

INDEPENDENT RESEARCH REPORT 2026

UK Energy Supplier Performance Report

2026

Which UK Energy Suppliers Deliver the Best Service, Value and Reliability?

[PowerGuardian.co.uk](https://www.powerguardian.co.uk) · Independent Consumer Rankings, Service Analysis & Supplier Performance Review

Key Findings at a *Glance*

Our 2026 analysis, drawing on data from Ofgem, Which?, Citizens Advice and independent consumer research, reveals a market recovering in confidence but still beset by structural inequalities. Overall customer service satisfaction has reached an all-time high of **77%** in January 2026 — yet household energy debt stands at a record **£4.4 billion**, and not all consumers are experiencing the improvement equally.

Best Overall Supplier

Octopus Energy — 9th consecutive year as a Which? Recommended Provider. 79% customer score. Market leader by accounts.

Most Improved

E.ON Next — highest assessment score of any large supplier in 2026, excelling on complaints, smart meters and switching.

Biggest Concern

OVO Energy — lowest customer satisfaction at 56% in the Which? 2025 survey. Legacy SSE integration issues persist into 2026.

Best EV Tariff

Octopus Intelligent Go — 7–8p/kWh overnight. Saves up to 68% vs. the April 2026 price cap unit rate. Market-leading EV offer.

Top 10 Supplier *Ranking Table* 2026

PowerGuardian composite ranking based on Which? consumer survey data (September–October 2025, n=11,945), Ofgem satisfaction surveys, Citizens Advice league table, and independent complaint data. Scores are indicative and based on publicly available sources.

Rank	Supplier	Overall Score	Customer Satisfaction	Complaints Performance	Smart Meter Support	Value for Money	Trend
1	Octopus Energy	74%	79% ★★★★★	Low	Excellent	★★★★★	↔ Stable #1
2	E (Gas & Electricity)	73%	78% ★★★★★	Very Low	Excellent	★★★★★	↗ Up from 2025
3	100Green	72%	82% ★★★★★	Very Low	Good	★★★★★	↗ 2nd year WRP
4	Sainsbury's Energy	71%	79% ★★★★★	Low	Good	★★★★★	NEW First WRP 2026
5	Co-op Energy	69%	75% ★★★★	Low	Good	★★★★★	↗ Rising
6	E.ON Next	68%	68% ★★★	Medium	Very Good	★★★★	↗ Improved
7	Good Energy	69%	71% ★★★	Low	Average	★★★★	NEW First Top 10
8	Utility Warehouse	69%	73% ★★★★	Medium	Good	★★★★★	↘ Down from #2
9	EDF Energy	63%	64% ★★★	Medium-High	Average	★★★★	↘ Declining
10	British Gas	61%	61% ★★	High	Below Average	★★	↘ Bottom Large

Methodology note: Overall score is a composite of customer satisfaction survey score and PowerGuardian's independent assessment covering complaints performance, smart meter support, switching experience and vulnerable customer support. See full methodology section for weighting details.

Executive Summary – *Awards Dashboard*



Best Overall Supplier

Octopus Energy — Which? Recommended Provider for the 9th consecutive year. 79% customer score, 74% overall composite rating.



Best Value Supplier

Outfox the Market — consistently strong value-for-money ratings. Cheapest complaint rates among actively marketed suppliers.



Best Customer Service

Octopus Energy — Trustpilot rating of ~4.7 stars across 250,000+ reviews (May 2026). UK-based customer service team.



Best Smart Meter Experience

E (Gas & Electricity) — highest score in the Which? behind-the-scenes assessment specifically for smart meters and switching.



Most Improved Supplier

E.ON Next — provisional order from Ofgem served but significant remediation progress in 2025–26, now the highest assessment score among large suppliers.



Best Supplier for EV Owners

Octopus Energy — Intelligent Octopus Go at 7–8p/kWh overnight. Typical annual savings of £771 vs. standard variable tariff.

State of the UK Energy Market **2026**

The UK energy market in 2026 is at a crossroads: structurally improved but newly volatile. Consumer confidence has recovered from the crisis peaks of 2022, overall satisfaction is at record highs, and the market is generating genuine competition for fixed-rate deals. Yet wholesale gas prices spiked sharply in early 2026, and the price cap is rising 13% in July — a reminder that the structural instability of 2022 has not been fully resolved.

Current Price Cap Environment

The Ofgem price cap for a typical dual-fuel household paying by Direct Debit stands at **£1,641/year** for Q2 2026 (April–June), down 7% from Q4 2025. However, **the cap rises 13% from 1 July 2026** to approximately £1,862/year, driven by higher wholesale gas prices following geopolitical instability in the Middle East. This is still well below the crisis peak of £2,380 under the Energy Price Guarantee (October 2022–June 2023).

Market Structure & Competition

Octopus Energy has overtaken British Gas to become the **UK's largest domestic supplier by customer accounts**, serving approximately 7.5 million customers after absorbing both Bulb (2022) and Shell Energy (2024). British Gas remains the largest gas supplier. E.ON holds approximately **15% market share**. The fixed-rate market is increasingly competitive, with deals available below the current price cap level.



Market Conditions — *Key Statistics*

£1,641

Price Cap Q2 2026

Annual typical dual-fuel household bill, April–June 2026, paying by Direct Debit

13%

Cap Rise July 2026

Ofgem confirmed 13% increase from 1 July 2026, driven by Middle East wholesale gas price volatility

77%

Customer Service Satisfaction

All-time high in Ofgem's January 2026 survey — up from 76% in July–August 2025

£4.4bn

Household Energy Debt

Record total household energy debt in 2025/26 — the hidden crisis beneath improving satisfaction figures

33M

SVT Accounts

Approximately 33 million domestic accounts remain on Standard Variable Tariffs and are exposed to quarterly price cap movements

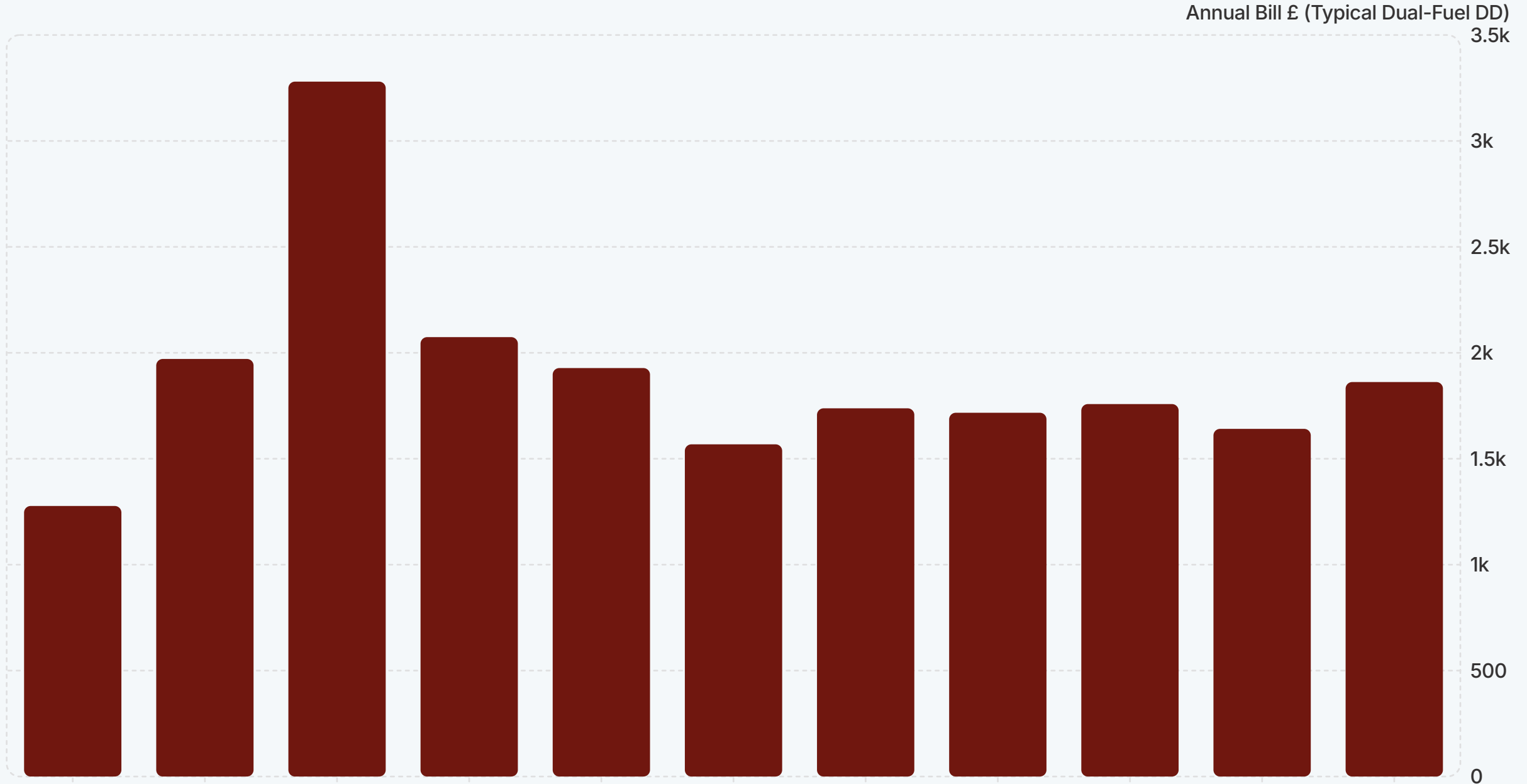
40%

On Fixed Tariffs

Around 22 million accounts (40%) are now on fixed-rate tariffs, up significantly from 2023, and are unaffected by the July 2026 price cap rise

Price Cap *History & Trajectory*

The price cap has moved dramatically since 2021. Understanding its trajectory is essential for switching decisions. Bills remain 35% above pre-crisis 2021 levels despite recent reductions. The July 2026 increase underscores continuing consumer vulnerability to wholesale market volatility.



