



ONE YEAR UNDER THE CURRENT GOVERNMENT **WHERE DOES PAKISTAN STAND TODAY?**

Key Findings from Ipsos Consumer Confidence Index survey

27th February 2025

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CEO, Ipsos in Pakistan

Introducing the Ipsos Global Consumer Confidence Index (GCCCI*)

Ipsos Global Consumer Confidence Index (GCCCI) is a **national survey** of consumer attitudes on the **current and future state of the local economy, personal financial situation**, as well as **confidence** to make **large investments and ability to save**.

Conducted regularly since

2010 Globally

2019 In Pakistan

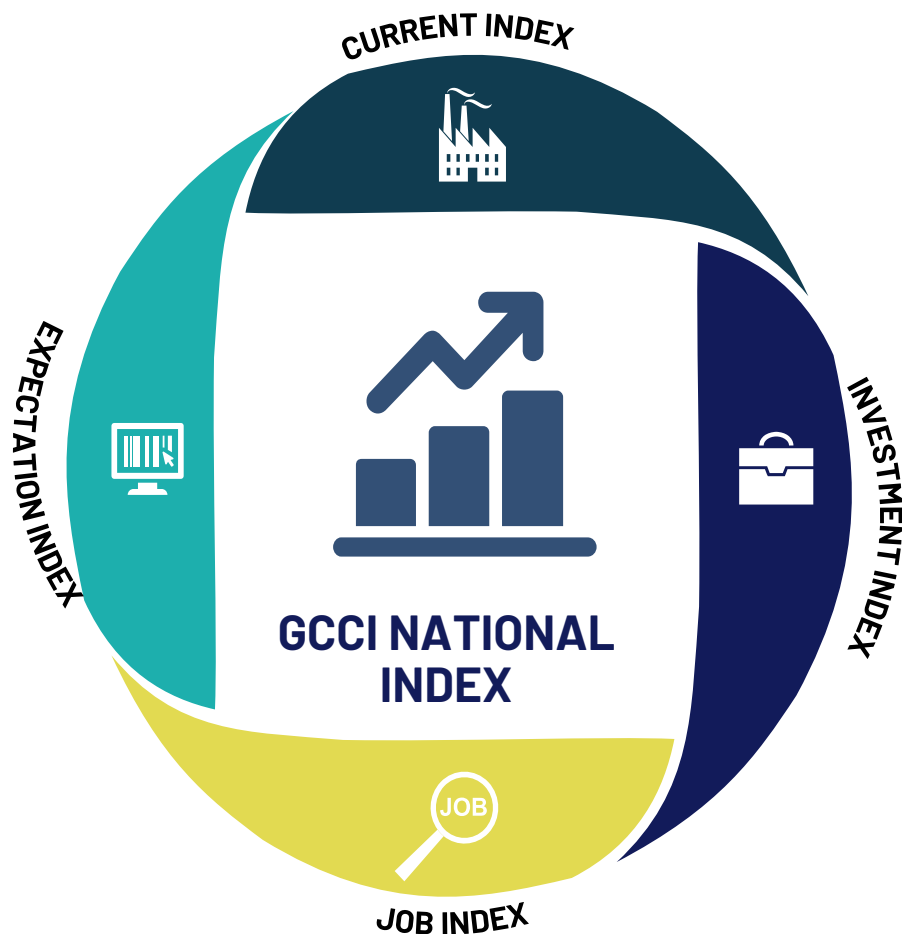
Across 30 Countries



** CCI Index is also known as Primary Consumer Sentiments Index (PCSI)*

The GCCI Framework

Ipsos Global Consumer Confidence Index (GCCI) comprises of four sub indices



CURRENT INDEX: Reflects respondents' perception of current economic climate, ability to make household purchases, job security, and investment confidence within the country.

EXPECTATION INDEX: Reflects respondents' attitude regarding the future local economy, future financial situation and job loss expectation within their country.

INVESTMENT INDEX: Reflects respondents' perception of current financial situation, future financial situation, major purchase comfort, household purchase confidence within the country.

CCI JOB INDEX: Reflects respondents' perception regarding Job security, job loss experience, and job less expectation within the country.

METHODOLOGY

APPROACH

Computer Assisted Telephonic Interviews (CATI)

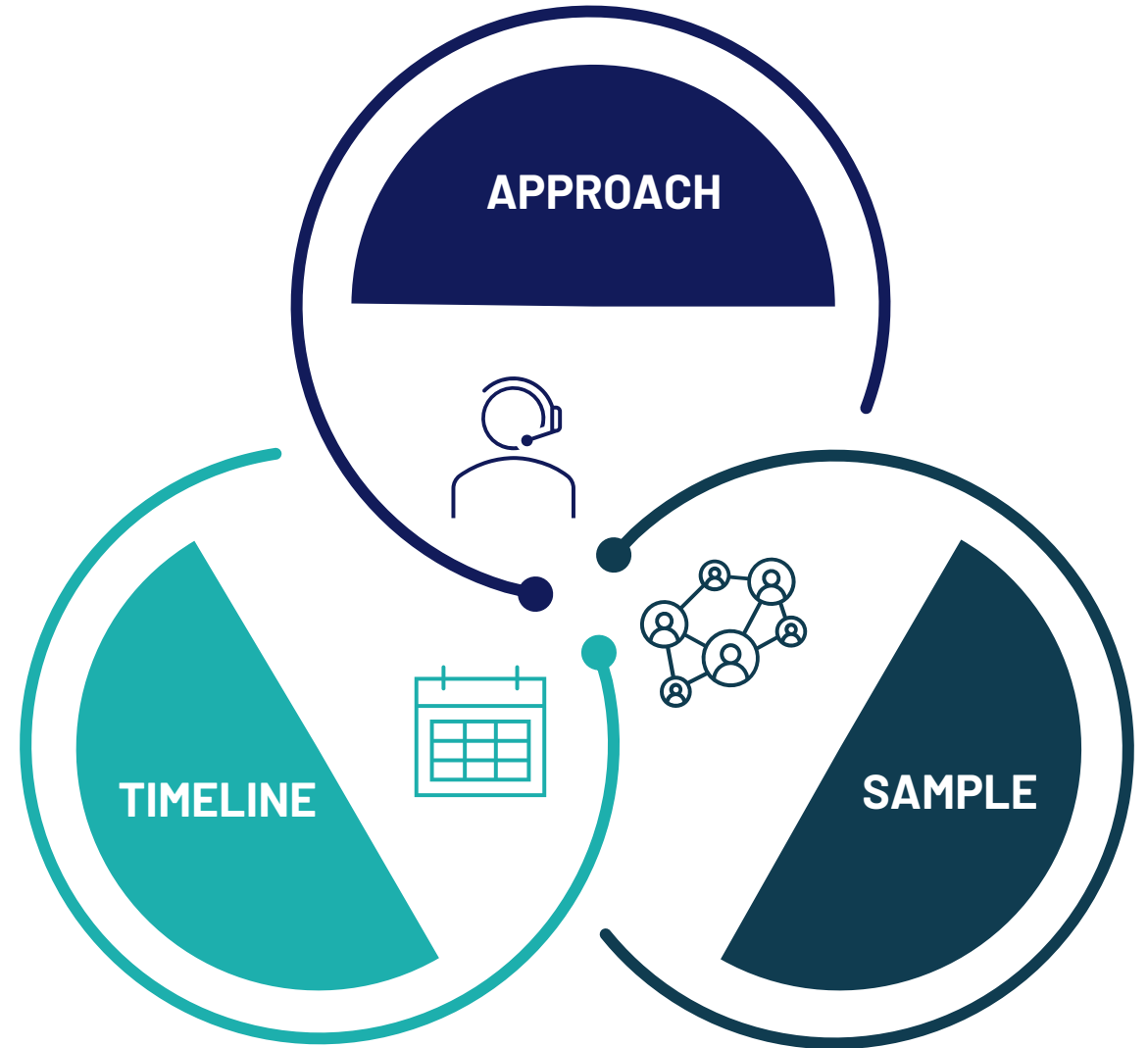
SAMPLE

N=1000+

From all 4 provinces of Pakistan, ICT, GB & AJK
Post-stratification survey weights for
provinces, gender and SECs applied to align
survey data with population distributions

