

**IPSOS**

# **CONSUMER CONFIDENCE INDEX**

*IN PAKISTAN*

**Q2 2025**

29<sup>th</sup> May, 2025

# METHODOLOGY

## APPROACH

Computer Assisted Telephonic Interviews (CATI)

## SAMPLE

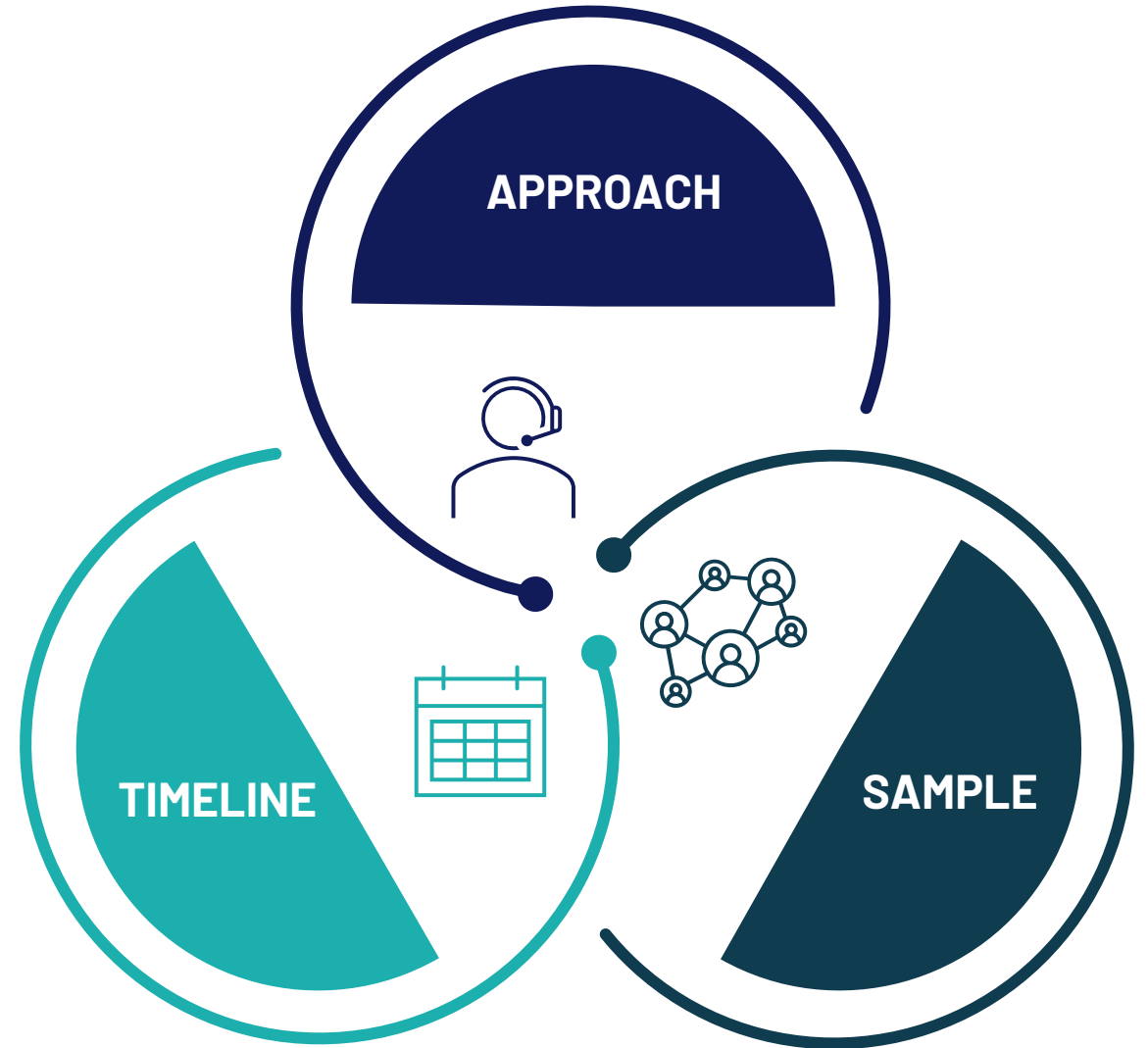
N=1000+

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

## TIMELINE

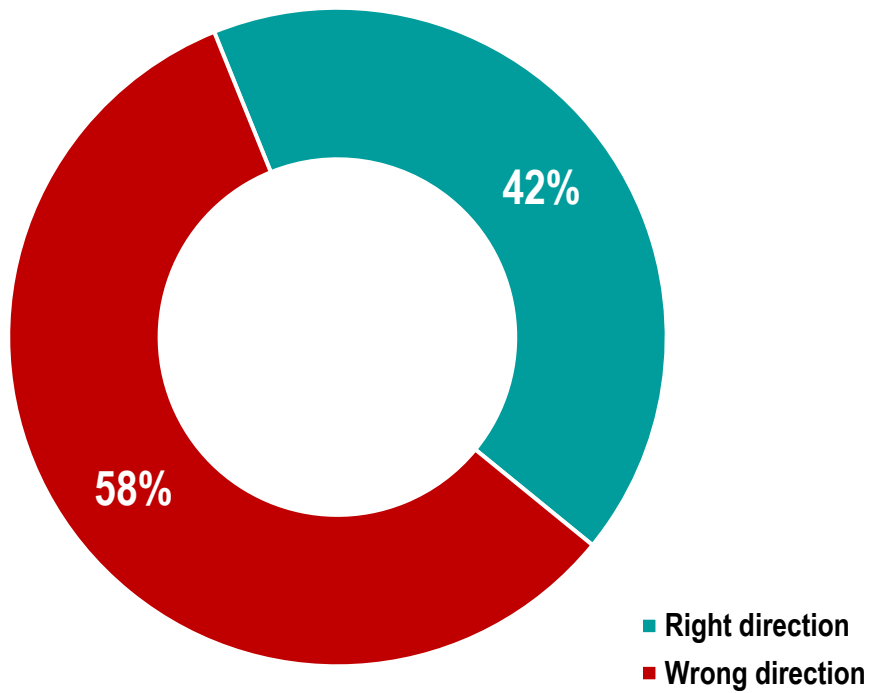
Data collection done from  
20<sup>th</sup> to 28<sup>th</sup> May 2025