UK Energy Market – *Consumer Sentiment*

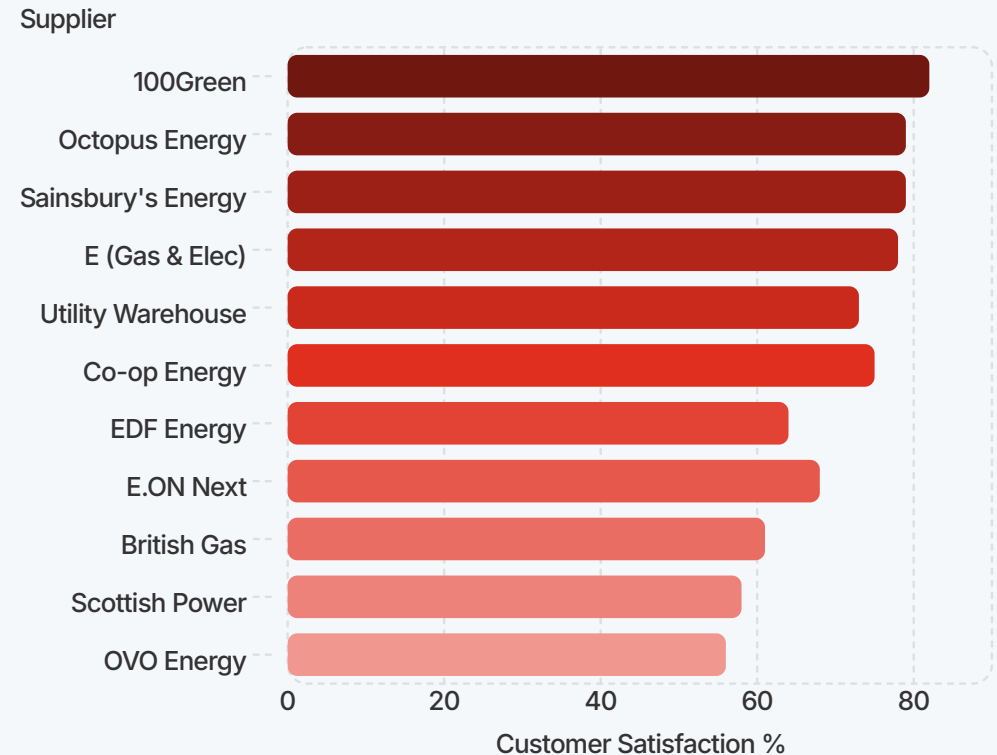
What the Data Tells Us

Ofgem's bi-annual consumer satisfaction surveys now track sentiment across all major suppliers and demographic groups. The January 2026 wave reveals a market that has meaningfully improved, particularly for Standard Credit customers whose satisfaction rose sharply from 76% to 82% between January and August 2025.

- **66%** of consumers found it easy or fairly easy to contact their supplier in January 2026 — up from 64% in mid-2025
- Only **10%** found it very or fairly difficult to contact their supplier
- **80%** of credit meter customers were satisfied with their billing accuracy
- Complaints per 100,000 accounts in Q4 2025 fell to **1,011** — a 15% decrease year-on-year
- Large supplier complaints fell 18% year-on-year; however, medium supplier complaints rose 38%



Hidden Inequality: Satisfaction among consumers 'doing well financially' stands at 88% vs. only 73% for those under financial pressure — revealing that average figures mask significant divergence by household economic status.



Source: Which? September–October 2025 consumer survey, n=11,945. Customer score based on satisfaction and likelihood to recommend.

Methodology – How We *Assess Suppliers*

The PowerGuardian Supplier Performance Score is a composite index drawing on publicly available, independently produced data. We do not accept payment from any energy supplier, nor do we operate as an energy comparison service. Our assessment is governed exclusively by the interest of UK consumers.

Data Collection

Q3–Q4 2025 and Q1 2026 data from Ofgem, Which?, Citizens Advice, Energy Ombudsman and DESNZ

Regulatory Data Cross-Reference

Ofgem enforcement notices, Supplier Performance Reports and complaint data layered against consumer scores

Peer Review

Findings reviewed against Energy Ombudsman quarterly data and Citizens Advice league table

Consumer Survey Integration

Which? 2025 survey of 11,945 customers incorporated as primary satisfaction data source

Composite Scoring

Ten weighted criteria combined into a single PowerGuardian Supplier Performance Score


Evaluation Criteria & *Weightings*

Ten categories are assessed for each supplier. Weightings reflect the relative importance consumers assign to each dimension, based on Ofgem's own consumer research priorities.

Evaluation Category	Weight	Primary Data Source
Customer Service	20%	Which? / Ofgem survey
Billing Accuracy	15%	Ofgem billing data
Complaints Performance	15%	Citizens Advice / Ofgem
Trustpilot & Review Sentiment	10%	Trustpilot / Trustpilot
Switching Experience	10%	Which? assessment
Smart Meter Support	10%	Which? / DESNZ data
Value for Money	10%	Which? consumer score
Digital Experience	5%	Independent app analysis
EV Tariff Options	3%	Market tariff comparison
Vulnerable Customer Support	2%	Ofgem deep-dive reviews

Scoring Framework

Each category is scored on a **1–5 scale**, then multiplied by its weighting to produce a weighted sub-score. Sub-scores are summed to give the PowerGuardian Composite Score (0–100). For reporting, scores are expressed as percentages.

 **Transparency principle:** Where conflicting data exists across sources — for example, where a supplier's Trustpilot score diverges significantly from regulatory complaint data — we apply a *regulatory data precedence* rule and note the discrepancy explicitly in the supplier scorecard. Trustpilot scores alone are not sufficient evidence of good performance.

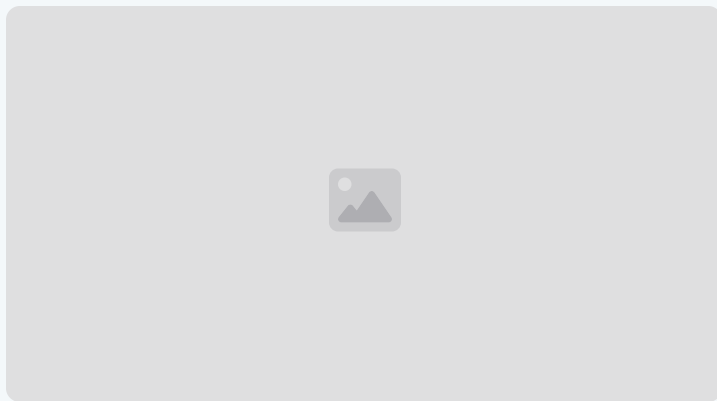
Rating Scale

- **85–100%:** Outstanding — industry-leading performance
- **70–84%:** Good — above-average, recommended
- **55–69%:** Average — meets minimum standards
- **40–54%:** Below Average — material weaknesses identified
- **Below 40%:** Poor — significant remediation required

UK Supplier League Table

— *Overview*

The 2026 league table reveals a market increasingly bifurcated between strong performers and persistent underachievers. The gap between the top and bottom of the table has widened, not narrowed — with OVO Energy, Scottish Power and British Gas remaining in the lower half despite sector-wide improvements.



Supplier Scorecards – *Top Performers*

Octopus Energy

Overall Score: 74% | Customer Score: 79%

Strengths: Exceptional customer service (UK-based team), deepest tariff innovation portfolio in the UK market, market-leading EV and smart tariffs, 4.7★ Trustpilot. Largest UK supplier by accounts (~7.5M).

Weaknesses: Higher complaint volumes by absolute numbers due to scale; some friction reported during Shell Energy migration in 2025. Exit fees introduced on new fixed tariffs (£50/fuel).

Best For: EV owners, tech-savvy households, smart tariff users, renewables-conscious consumers

E (Gas & Electricity)

Overall Score: 73% | Customer Score: 78%

Strengths: Highest Which? assessment score of any supplier in 2026. Excels specifically on complaints handling, smart meter performance and switching. Specialist prepayment meter expertise.

Weaknesses: Smaller supplier — limited tariff range and geographic coverage. Fewer digital tools than the largest suppliers.

Best For: Prepayment meter customers, consumers who have struggled with billing elsewhere

100Green

Overall Score: 72% | Customer Score: 82%

Strengths: Highest customer score of any supplier in the Which? 2025 survey. Excellent service consistency, four-star ratings across multiple categories. Strong renewable credentials.

Weaknesses: Scored lower for vulnerable customer support. Smaller supplier with limited public profile — less consumer awareness.

Best For: Environmentally conscious consumers, those prioritising service quality over price

Sainsbury's Energy

Overall Score: 71% | Customer Score: 79%

Strengths: First-time Which? Recommended Provider in 2026. Four-star ratings for customer service. Strong brand trust from Sainsbury's retail relationship.

Weaknesses: Relatively new standalone energy brand; longer-term track record not yet established. Limited specialist tariff options.

Best For: Sainsbury's shoppers and loyalty-focused consumers seeking a trusted brand name

Supplier Scorecards – *Major Suppliers*

E.ON Next

Overall Score: 68% | Customer Score: 68%

Strengths: Highest assessment score among the large traditional suppliers in 2026. Significant improvement in complaints handling. Third-largest UK market share (~15%). Good smart meter rollout performance. E.ON Next Drive EV tariff available.