TIMELINE

Data collection done from
11th to 18th Feb 2025

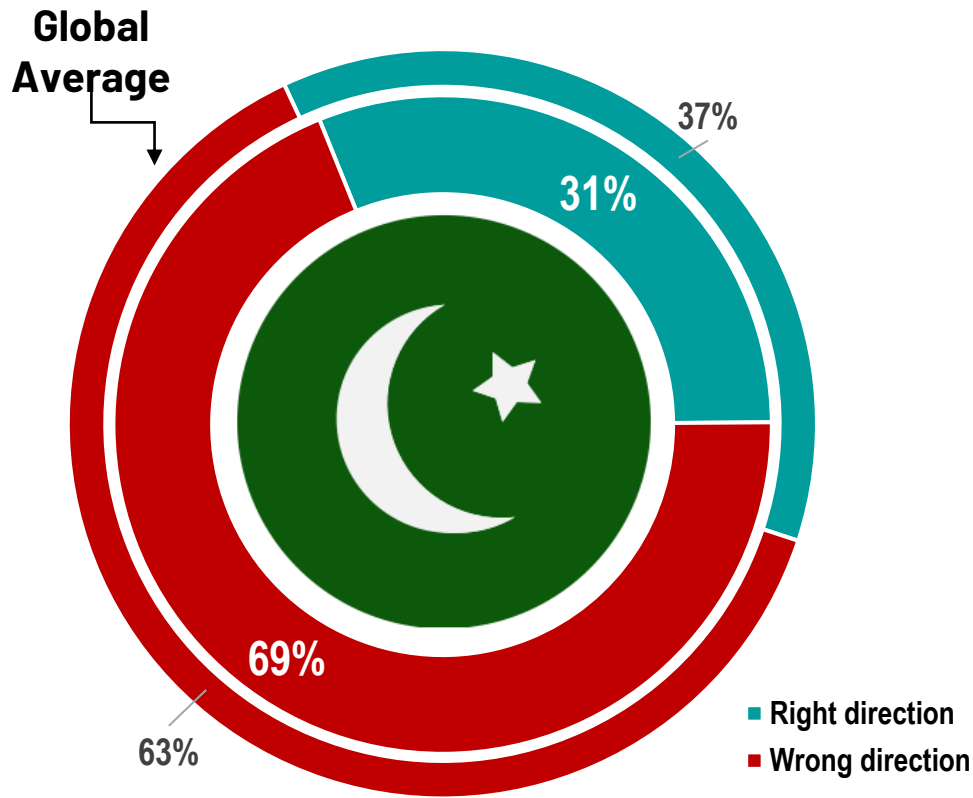




This study had NO external sponsors or partners. It was initiated and run by Ipsos with the intention to share our understanding about the world we live in and how citizens around the globe think & feel about their world.

Country Direction: 7 in 10 Pakistanis believe the country is on the **wrong** track. The global average of wrong track stands at 63%, slightly below Pakistan. Whereas optimism is higher among men, rural residents, lower- and middle-income groups, and in Punjab.

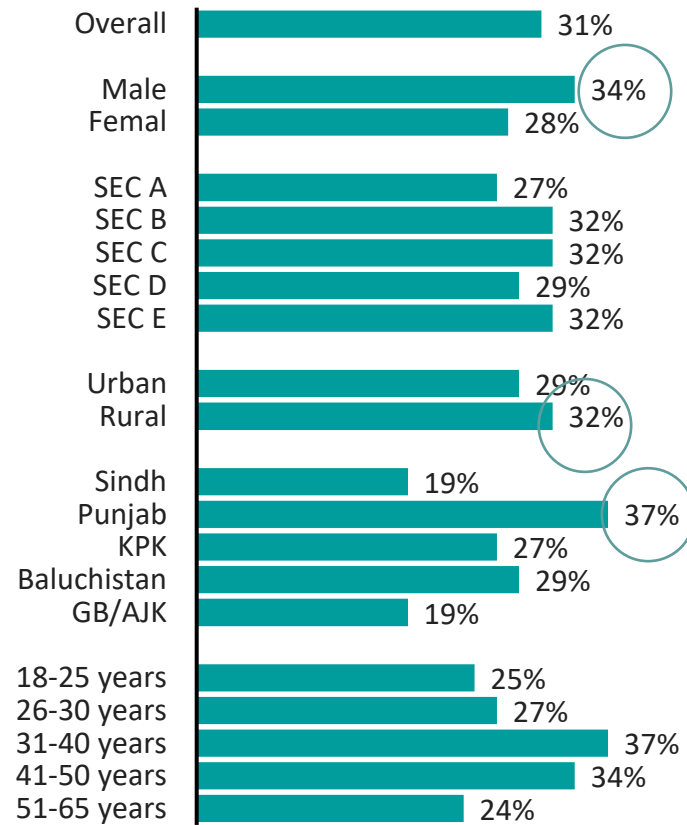
Q Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?
 یہ بتائیے کہ آپ کے خیال میں کیا پاکستان کے حالات درست سمت میں جا رہے ہیں یا غلط سمت میں جا رہے ہیں؟



Base:1078 CATI Pakistani adults 18+, 11 - 18 Feb 2025

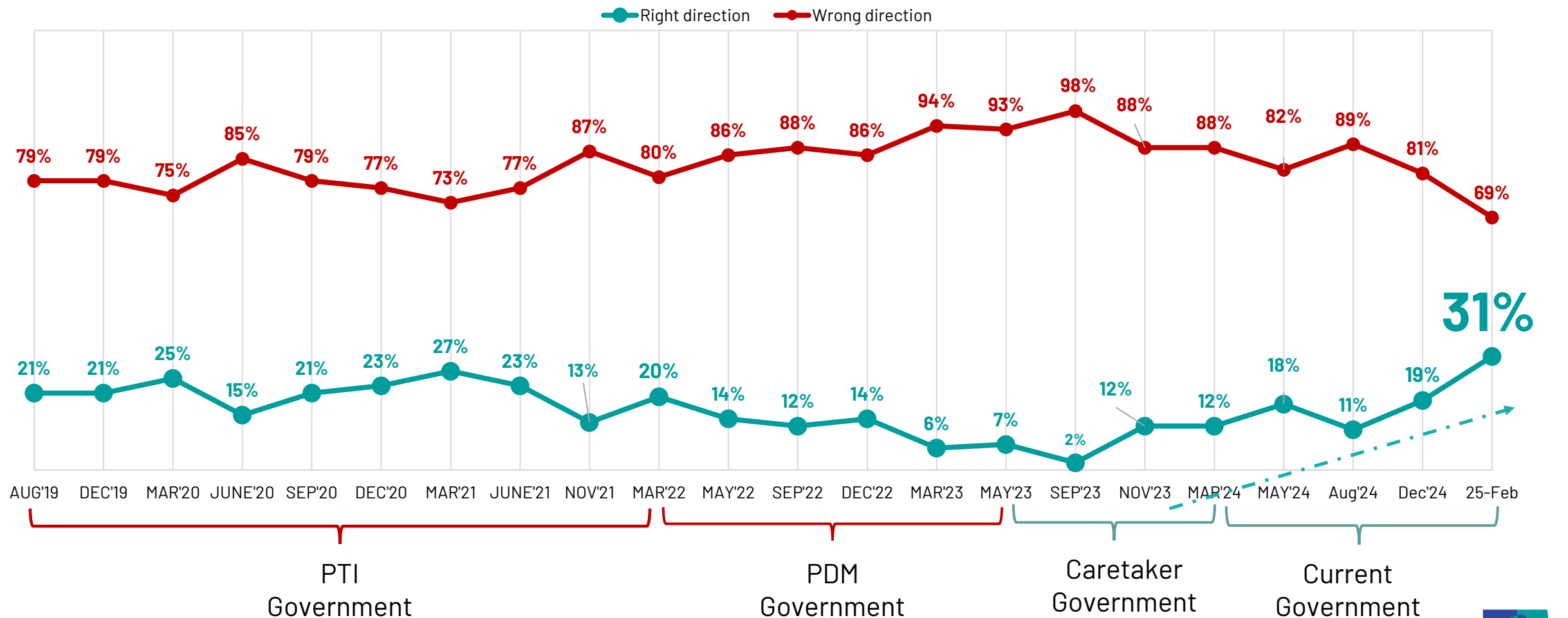
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Those who said Pakistan is moving in the right direction.