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:** ~2 in 5 Pakistanis believe the country is on the **right** track. Optimism is at peak in KPK, followed up by Punjab, higher among rural population, middle-income groups.

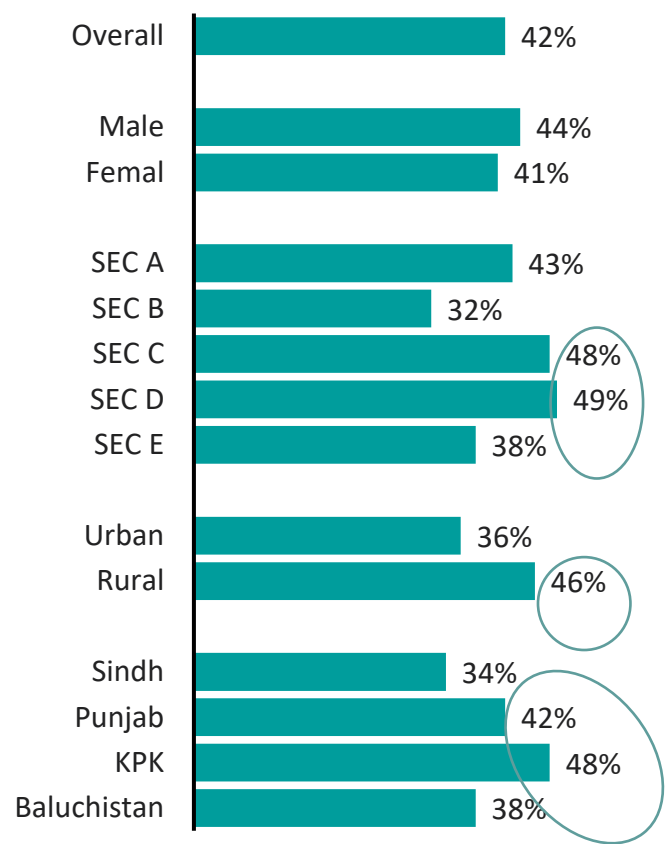
**Q** Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?  
یہ بتائیے کہ آپ کے خیال میں کیا پاکستان کے حالات درست سمت میں جا رہے ہیں یا غلط سمت میں جا رہے ہیں؟