Weaknesses: Received an Ofgem provisional order in a previous review period. Moderate customer satisfaction scores compared to top-tier suppliers. Average value-for-money perception.

Best For: Households switching from legacy nPower accounts, consumers wanting a large established supplier with improving service trajectory

British Gas

Overall Score: 61% | Customer Score: 61%

Strengths: Largest gas supplier in the UK. Widest geographic coverage. British Gas Homecare products for boiler and appliance cover. Highest solar export rate for existing customers (15.1p/kWh).

Weaknesses: Subject to separate urgent Ofgem investigation following prepayment meter installation practices against vulnerable customers. Lowest next-day complaint resolution rate among large suppliers at only 59%. Two-star value-for-money rating. High absolute complaint volumes.

Best For: Consumers who want bundled energy and home cover products, those already on British Gas systems who face switching friction

OVO Energy

Overall Score: 57% | Customer Score: 56%

Strengths: Third-largest UK supplier by customer numbers. SSE brand still recognised and trusted in some regions. Moderate digital offering.

Weaknesses: Lowest customer satisfaction score of any major supplier at 56% in the Which? 2025 survey. Ongoing integration issues following 2020 SSE acquisition. Two-star value-for-money and communication ratings. Citizens Advice Q4 2025 ranking: 10th out of 16.

Best For: Legacy SSE customers who have not yet switched — but we recommend reviewing alternatives actively

Scottish Power

Overall Score: 58% | Customer Score: 58%

Strengths: Owned by Iberdrola — financially stable. Active renewable energy investment. Reasonable Trustpilot scores (4.3★) — though these diverge from regulatory performance data.

Weaknesses: Issued with a formal enforcement notice by Ofgem for severe weaknesses in treatment of customers with payment difficulties. Second-worst customer satisfaction score among large suppliers. **Do not rely on Trustpilot alone to assess this supplier.**

Best For: Consumers in Scotland with limited local alternatives — but consider switching if on default tariff

Supplier Scorecards – *EDF, Utilita & Others*

EDF Energy

Customer Score: 64%

Moderate performance overall. Highest next-day complaint resolution rate among large suppliers at **81%** — a meaningful positive differentiator. However, absolute complaint volumes are high at ~41 incidents in Ofgem's Supplier Performance Report (July 2023–June 2025). Part of the French EDF Group. Strong nuclear energy portfolio.

Best for: Consumers who value complaint resolution speed when things do go wrong

Utilita Energy

Customer Score: 68% (combined)

Specialist prepayment meter supplier. Received an enforcement notice from Ofgem for severe weaknesses in treatment of payment-difficulty customers. However, improved from 1.5★ to 2.0★ in customer satisfaction — marginal progress. Dispute Citizens Advice methodology as unfairly penalising their business model. Fourth-star composite score when Ofgem data is weighted correctly.

Best for: Pay-as-you-go customers who want prepayment meter specialist support — with caveats on complaints record

Outfox the Market

Complaint Rate: Under 230 per 100,000

Consistently one of the lowest complaint rates in the market. Four-star value-for-money rating in the Which? 2025 survey. Small supplier with good value proposition. Limited brand recognition and smaller customer base may present some service capacity constraints during high-demand periods.

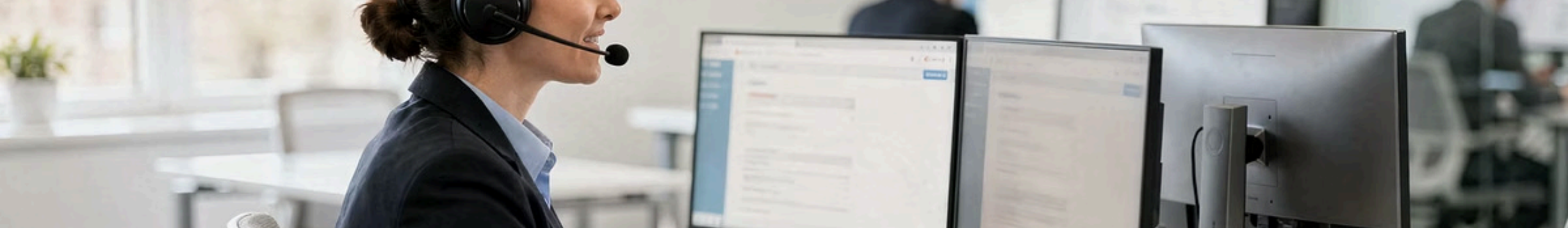
Best for: Value-focused consumers comfortable with a smaller supplier

Ecotricity

Overall Score: 66%

Slipped from 8th to 10th in January 2026 rankings. Consistently recognised for genuine renewable energy generation — unlike suppliers who simply purchase green tariff certificates. Lower consumer satisfaction scores than in previous years. Complaint rates among the lowest in the market (under 230 per 100,000). Not for consumers focused solely on price.

Best for: Environmentally motivated consumers who prioritise genuine green energy over lowest cost



SECTION 4

Customer Service *Performance Analysis*

Customer service is the single biggest driver of satisfaction and switching intent. Ofgem's January 2026 data shows overall customer service satisfaction at an **all-time high of 77%** — but performance varies dramatically between suppliers, and the ease of contacting a supplier remains a persistent weakness across the market.



Telephone Support

Octopus Energy: UK-based, typically answering in under 3 minutes. British Gas: persistent wait times, with a 59% next-day complaint resolution rate — the worst among large suppliers.



Social Media Responsiveness

Octopus Energy is notable for active Twitter/X engagement and rapid response to public complaints. Scottish Power and OVO receive frequent public complaints that remain unresolved on social channels.



Digital & App Support

Octopus leads the market with a full-featured app enabling smart tariff management, real-time usage data and EV charge scheduling. British Gas and EDF offer functional but basic apps by comparison.



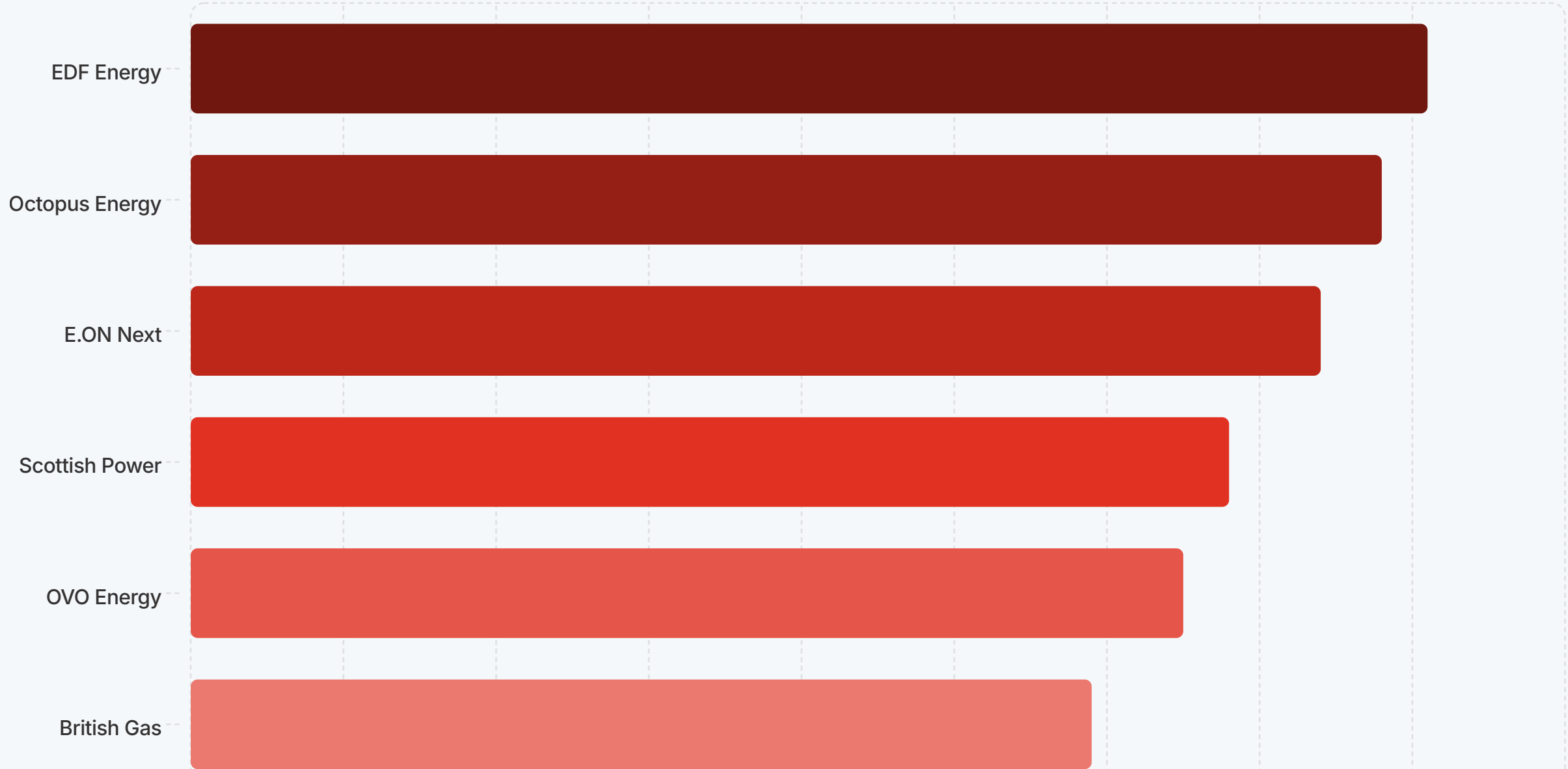
Complaint Escalation

Suppliers must resolve complaints within 8 weeks before customers can escalate to the Energy Ombudsman. EDF has the best large-supplier next-day resolution rate at 81%. British Gas resolves only 59% by next working day.

