023.

3. Non-domestic consumption (including consumption by domestic bulk, religious & charitable institutions and shipping consumers) went up year-on-year, corresponding to an increase in the number of consumers.

The increase in non-domestic consumption may be regarded as one of the key indicators of continuing socioeconomic growth in Penang and the vibrancy of the state's economy.

Thank You.

Issued by : Syarifah Nasywa bt Syed Feisal Barakbah
Corporate Communications Section
Email : syarifah@pba.com.my



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Appendix A:

Penang Water Consumption 2024 (by category)

Total: 872 MLD