Optimism about country's direction has significantly increased in Q1 2025 (31%) compared to Q4 2024 (19%), reaching its ever highest in 6 years.

Q Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?
یہ بتائیے کہ آپ کے خیال میں کیا پاکستان کے حالات درست سمت میں جا رہے ہیں یا غلط سمت میں جا رہے ہیں؟



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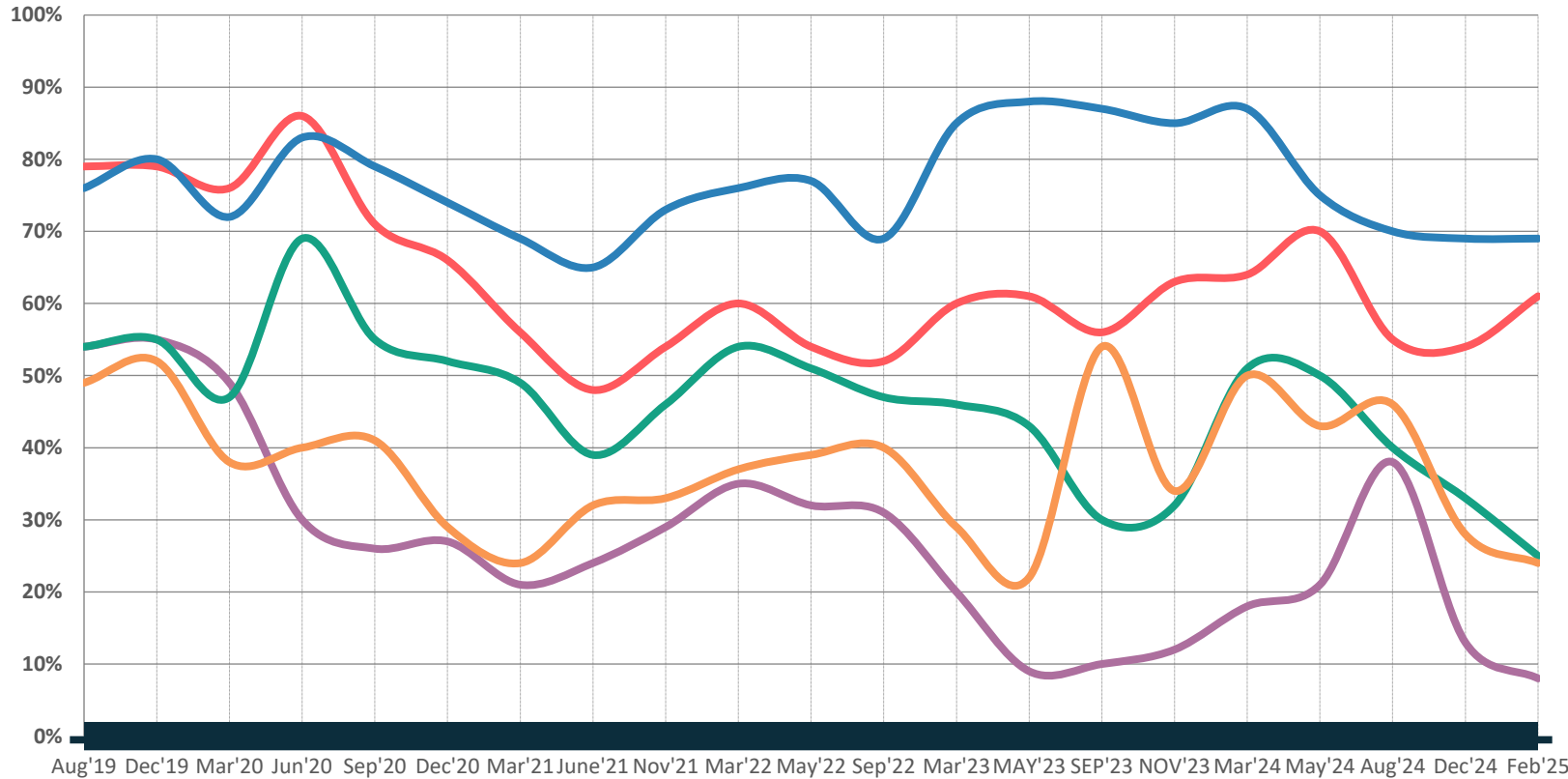


Most worrying issues: Economic concerns continue to overshadow all others, but they have significantly declined in 2025, with inflation dropping by 18pp points in last one year – marking its lowest level in ~4 years.

Q

According to you, which of the following is the Most & Other worrying issue in Pakistan?

یہ بتائیے کہ آپ کے خیال میں پاکستان کے مندرجہ ذیل مسائل میں سے سب سے زیادہ اور کون کون سے مسائل پریشان کن ہیں؟



In Q1
2025

69%

Inflation

-18% ↓



61%

Unemployment

-3% ↓



25%

Increasing Poverty -26% ↓



24%

Increase in electricity prices -26% ↓



8%

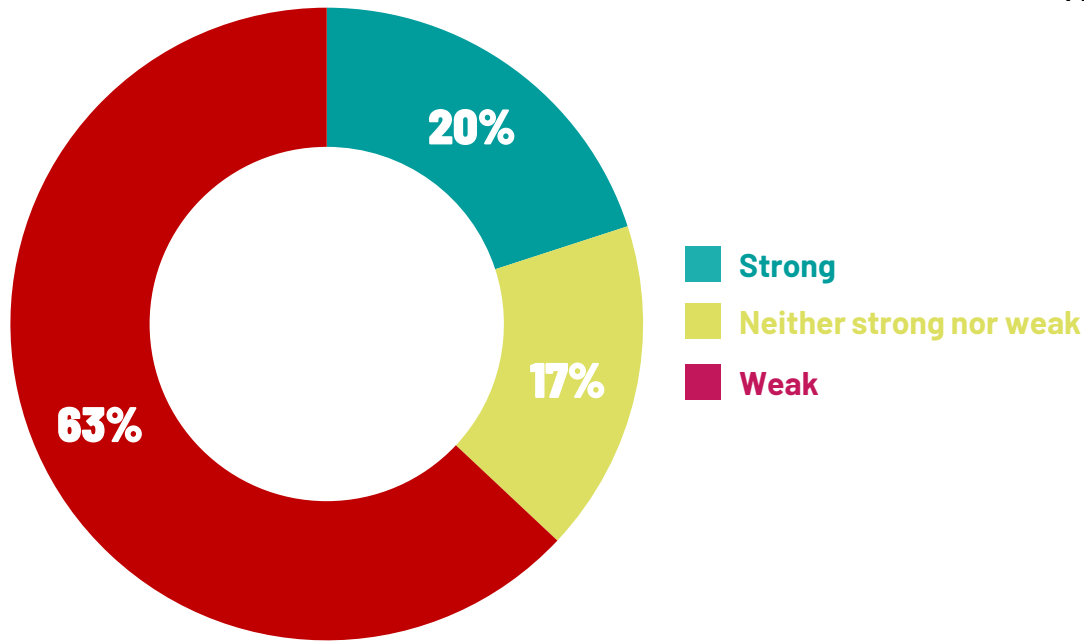
Burden of additional taxes -10% ↓

CURRENT INDEX

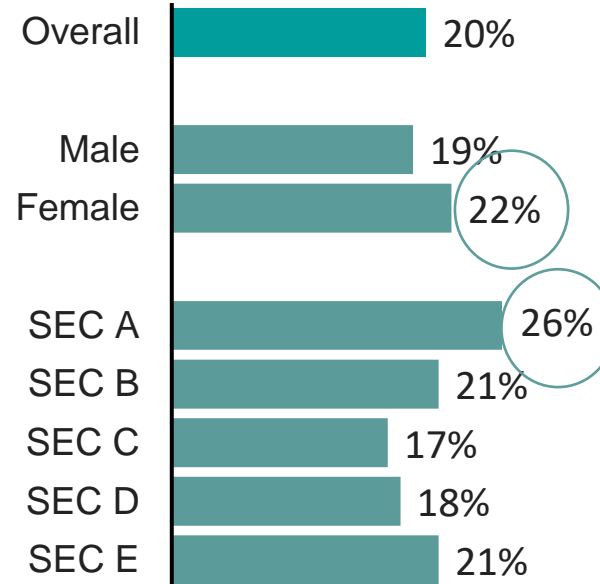
Current State of Economy: 3 in 5 Pakistanis believe the country's economic condition is **weak**. 1 in 5 believes it to be strong, Confidence is higher among females and the upper and lower classes.