Contact Method *Comparison*

Consumer accessibility — the ability to contact a supplier easily and resolve queries promptly — is a key regulatory focus for Ofgem in 2025–26. 66% of consumers report finding it easy or fairly easy to contact their supplier, but this varies substantially between providers.

Supplier



Complaint Analysis — *Themes & Trends*

Complaints fell 15% year-on-year in Q4 2025, reaching approximately 1,011 per 100,000 accounts — the lowest level since 2022. However, medium-sized suppliers saw a 38% increase in complaint volumes over the same period, suggesting growing pains as mid-tier suppliers scale.

Most Common Complaint Categories

- **Billing and meter readings** — the single most common complaint across all supplier sizes. Issues include estimated bills, incorrect direct debit calculations and failure to update accounts after smart meter installation
- **Customer service quality** — wait times, multiple contact attempts, failure to resolve on first contact
- **Direct debit adjustments** — unexpected increases without adequate notice or explanation
- **Smart meter connectivity** — meters reverting to traditional mode, loss of half-hourly data, app disconnection
- **Switching experience** — delays, final bills, account transfer errors when moving home
- **Backbilling** — retrospective charges for energy used. Ofgem notes suppliers wrote off charges for at least 1 million customers to prevent backbilling for energy used beyond the permitted period

Complaint Rate by Supplier Size

Large supplier complaint rates average approximately **1,525 per 100,000 accounts** — nearly six times higher than small suppliers (261 per 100,000). This partly reflects the complexity of large-supplier operations, but also reflects structural underinvestment in customer service at scale.

Small suppliers — including Outfox, Green Energy UK E, and Ecotricity — consistently record the lowest complaint rates in the market, each with under 230 complaints per 100,000 customers.

⊗ **Ofgem enforcement:** British Gas, ScottishPower and Utilita have all faced formal regulatory action in recent periods for specific categories of customer mistreatment — most severely relating to vulnerable customer handling. These are not statistical abstractions: they represent real consumer harm.

UK Energy Bill Account Statement

Customer Name	Billing Period	\$256,50
Address	Issue Date	\$310,50
Account Number	Issue Date	\$32,50
	Due Date	\$2,5,00

Meter Readings

Previous Imgs	\$\$76.00	\$6,50
Previous Reading	15,50	1,60
Current Reading	\$6.50	\$31.50
Usage (kWh)	.50	\$31,00

Payment Summary \$203,00

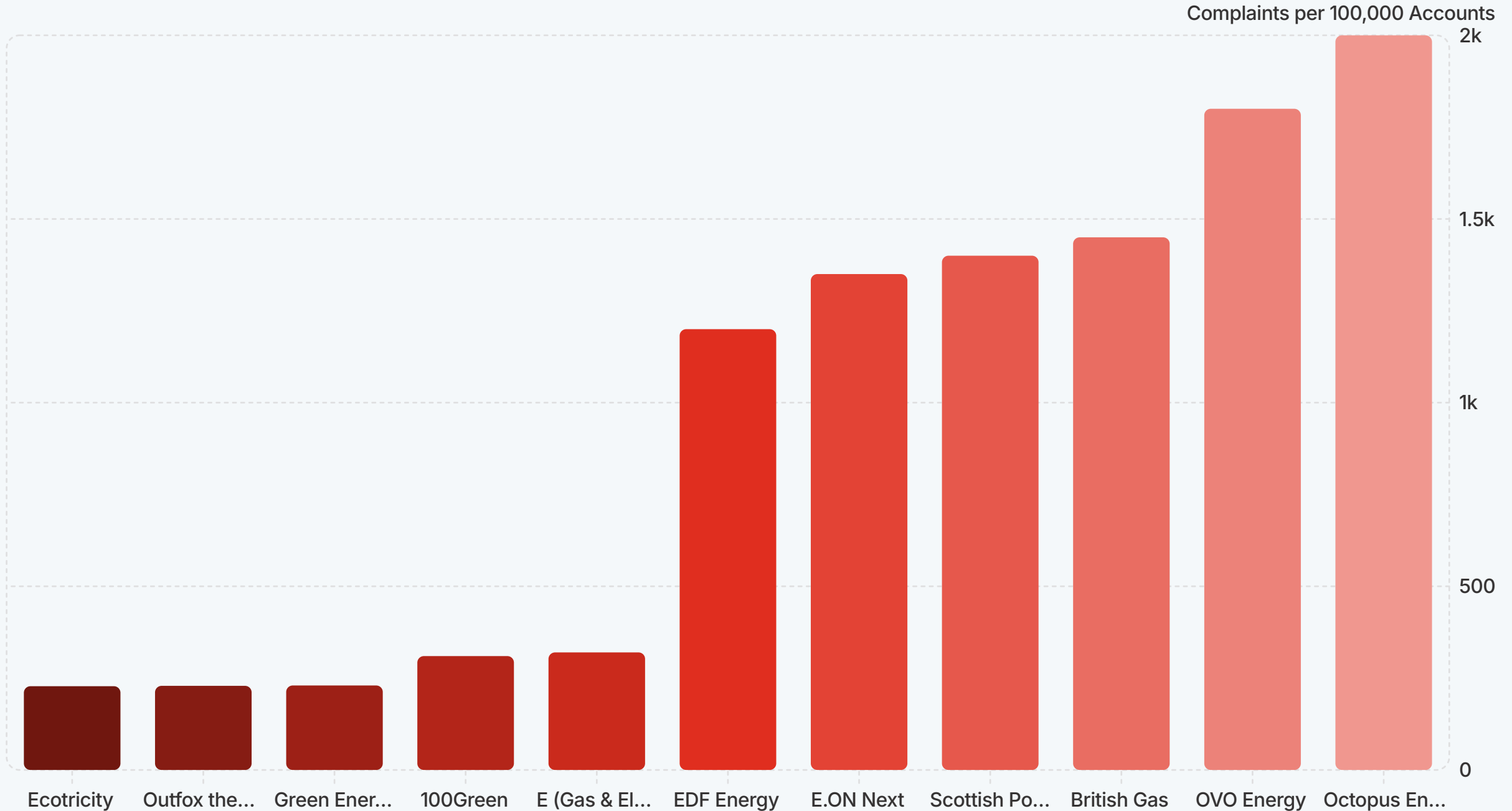
Energy Charges	\$20,00
Standing Charges	\$1,00
VAT	\$2,80
VAT	21,50
Total Amount Due	\$3,55

Total Amount Due **\$24,10**

Total Amount Ikwh

Payment Methods | Direct Debit | Customer Service

Complaints by Supplier – *Comparative Data*



Trustpilot & Consumer Review *Analysis*

Trustpilot scores are widely used by consumers to assess energy suppliers — but they are an imperfect signal, and in some cases a dangerously misleading one. Our analysis reveals a persistent gap between how suppliers *look* on consumer review platforms and how they actually perform in regulatory data.

Trustpilot Scores – Major Suppliers (Mid-2026 Indicative)

Supplier	Trustpilot ★	Regulatory Risk
Octopus Energy	4.7 ★	● Low
E.ON Next	4.3 ★	● Medium
British Gas	3.8 ★	● High
EDF Energy	4.0 ★	● Medium
Scottish Power	4.3 ★	● High (Enforcement Notice)
OVO Energy	3.9 ★	● High
Utilita	4.1 ★	● High (Enforcement Notice)



Critical Alert – Scottish Power: Scottish Power's 4.3★ Trustpilot score and formal Ofgem enforcement notice for severe weaknesses in vulnerable customer treatment cannot both be accurate reflections of the same consumer experience. Regulatory data takes precedence in our assessment.

Why Trustpilot Alone is Insufficient

- **Self-selection bias:** Customers who are very satisfied or very frustrated are more likely to leave reviews — the middle ground of average experience is systematically under-represented
- **Demographic bias:** Online review platforms skew towards more digitally engaged consumers — vulnerable, elderly or financially pressured customers are less represented
- **Gaming risk:** Some suppliers actively encourage positive reviews from satisfied customers following resolution, which can inflate scores
- **Regulatory divergence:** As the Scottish Power case illustrates, regulatory enforcement data and public review platforms can tell completely different stories about the same supplier

PowerGuardian recommendation: Use Trustpilot as one signal among many. Always cross-reference with Citizens Advice league table and Ofgem customer satisfaction survey data before making a switching decision.

Billing Accuracy *Investigation*

Billing accuracy is the second-most important driver of customer satisfaction after customer service. Ofgem's January 2026 data shows **80% of credit meter customers were satisfied with their billing accuracy** — down slightly from 82% in mid-2025, suggesting some slippage at a market-wide level.

Key Billing Issues in 2025–26

→ Estimated Bills

Despite smart meter rollout reaching 69% of homes, estimated billing remains widespread — particularly among customers whose smart meters have dropped into traditional mode. Ofgem estimates over 3 million installed smart meters are not operating in smart mode.

→ Direct Debit Inflation

Unexpected direct debit increases without adequate notice remain among the top five consumer complaints. Ofgem now requires suppliers to give advance warning and justification for any direct debit change.

→ Backbilling

Suppliers retrospectively billing for energy used beyond the permitted period. Ofgem's backbilling rules limit retrospective charging — but enforcement required suppliers to write off charges for at least **1 million customers** in 2025.

→ Refund Delays

Credit balance refunds following switching or account closure remain a persistent issue. Ofgem mandates prompt refund of credit balances, but consumer complaints suggest implementation is inconsistent across suppliers.

Billing Accuracy Risk Scoring

Supplier	Billing Risk	Signal
Octopus Energy	Low	●
E (Gas & Elec)	Low	●
100Green	Low	●
E.ON Next	Medium	●
EDF Energy	Medium	●
Utility Warehouse	Medium	●
British Gas	High	●
OVO Energy	High	●
Scottish Power	High	●

❏ **Risk scoring basis:** Derived from Ofgem billing satisfaction data, Ofgem enforcement actions, Citizens Advice complaint categorisation data and Which? consumer survey results. Not a financial risk rating.

Smart Meter Performance *Review*

The smart meter rollout remains one of the most important — and contested — infrastructure programmes in UK energy. As of the end of December 2025, there were **41 million smart and advanced meters** across Great Britain, representing over two-thirds of all eligible meters. The government's new post-2025 framework targets near-universal coverage by 2030.

69%

Homes With Smart Meters

As of Q2 2025 (June), 69% of homes and domestic premises had a smart or advanced meter — up from 67% in Q1 2025

91%

Operating in Smart Mode

91% of all installed smart meters are operating in smart mode as of March 2025 — a 1.3 percentage point improvement in six months

3M+

Not in Smart Mode

Over 3 million installed 'smart' meters are operating in traditional mode — providing no smart billing or half-hourly data benefits

71%

England Coverage

Smart meter rollout coverage in England stands at 71%, vs. 67% in Wales and only 57% in Scotland (end Q1 2025)



Smart Meter – *Supplier Comparison*

Supplier performance on smart meter installation, commissioning quality and ongoing connectivity varies significantly. The Which? 2026 assessment allocated a 10% weighting to smart meter performance, drawing on DESNZ installation data and Ofgem's Market Compliance Review.

Supplier	Install Performance	Smart Mode %	App Integration
Octopus Energy	★★★★★	Very High	Market-leading
E (Gas & Elec)	★★★★★	Very High	Good
E.ON Next	★★★★★	High	Good
EDF Energy	★★★★	Average	Functional
British Gas	★★★★	Average	Functional
OVO Energy	★★★★	Average	Below Average
Scottish Power	★★★	Below Average	Basic
Utilita	★★	Below Average	Basic

Consumer Smart Meter Concerns

- **Connectivity loss:** SMETS1 meters continue to drop into traditional mode when customers switch supplier — the DCC network migration is ongoing
- **Incorrect readings:** Uswitch research found 4.6% of smart meters have provided incorrect readings at some point
- **Installation experience:** Consumer feedback varies widely — Octopus consistently receives positive installation reviews; some large supplier installations are reported as rushed or incomplete
- **Private rented sector gap:** Only 62% of private renters have a smart meter, vs. 69–70% for homeowners and social renters — landlord engagement remains a structural challenge

✔ **Octopus advantage:** Octopus's Kraken technology platform provides particularly strong smart meter integration — enabling Agile, Intelligent Go, Cosy and Flux tariffs that are simply unavailable to non-smart-meter customers at any supplier.

EV Owner Supplier *Rankings 2026*

Electric vehicle ownership is growing rapidly in the UK, driven by the government's Zero Emission Vehicle (ZEV) mandate requiring an increasing proportion of new car sales to be fully electric. For EV owners, choosing the right energy supplier is potentially worth **hundreds of pounds per year** — the gap between the best and worst EV tariffs is material.

🏆 Octopus Energy — Clear Market Leader

Intelligent Octopus Go: 7–8p/kWh overnight (23:30–05:30), with AI-assisted scheduling via compatible EV or smart charger. Smart scheduling extends cheap-rate periods beyond the core window when the grid has surplus renewable power.

Octopus Go: Fixed 5-hour window (00:30–05:30) at a reduced rate — available with any EV or charger, without smart scheduling.

Typical annual saving: £771 vs. the standard variable tariff (Octopus data, May 2025–April 2026). At the off-peak rate, EV charging costs under 2p per mile — vs. approximately 14–15p per mile for a petrol car.

Both tariffs require a SMETS2 smart meter. Octopus installs at no upfront cost.

🥈 E.ON Next — Solid Alternative

E.ON Next Drive: Dedicated EV tariff with overnight off-peak window. A narrow charging window limits flexibility vs. Intelligent Octopus Go but is a genuine and competitive offering for consumers who prefer E.ON's service model.

Fixed rate options available below current price cap levels (E.ON Next Fixed from £1,602/year as of late May 2026 — the cheapest large-supplier fix on the market at that point).



EV Tariff *Comparison Table*

Supplier / Tariff	Off-Peak Rate	Off-Peak Window	Smart Scheduling	Smart Meter Required	Rating
Octopus Intelligent Go	~7p/kWh	23:30–05:30 (6hrs + extensions)	✓ AI-powered via Octopus app	SMETS2 required	★★★★★
Octopus Go	~8.5p/kWh	00:30–05:30 (fixed 5hrs)	Timer-based only	Smart meter required	★★★★★
E.ON Next Drive	~14p/kWh (varies)	Narrow overnight window	Limited scheduling	Smart meter required	★★★★
British Gas (standard)	No dedicated EV tariff	No EV-specific window	✗ None	—	★
OVO Energy (standard)	No competitive EV tariff	No EV-specific window	✗ None	—	★

✓ **PowerGuardian Finding:** For EV owners, the choice of supplier is significantly more financially impactful than for non-EV households. Switching to Intelligent Octopus Go from a standard variable tariff can deliver annual savings of **£400–£771** depending on mileage and usage patterns. This alone justifies a supplier review for any household with an electric vehicle.

Best Suppliers by *Household Type*

There is no single 'best' supplier for every consumer. The right choice depends on household size, usage patterns, payment method, technology adoption and the relative importance placed on price vs. service. The following recommendations are based on our composite analysis.

Pensioners & Older Households

Recommended: Octopus Energy or E (Gas & Electricity)

Warm Home Discount eligibility key. Octopus automatically checks DWP data for eligibility. E's specialist prepayment knowledge is valuable for those on fixed incomes. Avoid suppliers with enforcement notices for vulnerable customer treatment.

Families

Recommended: Octopus Energy or E.ON Next

Higher usage households benefit from Octopus's flexible and smart tariffs. E.ON Next offers competitive fixed-rate options and reliable service at scale. Both offer strong app functionality for usage tracking.

Low Usage Households

Recommended: 100Green or Outfox the Market

Low usage households pay proportionately more in standing charges — important to compare total bill not just unit rates. Outfox consistently offers the best value-for-money ratings. Standing charges reform delayed but remains on Ofgem's agenda.

EV Owners

Recommended: Octopus Energy (Intelligent Go)

No contest for EV owners with a smart meter and compatible charger. Savings of £400–£771/year vs. standard tariff. The ZEV mandate will increase the urgency of EV-optimised tariffs through 2027–30.

Best Suppliers by Household Type – *Continued*

Smart Home Users

Recommended: Octopus Energy (Agile or Cosy)

Octopus Agile (half-hourly pricing) rewards flexible demand-shifting. Octopus Cosy targets heat pump households with three cheap-rate windows. Octopus Flux optimises solar + battery setups. No other supplier offers this breadth of smart home integration.

Rural Households

Recommended: Octopus Energy or Good Energy

Rural households are more likely to have oil central heating — energy supplier choice is primarily about electricity. Good Energy's genuine green credentials and reliable service are a strong fit. Smart meter connectivity can be lower in rural areas — check coverage before switching to a smart-dependent tariff.

Landlords

Recommended: Octopus Energy or Utility Warehouse

Landlords must ensure tenants retain the right to switch supplier (Ofgem rules apply). Properties with tenants on default tariffs should be audited regularly. Utility Warehouse's bundled services model can simplify multi-utility management for smaller landlords.

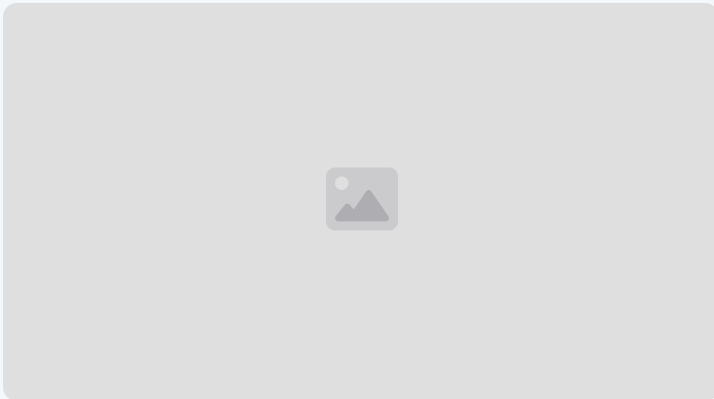
First-Time Buyers

Recommended: Octopus Energy or Sainsbury's Energy

First-time buyers should avoid being defaulted onto a supplier's SVT at completion — always switch proactively within 30 days of moving in. Sainsbury's Energy's brand familiarity and Which? Recommended status make it an accessible starting point.

Value for Money *Rankings*

Value for money encompasses more than unit rate: it includes standing charges, tariff options, billing accuracy, direct debit transparency and the quality of service received relative to what is paid. A supplier that is 5% cheaper but generates three times the billing errors is not better value.