Q Rate the current state of the economy in Pakistan. Using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

یہ بتائیے کہ آپ ملک کی معاشی صورتحال کے بارے میں کیا کہیں گے/گی؟ آپ اپنا جواب 1 سے 7 کے اسکیل کی مدد سے دیں جہاں 1 کا مطلب بہت کمزور معیشت جبکہ 7 کا مطلب بہت مضبوط معیشت ہے؟



Those who say current economic state is strong



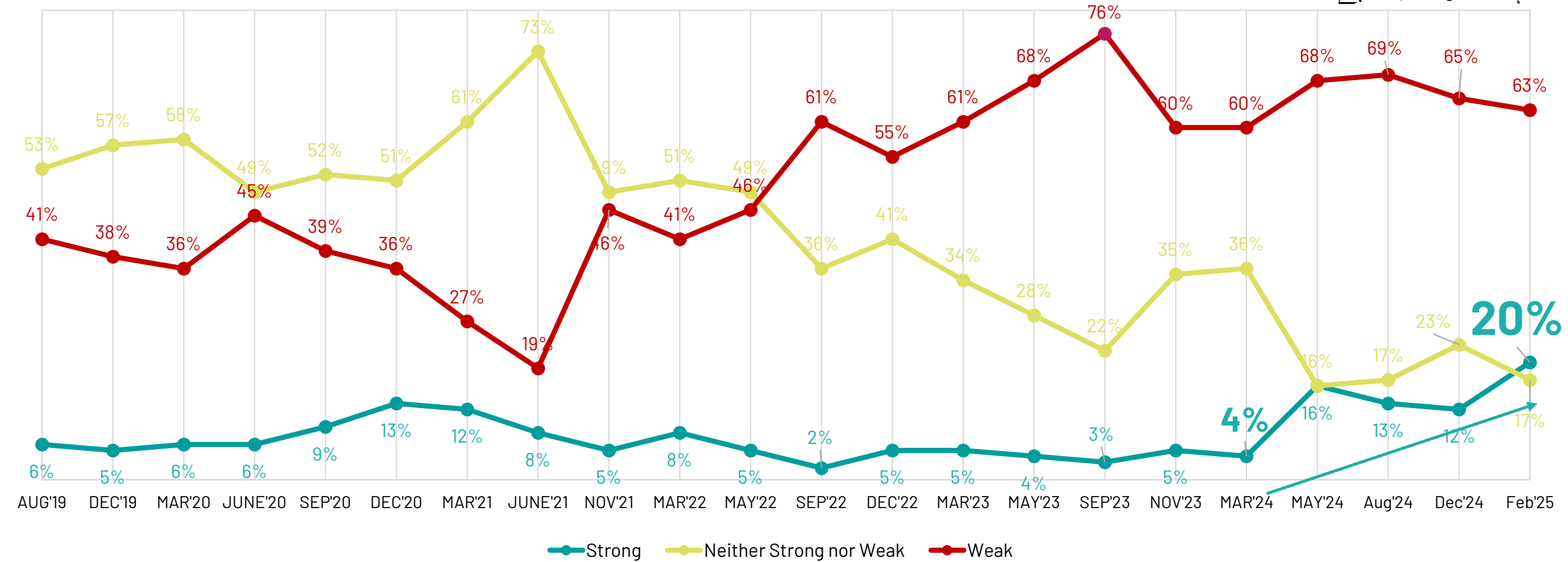
Base: 1078 CATI Pakistani adults 18+, 11 - 18 Feb 2025



Current State of Economy: 2 in 3 Pakistanis describe the country's current state of economy as **weak**, while people considering it to be strong have increased 5x since Q1 2024.

Q Rate the current state of the economy in Pakistan. Using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

یہ بتائیے کہ آپ ملک کی معاشی صورتحال کے بارے میں کیا کہیں گے/گی؟ آپ اپنا جواب 1 سے 7 کے اس کیل کی مدد سے دیں جہاں 1 کا مطلب بہت کمزور معیشت جبکہ 7 کا مطلب بہت مضبوط معیشت ہے؟



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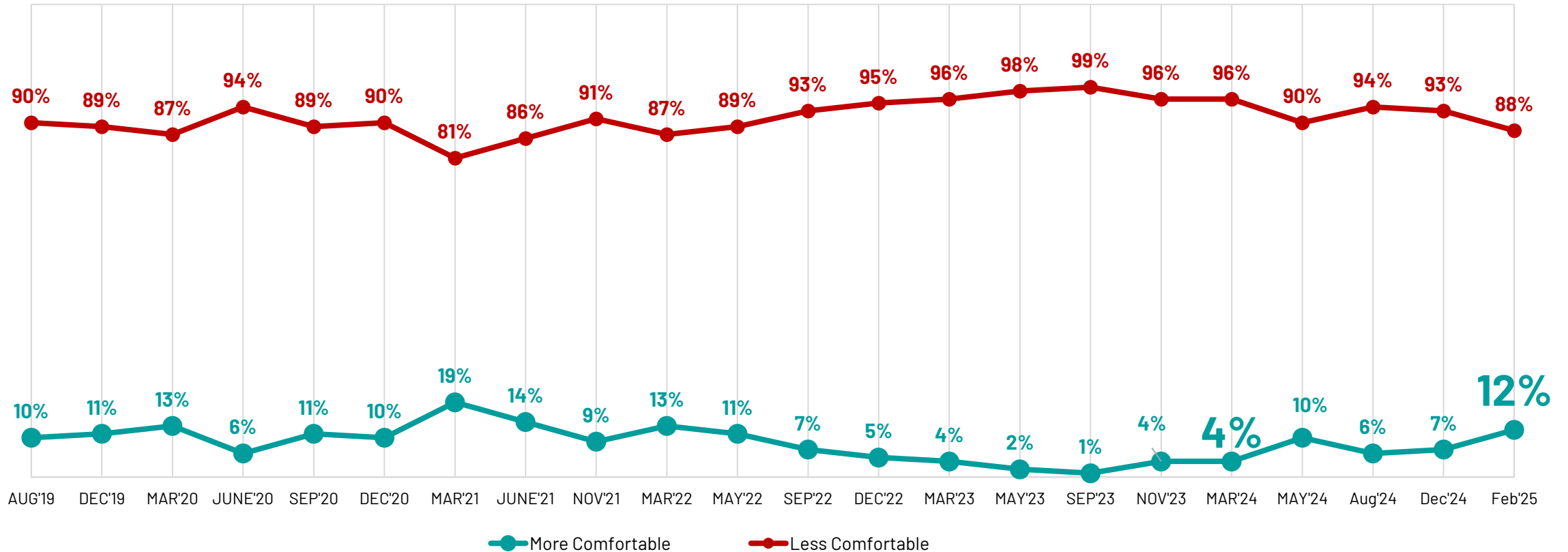


Comfort in making household purchases: 88% Pakistanis are **NOT** comfortable making daily household purchases, However, over the past year, **comfort in making household purchases has tripled**

Q

Compared to 1 year ago, are you now more or less comfortable making other household purchases?