Source: Which? September–October 2025 consumer survey, star ratings for value for money category. 4-star and 2-star ratings represent genuine differentiation — seven suppliers received four stars whilst British Gas and OVO Energy received only two stars for value for money.

Price Cap vs Fixed Tariff – *Value Decision Framework*

The July 2026 price cap rise makes the fixed-rate/variable tariff decision particularly important. Consumers who fix now at current market rates can protect against the 13% July increase.

Current Best Fixed Deals (Late May 2026)


- **E.ON Next Fixed:** From £1,602/year — the cheapest large-supplier fix on the market at time of analysis
- **Octopus 12M Fixed v18:** From £1,632/year — saving approximately £218/year vs. the July cap level of £1,862
- **Octopus Loyal Fixed** (existing customers only): Below £1,632/year
- **Octopus Tracker:** ~£1,488/year average in May 2026 — volatile but currently below fixed rates

Standing Charges – The Hidden Cost

Standing charges are a persistent consumer concern, particularly for low usage households. Current April–June 2026 typical standing charges are:

- **Electricity:** 57.21p/day average
- **Gas:** 29.1p/day average
- **Combined annual minimum cost:** Approximately £315/year before any energy is used

Ofgem had planned to require suppliers to offer at least one low standing charge tariff by early 2026, but this has been delayed. MoneySavingExpert founder Martin Lewis has actively campaigned for standing charge reform as an issue of energy fairness.

 Standing charges are set to fall slightly in April 2026 as the Warm Home Discount funding shifts from standing charges to unit rates — but will rise again in July 2026.

Digital Experience *Rankings*

The digital experience — comprising mobile app quality, online account management, real-time usage data, smart meter integration and tariff switching functionality — is an increasingly important differentiator between energy suppliers. For smart tariff users, the app is not a convenience feature: it is an operational necessity.

Octopus Energy – Market Leader

Kraken platform: Full account management, real-time half-hourly usage data, Agile tariff pricing dashboard, Intelligent Go charging schedule, Saving Sessions opt-in, solar export tracking and OctoPoints rewards. App Store rating consistently 4.7–4.8★. UK energy's most innovative digital platform.

E.ON Next – Good

Solid online account management with smart meter usage tracking. EV tariff scheduling available through the app. Below Octopus in sophistication but well above the market average for a large traditional supplier. Clean and accessible interface.

EDF Energy – Functional

EDF's app and online account portal are functional and well-designed. Smart meter data integrated. Less innovative than Octopus but meets consumer needs reliably. My EDF app has received generally positive feedback for bill clarity and usage visibility.

OVO Energy – Below Average

OVO's digital platform has been a consistent source of consumer frustration, particularly for customers migrated from SSE systems. App functionality has improved but remains below market expectations. Legacy system integration issues continue to generate billing errors visible in the digital interface.

Supplier Risk *Assessment*

Supplier financial and operational stability is a legitimate consumer concern. Since 2021, over 30 UK energy suppliers have ceased trading. Ofgem's 'Supplier of Last Resort' process ensures customers are transferred automatically, but the experience can be disruptive, particularly for smart tariff customers who may lose their tariff on transfer.

● Low Risk

Octopus Energy — 7.5M customers, backed by major institutional investment, owns Kraken technology platform, rapid growth trajectory. Financially robust.

British Gas (Centrica) — FTSE-listed, ~22M accounts across all products, largest gas supplier. Financially stable despite customer service challenges.

E.ON Next — Part of E.ON SE, major European utility. ~15% UK market share. Strong balance sheet.

EDF Energy — Subsidiary of EDF Group, French state-owned utility. Highly stable.

● Medium Risk

OVO Energy — Third-largest UK supplier but carrying legacy integration costs from SSE acquisition. Private company — financial transparency limited. Growth has plateaued.

Scottish Power — Subsidiary of Iberdrola. Financially stable at parent level, but UK regulatory enforcement actions create reputational risk.

Utility Warehouse — London-listed multi-utility. Generally stable but smaller than the large incumbents.

● Higher Risk – Monitor

Tomato Energy — ceased trading November 2025, customers transferred to British Gas. Example of rapid growth proving unsustainable.

Small/new entrants generally — while complaint rates are low (a genuine positive), smaller suppliers have less financial resilience to wholesale price spikes. Review regularly.

Note: 'Higher risk' refers to operational/financial stability risk, not service quality risk — some small suppliers deliver excellent service.


Regional Supplier *Performance*

Consumer experience with energy suppliers varies by region, reflecting differences in grid infrastructure, smart meter rollout progress, population density and supplier resourcing decisions. The UK energy market operates nationally, but outcomes are not uniform.

England

Smart meter coverage: 71%


England has the highest smart meter coverage in Great Britain. London is a notable exception — smart meter rollout in some London boroughs falls as low as **60%**, below the national average of 68%, due to high-density multi-occupancy housing. The South East and East of England lead on smart meter adoption. Northern England faces persistently higher energy debt levels than the South.

 Prepayment meter customers are disproportionately concentrated in Northern England and the Midlands — making the treatment of prepayment customers by suppliers like Utilita and British Gas particularly significant in these regions.

Scotland

Smart meter coverage: 57%


Scotland has the lowest smart meter coverage in Great Britain — 14 percentage points below England. The combination of rural geography, older housing stock and dispersed population creates genuine installation challenges. Scottish Power's dominance in Scotland makes its enforcement notice and poor customer service record particularly significant for Scottish consumers.

 **Scotland alert:** Scottish consumers on Scottish Power's default tariff are simultaneously experiencing both lower smart meter access and poorer customer service than the UK average. Active switching is strongly recommended.

Wales

Smart meter coverage: 67%

Wales falls between England and Scotland for smart meter rollout. Rural Welsh communities, particularly in mid and north Wales, face similar infrastructure challenges to rural Scotland. Fuel poverty rates in Wales are among the highest in Great Britain, making value for money and vulnerable customer support particularly important for Welsh consumers.

 Welsh consumers eligible for the Warm Home Discount should check eligibility actively — from 2026/27, the Core Group eligibility is checked automatically via DWP data, but Broader Group eligibility requires an application.

Consumer Case Studies – *Real-World Scenarios*

The following case studies are illustrative composite scenarios based on commonly reported consumer experience patterns identified across consumer research, Ofgem data and public complaint records. They are not accounts of specific identified individuals.

Case Study 1: Successful Switching

Profile: Sarah, homeowner, Manchester. Previously with OVO Energy on default tariff at £1,849/year equivalent.

Action: Switched to Octopus 12M Fixed in January 2026 at £1,632/year (at time of switching). Subsequently installed a smart meter (free of charge) and migrated to Intelligent Octopus Go following purchase of an electric vehicle.

Outcome: Annual energy cost reduced. EV charging at ~7–8p/kWh overnight saves an estimated additional £600/year vs. standard tariff rates.

Lesson: The combination of a fixed tariff plus an EV smart tariff delivers compounding savings. The switching process took under 10 minutes. Former supplier returned credit balance within the required period.

Case Study 3: Smart Meter Journey

Profile: Emma, family home with solar panels, Bristol. Switched from British Gas to Octopus to access the Octopus Flux tariff for her solar and battery storage system.

Action: Octopus installed a SMETS2 smart meter. Emma migrated to Octopus Flux, which provides different import and export rates throughout the day, enabling her to sell stored solar energy back to the grid during peak periods.

Outcome: Combined solar generation revenue and smart tariff savings reduced Emma's net energy costs significantly. The Octopus app provides real-time visibility of generation, consumption, battery state and grid import/export.

Lesson: For solar + battery households, supplier choice has become as important as the solar installation itself. Not all suppliers support smart export.

Case Study 2: Billing Dispute

Profile: James, retired, Birmingham. Received an unexpected retrospective bill from his large incumbent supplier claiming two years of underpayment based on revised estimated consumption.

Action: James disputed the bill under Ofgem's backbilling rules. Supplier initially refused to waive the charge. James escalated to the Energy Ombudsman after 8 weeks without resolution.

Outcome: Energy Ombudsman ruled in James's favour. Supplier required to write off the retrospective charge and provide a formal apology.

Lesson: Consumers have genuine rights under Ofgem's backbilling rules. Escalating to the Energy Ombudsman is free, independent and effective. Keep records of all communications. Smart meters eliminate the root cause of estimated billing disputes.

Case Study 4: Complaint Escalation

Profile: Mohammed, landlord, London. Experienced persistent billing errors across three rental properties following a supplier's direct debit system upgrade.

Action: Complained formally to the supplier on three separate occasions over 12 weeks without satisfactory resolution. Escalated to Citizens Advice Helpline, who assisted in drafting an Energy Ombudsman referral.

Outcome: Energy Ombudsman investigation found in Mohammed's favour across all three properties. Supplier required to correct accounts, refund overpaid amounts and implement a direct debit review.

Lesson: Landlords managing multiple properties are particularly vulnerable to billing system errors. A single supplier managing all properties simplifies dispute resolution. Citizens Advice's free helpline is an underused resource.



SECTION 16

Industry Trends for *2027 and Beyond*

The UK energy sector is entering a period of profound structural change. The government's Clean Power 2030 target, the growing EV fleet, heat pump adoption, and smart meter proliferation are converging to reshape the market in ways that will directly affect consumer choice and supplier performance rankings.

AI Customer Service (2026-27)

AI-driven first-response systems are already deployed at Octopus and several other suppliers. By 2027, AI will handle a significant proportion of routine queries — but regulatory scrutiny of AI fairness for vulnerable customers is intensifying.

EV Integration (2026-30)

The ZEV mandate accelerates EV adoption. By 2030, millions of households will have an EV — making smart charging and V2G (vehicle-to-grid) capability a mainstream consumer requirement.

Clean Power 2030 (2027-30)

Renewables already reached a record 47% of UK electricity generation in 2025. The Clean Power 2030 target will accelerate this. Smart meters, flexible demand and consumer engagement are central to making the clean grid financially viable for consumers.

1

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Smart Tariff Expansion (2026-28)

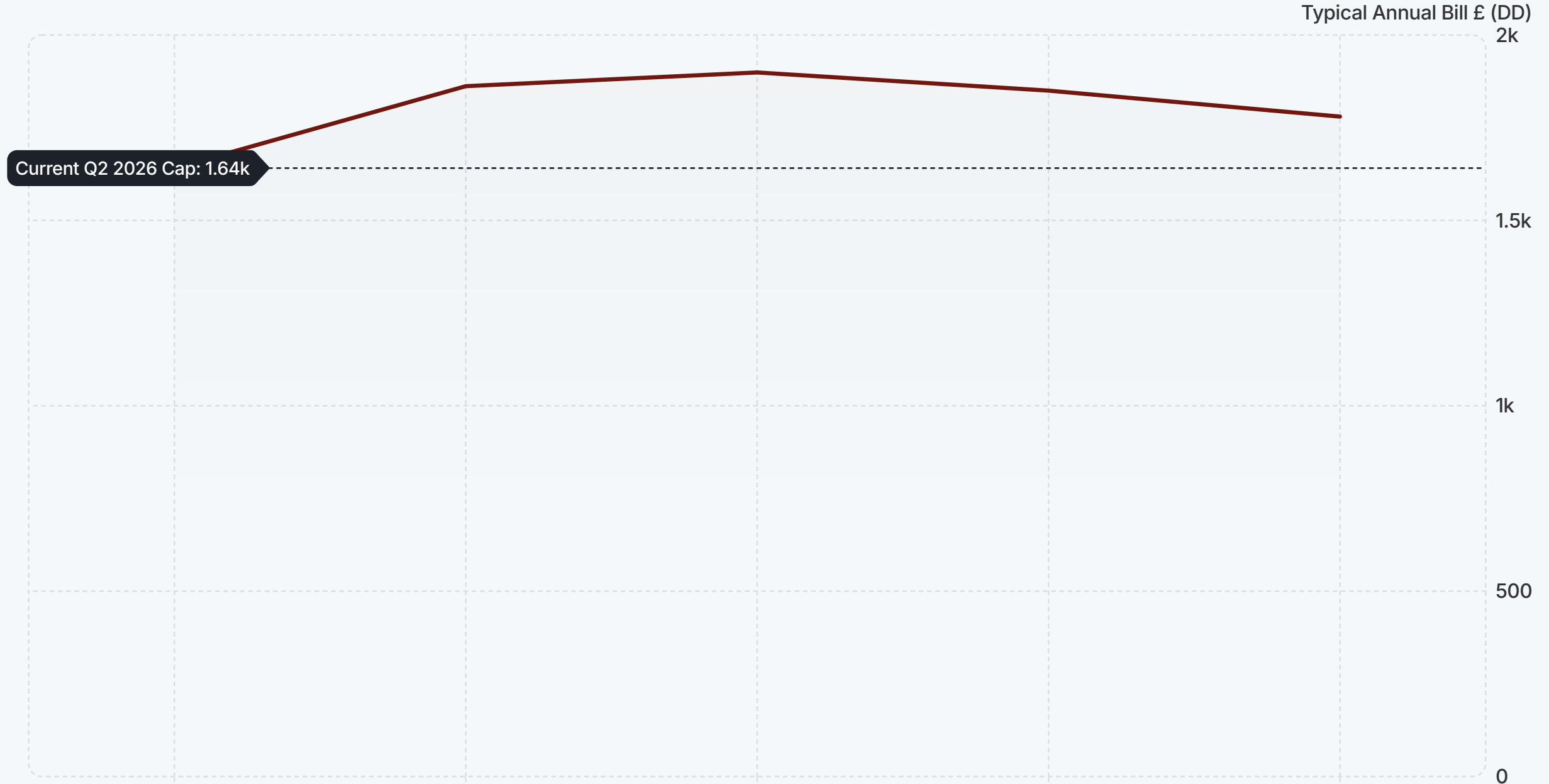
As smart meter coverage approaches 80-90%, time-of-use and half-hourly tariffs will become the mainstream default, not a niche product. Suppliers without smart tariff infrastructure will face structural disadvantage.

Standing Charge Reform (2026-27)

Ofgem's consultation on low standing charge tariffs is ongoing after the 2026 delay. Reform is likely during 2027, potentially creating new tariff structures that benefit low-usage and fuel-poor households significantly.

2027 Forecast – *Price Cap Trajectory*

Price cap forecasting beyond 6 months is inherently uncertain due to wholesale market volatility. The Middle East conflict demonstrated in early 2026 how rapidly wholesale gas prices can spike. The following represents a central-case scenario, not a financial forecast.



The *PowerGuardian* Awards 2026

[PowerGuardian.co.uk](https://www.powerguardian.co.uk) — Independent Consumer Energy Intelligence

Best Overall Supplier

OCTOPUS ENERGY

9 consecutive Which? Recommended Provider awards. 74% composite score. Market-leading innovation, customer service and EV tariff excellence.

Best Service Supplier

OCTOPUS ENERGY

UK-based customer service team. Trustpilot 4.7★ across 250,000+ reviews. Consistently top of Citizens Advice league table for 6 years.

Best Digital Experience

OCTOPUS ENERGY

Kraken platform — the most advanced consumer-facing energy digital product in the UK. Real-time data, smart tariff management, Saving Sessions and full EV integration.

Best Value Supplier

OUTFOX THE MARKET

Consistently four-star value-for-money ratings. Among the lowest complaint rates in the market. Strong proposition for cost-focused consumers.

Best EV Supplier

OCTOPUS ENERGY

Intelligent Octopus Go at 7–8p/kWh. AI smart scheduling. Typical saving: £771/year vs. SVT. No other supplier offers comparable EV tariff depth.

Most Improved Supplier

E.ON NEXT

Highest Which? assessment score among large traditional suppliers in 2026. Significant improvement in complaints handling and smart meter performance vs. prior years.

Best Supplier for *Vulnerable Customers*

The treatment of vulnerable customers — those experiencing financial hardship, disability, serious illness or other vulnerability — is a regulatory priority for Ofgem and a moral obligation for suppliers. The 2025–26 data reveals deeply uneven performance across the market.


PowerGuardian Recommendation: Octopus Energy

Received the maximum number of points in the Which? 2026 assessment for supporting customers who need it. Automatic Warm Home Discount eligibility check via DWP data. UK-based customer service with dedicated vulnerable customer pathways. Priority Services Register proactively managed.

Suppliers to Avoid for Vulnerable Households

Scottish Power and Utilita received formal enforcement notices from Ofgem for severe weaknesses in the treatment of customers with payment difficulties. **British Gas** was subject to an urgent Ofgem investigation following a Times investigation into forcible prepayment meter installation against vulnerable customers.

These are not minor process failures. They represent documented harm to some of the most financially pressured consumers in the UK. Ofgem's regulatory action underlines the seriousness of these failures.

 **Priority Services Register:** All UK energy suppliers are required to maintain a Priority Services Register (PSR) for customers who need additional support. All eligible consumers — including those with medical conditions, mobility issues, or those who require large print or braille bills — should ask their supplier to add them to the PSR. This is free and carries no price implications.



Consumer Action Toolkit – *Switching Checklist*

Switching energy supplier takes less than 10 minutes and is protected by a 14-day cooling-off period. There are no exit fees on most variable tariffs. The checklist below ensures you switch effectively and avoid common pitfalls.

Before You Switch

- Check your current tariff name, unit rates and standing charges
- Note your current annual spend for comparison
- Check your contract end date — exit fees may apply on fixed tariffs
- Confirm your meter type (smart/traditional/prepayment)
- Note your MPAN (electricity) and MPRN (gas) numbers from your bill
- Compare deals using an Ofgem-accredited comparison service
- Check your new supplier's customer satisfaction rating (not just Trustpilot — use Citizens Advice and Which? data)
- Check whether the deal is below the current price cap

During & After Switching

- Take a meter reading on your switch date and send to both old and new supplier
- Keep a record of all communications during the switch
- Allow up to 21 days for the switch to complete (typically faster)
- Check your first bill carefully — verify opening read matches your switch-date read
- Request refund of any credit balance from your former supplier promptly
- If on a smart tariff, confirm smart meter connectivity with your new supplier
- Set a calendar reminder to review your tariff 6 weeks before your fixed term ends
- Register for your new supplier's Priority Services Register if eligible

Consumer Action Toolkit – *Complaint Escalation*

If you have a problem with your energy supplier, you have clear rights and a structured escalation path. Follow this process to maximise your chance of resolution.

1 Step 1 – Contact Your Supplier Formally

Log a formal complaint (not just an enquiry) via phone, email or online form. Note the complaint reference number. State clearly what resolution you expect (e.g. bill correction, refund, compensation). Keep a written record.

3 Step 3 – Contact Citizens Advice (at any stage)

Citizens Advice Energy Helpline: **0808 223 1133** (freephone). Free, independent advice on energy rights, billing disputes and escalation support. Their Extra Help Unit can assist with complex or urgent complaints.

2 Step 2 – Escalate Within the Supplier (if unresolved after 14 days)

Request escalation to a senior complaints handler or the supplier's dedicated complaints team. If the supplier offers a deadlock letter (acknowledging the dispute cannot be resolved internally), request this — it is required for Ombudsman referral.