یہ بتائیے کہ گذشتہ ایک سال پہلے کے مقابلے میں آج کل آپ کے لئے عام گھریلو یا ذاتی استعمال کی اشیاء کی خریداری کرنا آسان ہو گیا ہے یا مشکل ہو گیا ہے؟



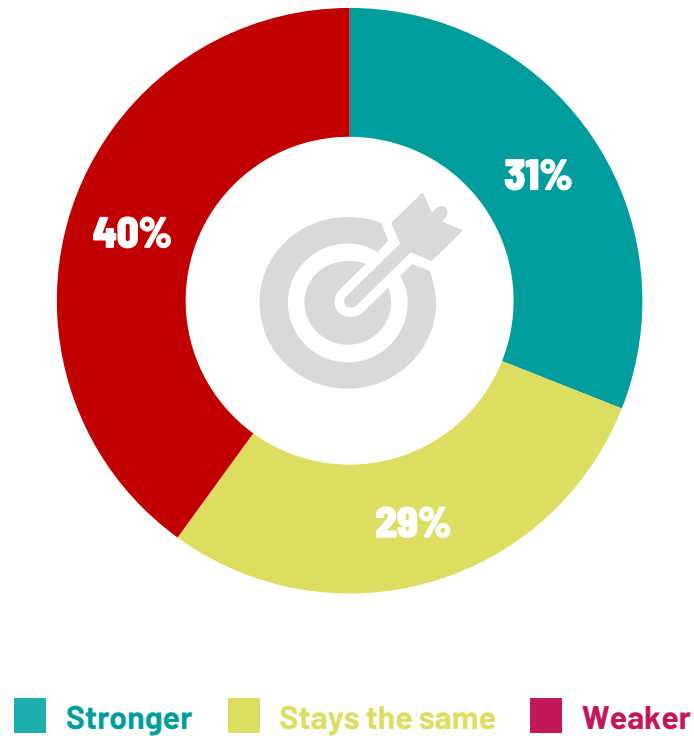
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EXPECTATIONS INDEX

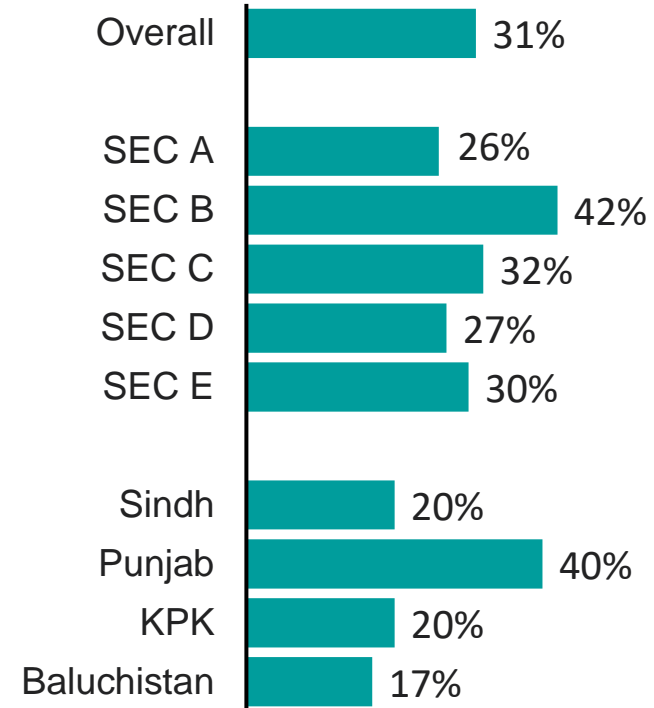
Expectations from Economy: Looking ahead, 4 in 10 Pakistanis expect economy to get weaker in next 6 months, while 3 in 10 expect improvements, with Punjab and middle class being the most optimistic.

Q Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

آئندہ چھ ماہ کے بارے میں سوچتے ہوئے یہ بتائیے کہ آپ کے خیال میں آئندہ چھ ماہ کے دوران آپ کے علاقے کے معاشی صورتحال کیسی ہوگی؟



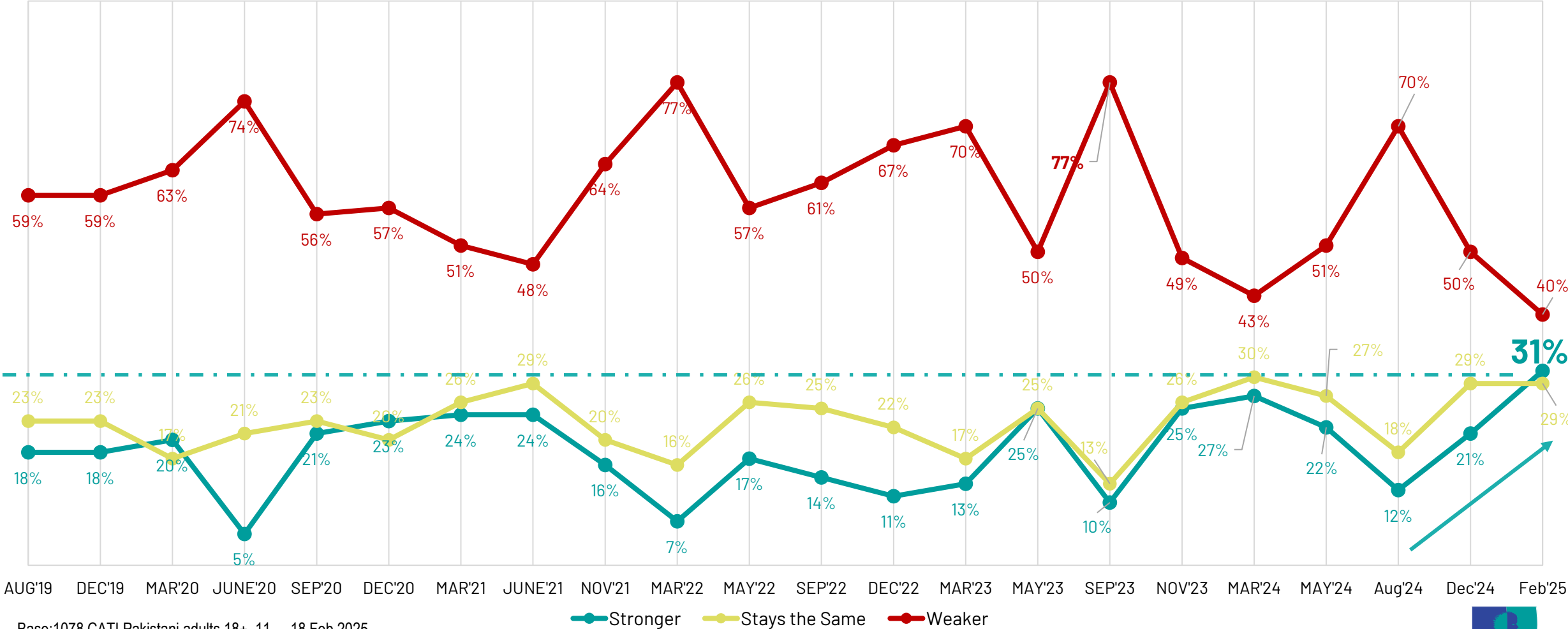
Those who expect economy to get stronger in 6 months



Expectations from Economy: Optimism about local economic conditions has seen a notable shift from 12% in Aug' 24, to 31% in Feb' 25 reaching **ever highest** since we started tracking consumer confidence in Pakistan

Q Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

آئندہ چھ ماہ کے بارے میں سوچتے ہوئے یہ بتائیے کہ آپ کے خیال میں آئندہ چھ ماہ کے دوران آپ کے علاقے کے معاشی صورتحال کیسی ہوگی؟