4 Step 4 – Refer to the Energy Ombudsman (after 8 weeks or deadlock)

After 8 weeks without resolution, or after receiving a deadlock letter, refer to the **Energy Ombudsman** at ombudsman-services.org/energy. The service is free. The Ombudsman can require your supplier to take corrective action, issue an apology, and pay compensation up to £10,000.

Consumer Action Toolkit – *Bill Review Worksheet*

Use this framework to audit your energy bill and identify whether you are on a competitive deal and whether your billing is accurate.

Check	What to Look For	Action if Problem Found
Tariff type	Variable (SVT) or Fixed? Is it named on your bill?	If SVT and cap rising — consider fixing
Unit rate (electricity)	Should be below 24.67p/kWh (Q2 2026 cap rate)	If higher — query with supplier immediately
Unit rate (gas)	Should be below 5.74p/kWh (Q2 2026 cap rate)	If higher — query with supplier immediately
Electricity standing charge	Should not exceed 57.21p/day (Q2 2026)	If higher — query with supplier
Gas standing charge	Should not exceed 29.1p/day (Q2 2026)	If higher — query with supplier
Meter reading basis	Is your bill based on actual reads or estimates?	Submit a manual read; request smart meter installation
Direct debit amount	Is it in line with your annual consumption estimate?	Request a direct debit review; query any unexplained increases
Credit balance	Do you have a large credit balance building up?	Request a refund — suppliers must repay credit on request
Backbilling	Are you being billed for energy used more than 12 months ago?	Dispute under Ofgem's backbilling rules immediately

Source for cap rates: Ofgem April–June 2026 price cap. Rates are region-average figures for Direct Debit customers. Your regional rate may vary — check Ofgem's regional rate comparison tool.

Full Supplier Scorecards – *Summary Table*

Supplier	Customer Score	Billing Accuracy	Complaints	Switching	Smart Meter	Value for Money ★	Digital Experience	Regulatory Status
Octopus Energy	79%	High	Good (high vol, well resolved)	Excellent	Excellent	★★★★★	Market-leading	● Clean
E (Gas & Elec)	78%	High	Very Low Rate	Excellent	Excellent	★★★★★	Good	● Clean
100Green	82%	High	Very Low Rate	Good	Good	★★★★★	Good	● Clean
Sainsbury's Energy	79%	High	Low Rate	Good	Good	★★★★★	Functional	● Clean
Co-op Energy	75%	Medium	Low Rate	Good	Good	★★★★★	Functional	● Clean
E.ON Next	68%	Medium	Medium Rate	Good	Very Good	★★★★	Good	● Improving
Good Energy	71%	Medium	Low Rate	Good	Average	★★★★	Functional	● Clean
Utility Warehouse	73%	Medium	Medium Rate	Good	Good	★★★★★	Functional	● Monitor
Outfox the Market	N/A (small)	Medium	Very Low Rate	Good	Average	★★★★★	Basic	● Clean
Ecotricity	66%	Medium	Very Low Rate	Average	Average	★★★★	Basic	● Clean
EDF Energy	64%	Medium	Medium-High Rate	Average	Average	★★★★	Functional	● Moderate Risk
British Gas	61%	Low	High Rate	Average	Below Average	★★★	Functional	● Investigated
Scottish Power	58%	Low	High Rate	Average	Below Average	★★★★	Basic	● Enforcement
OVO Energy	56%	Low	High Rate	Average	Average	★★★	Below Average	● High Risk
Utilita	68% (combined)	Medium	High Rate	Average	Below Average	★★★★	Basic	● Enforcement

Consumer *Glossary*

Essential Energy Terms

Price Cap: The maximum unit rate and standing charge that suppliers can charge customers on Standard Variable Tariffs. Set by Ofgem quarterly. Does not cap your total bill.

Standard Variable Tariff (SVT): A default tariff with no fixed term. Rates move with the Ofgem price cap quarterly. Currently held by approximately 33 million accounts.

Fixed Tariff: A tariff where unit rates and standing charges are locked for a defined period (typically 12–24 months). Protected from price cap movements during the contract term.

Smart Meter (SMETS2): A second-generation smart meter connected to the national DCC network. Provides automatic half-hourly readings, works across all suppliers, and enables smart/time-of-use tariffs.

Standing Charge: A daily fixed charge for being connected to the energy network, regardless of consumption. Currently averages 57.21p/day (electricity) and 29.1p/day (gas).

Direct Debit: Monthly payment method that spreads annual energy costs. Payments by monthly direct debit attract the lowest price cap rates.

Regulatory and Consumer Terms

Ofgem: The Office of Gas and Electricity Markets — the independent regulator for the UK energy sector.

Energy Ombudsman: An independent dispute resolution service for unresolved energy complaints. Free to consumers, accessible after 8 weeks or on deadlock.

Citizens Advice: Independent consumer advice organisation that publishes a quarterly supplier league table based on complaint volume and resolution data.

Warm Home Discount: A one-off £150 rebate on electricity bills for eligible low-income households. From 2026/27, Core Group eligibility is checked automatically via DWP data.

Priority Services Register (PSR): A register maintained by energy suppliers for customers requiring additional support — those with medical conditions, disabilities, or other needs. Free to join, no price implications.

Backbilling: Retrospective billing for energy used in a past period. Ofgem rules restrict how far back suppliers can charge for unbilled energy.

Smart Export Guarantee (SEG): The requirement for suppliers over a defined size to offer a tariff to customers with eligible solar panels, paying for excess electricity exported to the grid.

UK Energy Market *Statistics 2026*

£1,641

Price Cap Q2 2026

Typical annual dual-fuel bill for Direct Debit customers, April–June 2026

33M

SVT Accounts

Domestic accounts on Standard Variable Tariffs as of May 2026

41M

Smart Meters Installed

Total smart and advanced meters in Great Britain as of December 2025

69%

Smart Meter Rollout

Percentage of homes with a smart or advanced meter as of June 2025

47%

Renewables 2025

Renewable energy's record share of UK electricity generation in 2025, overtaking gas at 28%

11,945

Which? Survey Sample

Number of energy customers surveyed in the September–October 2025 Which? consumer satisfaction study

Sources: Ofgem, Which?, DESNZ Smart Meter Statistics Q2 2025, Carbon Brief, House of Commons Library CBP-9714 (June 2026), Citizens Advice, Energy Ombudsman.

Methodology Notes & *Data Definitions*

Primary Data Sources

- **Which? Energy Company Survey 2025/26** — September–October 2025 survey of 11,945 UK energy customers. Customer score based on satisfaction and likelihood to recommend.
- **Ofgem Energy Consumer Satisfaction Survey** — Bi-annual survey conducted by BMG Research. January 2026 wave cited throughout. Base: 3,790+ domestic consumers.
- **Citizens Advice Supplier League Table** — Quarterly ranking based on complaint volume and resolution data. Q4 2025 data cited.
- **Ofgem Quarterly Complaints Data** — Published per 100,000 accounts. Q4 2025 data cited for market overview.
- **DESNZ Smart Meter Statistics** — Q1 and Q2 2025 quarterly releases cited. Q2 2025 = data as of 30 June 2025.
- **Ofgem Price Cap Announcements** — All price cap figures sourced directly from Ofgem quarterly announcements.
- **Ofgem Supplier Performance Report** — Major and minor incidents reported to Ofgem, July 2023–June 2025.

Methodological Limitations & Disclaimers



Important Disclaimer: This report is for informational purposes only and does not constitute financial, legal or professional advice. Tariff rates, supplier performance scores and market conditions change frequently. Readers should verify current tariff rates and supplier performance data independently before making any switching decision.

PowerGuardian Independence Statement: PowerGuardian.co.uk is an independent consumer intelligence service. We do not accept sponsorship, advertising revenue, or referral fees from energy suppliers in connection with this report. Our rankings and recommendations are governed exclusively by consumer interest.

Sample size caveat: Some smaller suppliers (100Green, E Gas & Electricity, Sainsbury's Energy) have smaller survey sample sizes in the Which? data (78–146 respondents). Results should be interpreted with appropriate caution relative to the larger samples for Octopus Energy (2,708), British Gas (3,179) and E.ON Next (1,663).

Complaint data context: Citizens Advice and Ofgem use different methodologies for complaint measurement. Some suppliers dispute Citizens Advice rankings on methodological grounds. Where methodological disputes are documented, we have noted them in the relevant supplier scorecard.

About PowerGuardian

[PowerGuardian.co.uk](https://www.powerguardian.co.uk) is the UK's independent authority on energy supplier performance, customer service quality and consumer value.

Our Mission

To provide UK consumers, landlords, property managers, businesses and industry professionals with authoritative, independently produced intelligence on energy supplier performance — enabling better-informed switching decisions, holding suppliers to account, and championing the interests of every energy bill payer in the UK.

We believe consumers deserve the same quality of independent analysis that institutional investors, regulators and journalists use to evaluate the energy market — presented in an accessible, actionable format.

What PowerGuardian Publishes

- The annual UK Energy Supplier Performance Report (this document)
- Quarterly supplier performance updates
- Price cap analysis and consumer guidance
- EV tariff comparison and smart home energy guides
- Regulatory monitoring and enforcement alerts
- Consumer rights guides and complaint escalation resources

✔ **Cite this report:** PowerGuardian.co.uk (2026). *UK Energy Supplier Performance Report 2026*. Independent Consumer Rankings, Service Analysis and Supplier Performance Review. Available at: [PowerGuardian.co.uk](https://www.powerguardian.co.uk)