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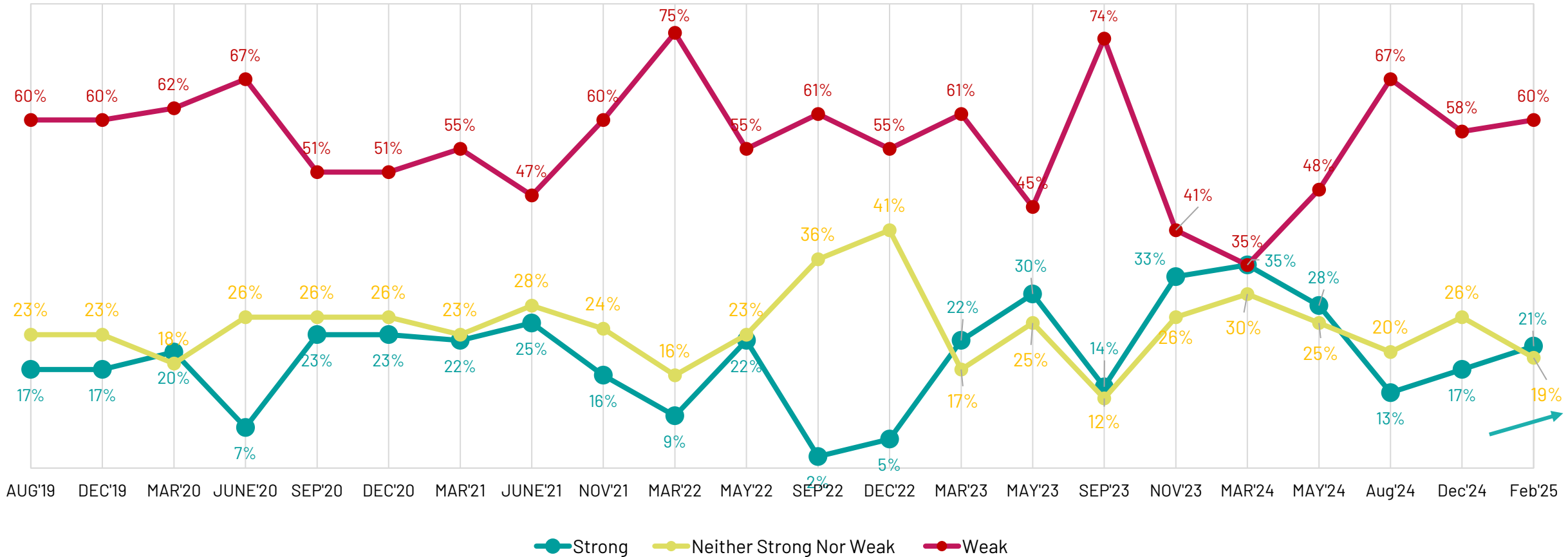


INVESTMENT INDEX

3 in 5 Pakistanis expect their **personal financial conditions** to get **weaker** in next 6 months, whereas 1 in 5 are now optimistic, this optimism is on a constant rise since Aug'24.

Q Looking ahead six months from now, do you expect your personal financial situation to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

آئندہ چھ ماہ کے بارے میں سوچتے ہوئے یہ بتائیے کہ آپ کے خیال میں آئندہ چھ ماہ کے دوران آپ کی اپنی معاشی صورتحال کیسی ہوگی؟

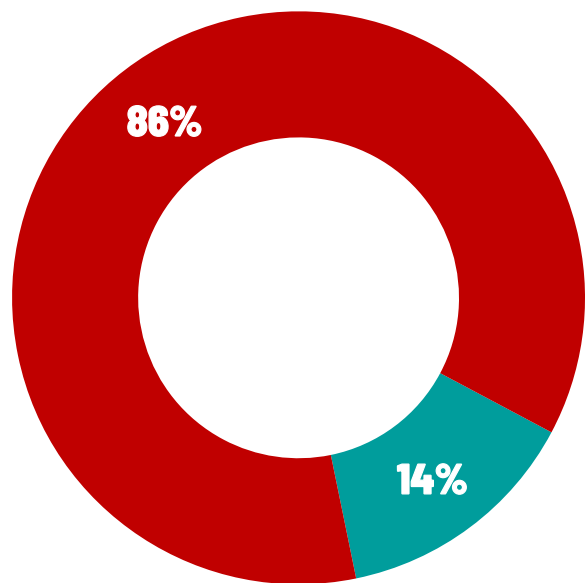


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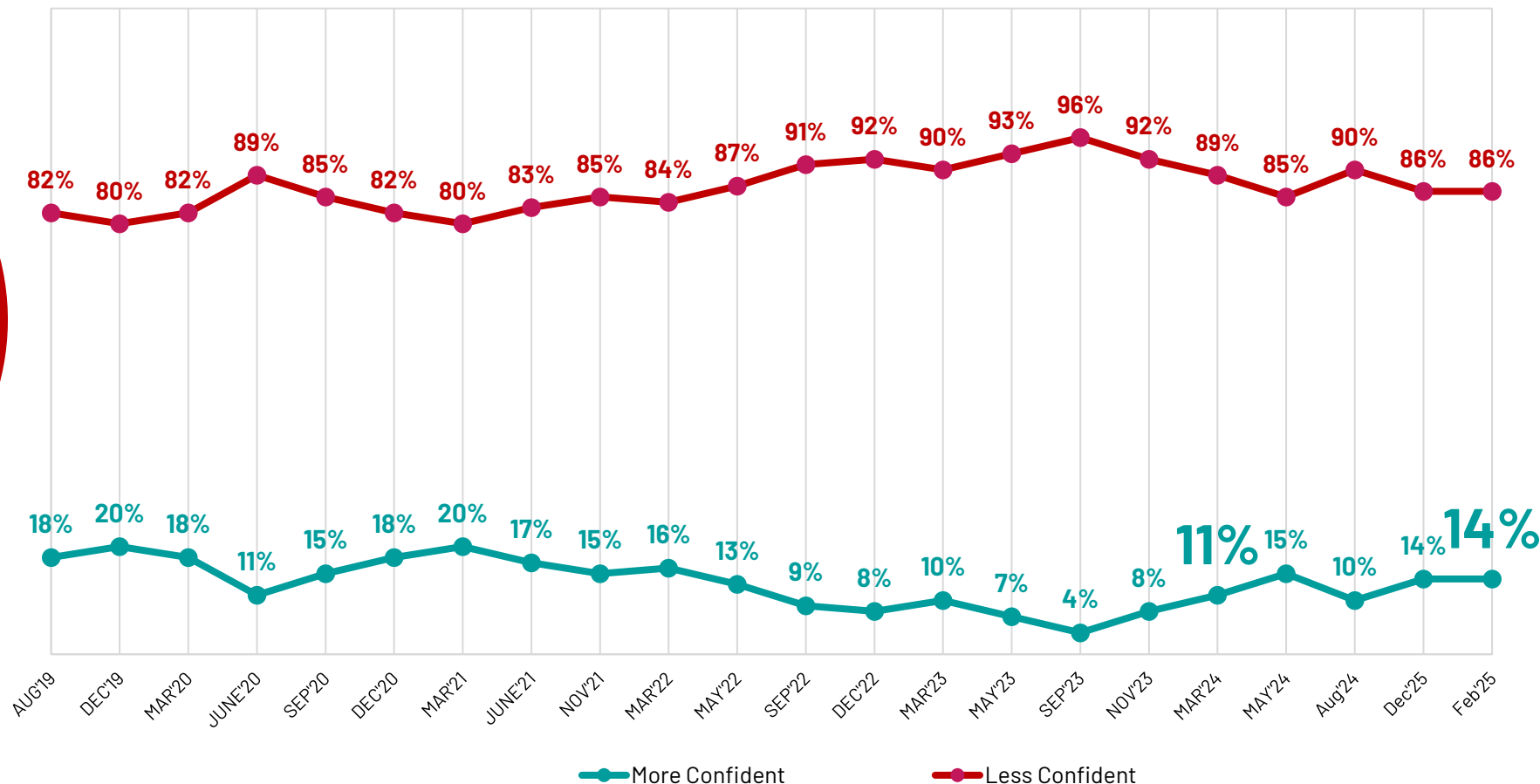


Confidence to invest: 86% **do not** feel confident to invest in future. However, confidence among Pakistanis about future savings has been on an increase, increasing by 30% since last year.

Q Compared to 1 year ago, are you NOW more or less confident to invest in the future, including your ability to save money for your retirement or your children's education?
 یہ بتائیے کہ گذشتہ ایک سال پہلے کے مقابلے میں آج کل آپ اس حوالے سے کس حد تک کم یا زیادہ پراعتماد ہیں کہ آپ میں مستقبل مثال ریٹائرمنٹ کے بعد یا اپنے بچوں کی تعلیم، شادی وغیرہ کے اخراجات کے لئے پیسہ بچانے کی صلاحیت موجود ہے؟



■ More Confident ■ Less Confident



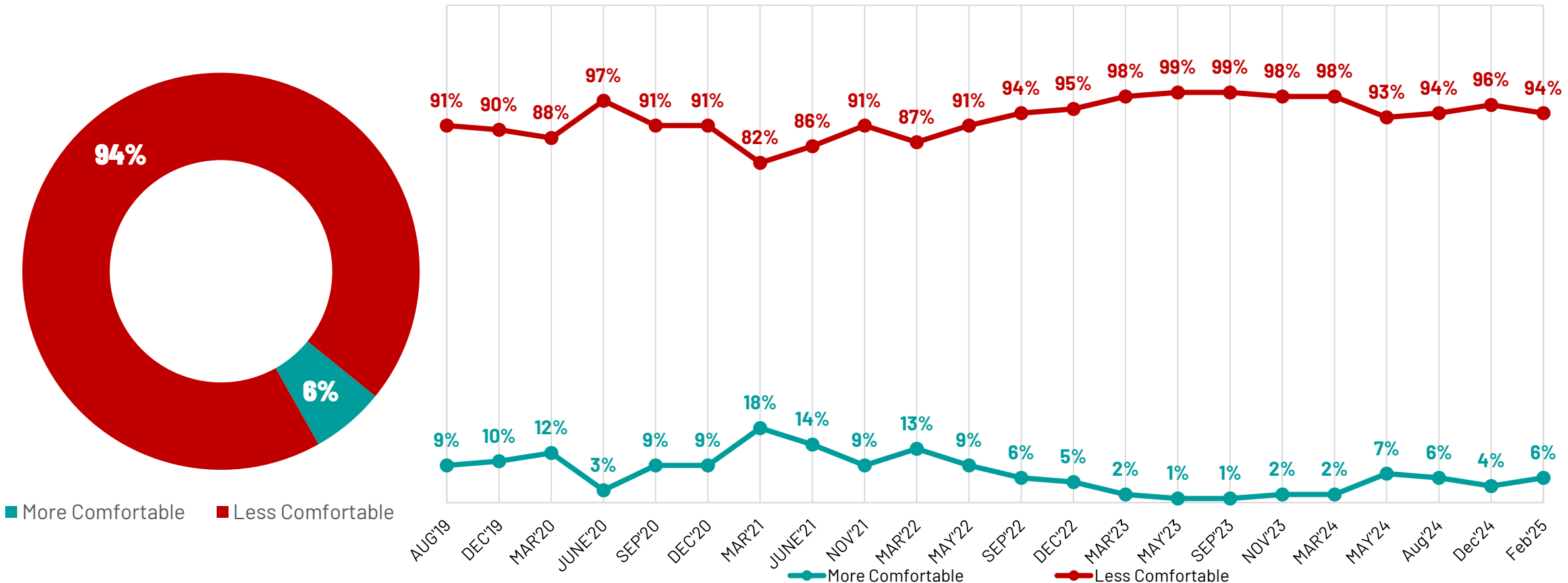
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Confidence in making major purchases: While slightly increased, confidence in the ability to make major purchases still **stays at 6%.**

Q Compared to 1 year ago, are you NOW more or less comfortable making a major purchase, like a home or car?

یہ بتائیے کہ گذشتہ ایک سال پہلے کے مقابلے میں آج کل آپ کے لئے کوئی بڑی خریداری کرنا مثلاً جائیداد، گاڑی یا نئے کپڑے وغیرہ خریدنا آسان ہوگیا ہے یا مش کل ہوگیا ہے؟



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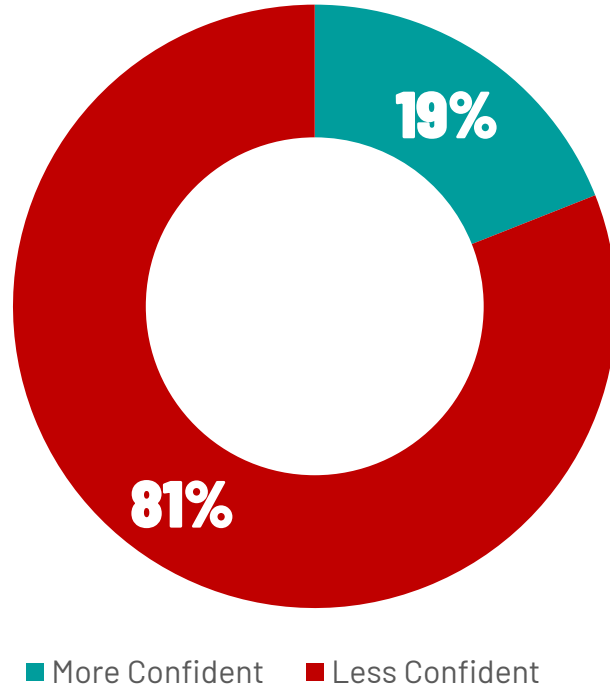
JOBS INDEX

Confidence in job security: 8 in 10 Pakistanis do not feel secure about jobs, whereas 2 in 10 feel secure, with males and middle income groups being most confident.

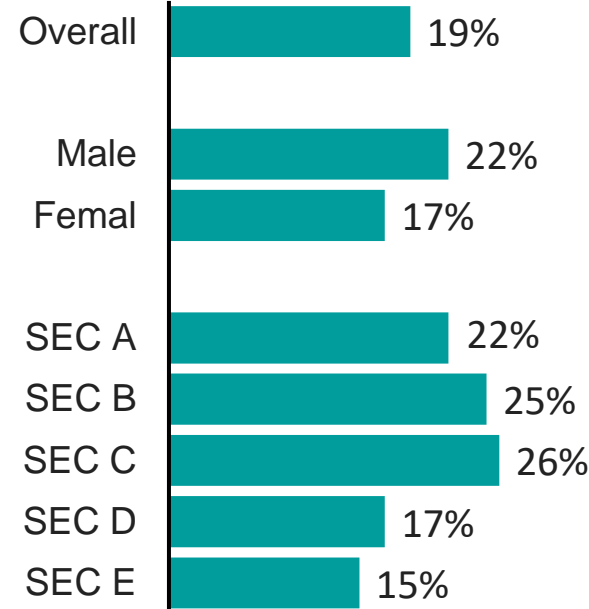
Q

Compared to 1 year ago, are you NOW more or less confident about job security for yourself, your family and other people you know personally?

یہ بتائیے کہ گذشتہ ایک سال پہلے کے مقابلے میں آج کل آپ اپنی یا اپنے گھرانے کے افراد یا جان پہچان والے افراد کے ذریعہ معاش مثلاً مالزمت، کاروبار وغیرہ کے باقی رہنے کے حوالے سے مجموعی طور پر کس حد تک کم یا زیادہ پراعتماد ہیں؟



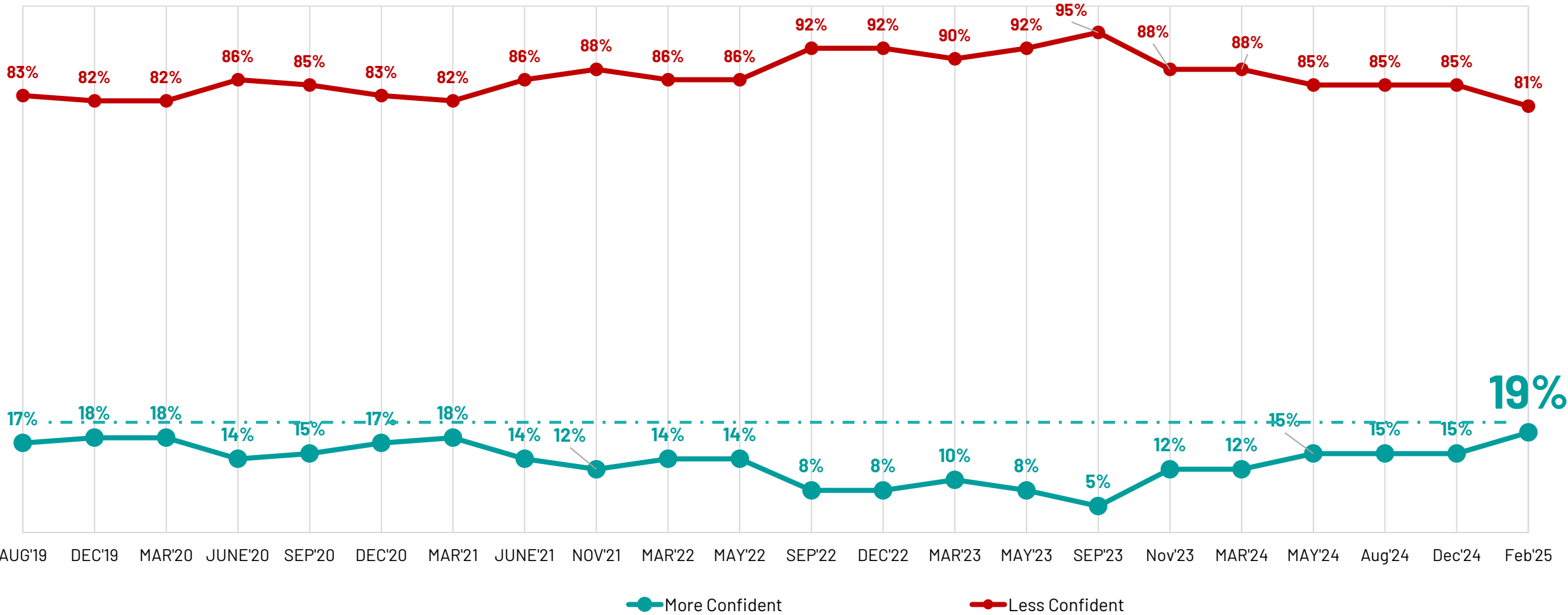
Those who are confident about job security.



Base:1078 CATI Pakistani adults 18+, 11 - 18 Feb 2025



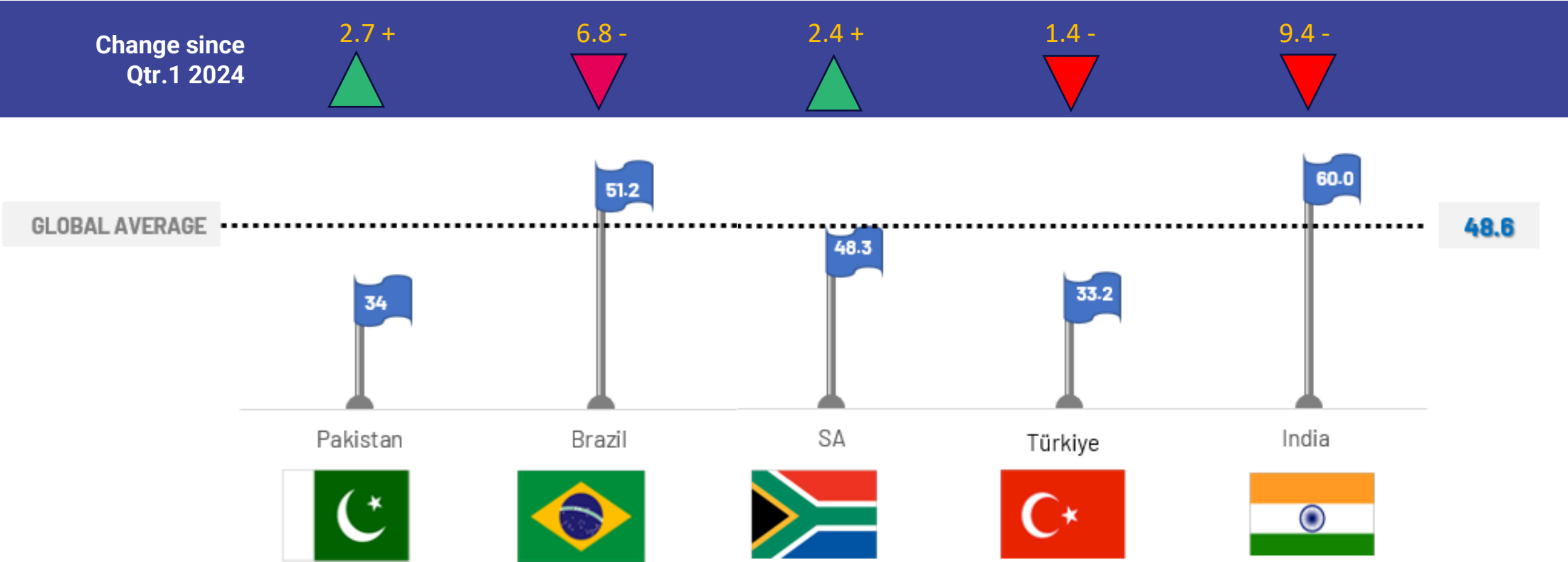
Confidence in job security has taken off to 19%, reaching ever highest since we started tracking CCI.



Global Consumer Confidence Index

The background of the slide is a complex, layered image. At the center is a transparent globe showing the continents. Surrounding the globe are various currency symbols: a dollar sign (\$) at the top left, a Euro symbol (€) at the top right, and a Yen symbol (¥) to the right of the globe. A large, white, 3D arrow points diagonally upwards and to the right, suggesting growth or a positive trend. The bottom left corner shows a close-up of a US dollar bill, specifically the portrait of Benjamin Franklin. The entire image has a blue and purple color palette with a digital, network-like texture.

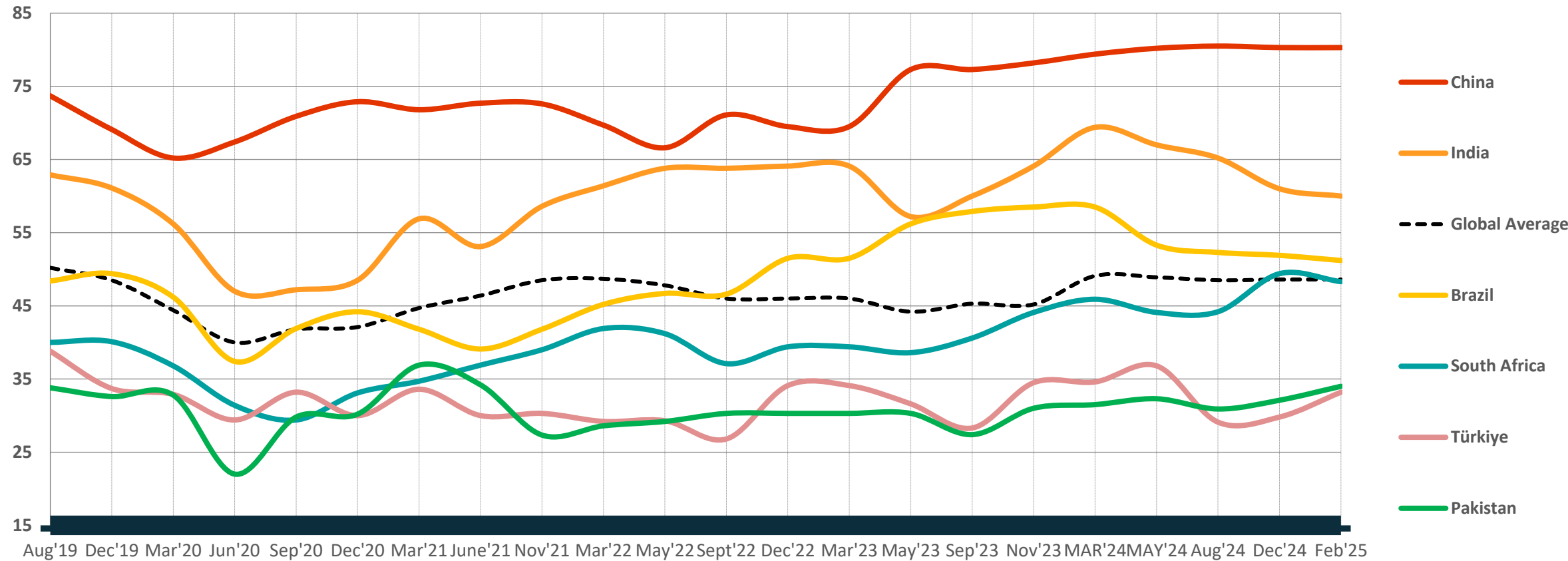
Over the last one year, Pakistan observed a positive change (2.7 pts) in Global Consumer Confidence Index, with positive change in all four sub-indices.



CURRENT INDEX	19.6	2.3	▲
EXPECTATIONS INDEX	47.4	2.4	▲
INVESTMENT INDEX	20.8	2.3	▲
JOBS INDEX	48.2	4.1	▲

With constant improvements in the last quarter, Pakistan maintains its position above Türkiye in rankings, but well below other similar countries

GLOBAL CONSUMER CONFIDENCE INDEX (GCCİ)



THANK YOU

**For more details and queries please
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