Base:1000+ CATI Pakistani adults 18+, 20 - 28 May 2025

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Those who said Pakistan is moving in the right direction.



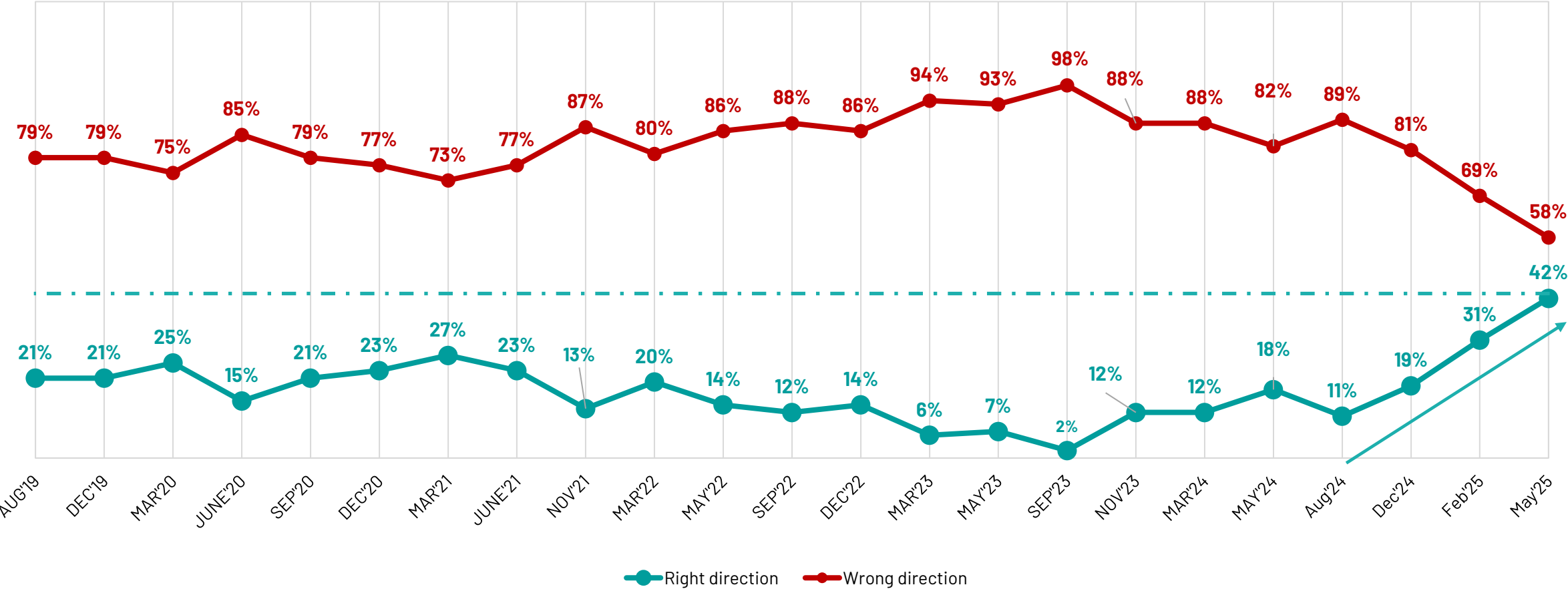


# Optimism has risen sharply in last couple of years, now breaking all records, reaching its ever highest in 6 years.

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؟



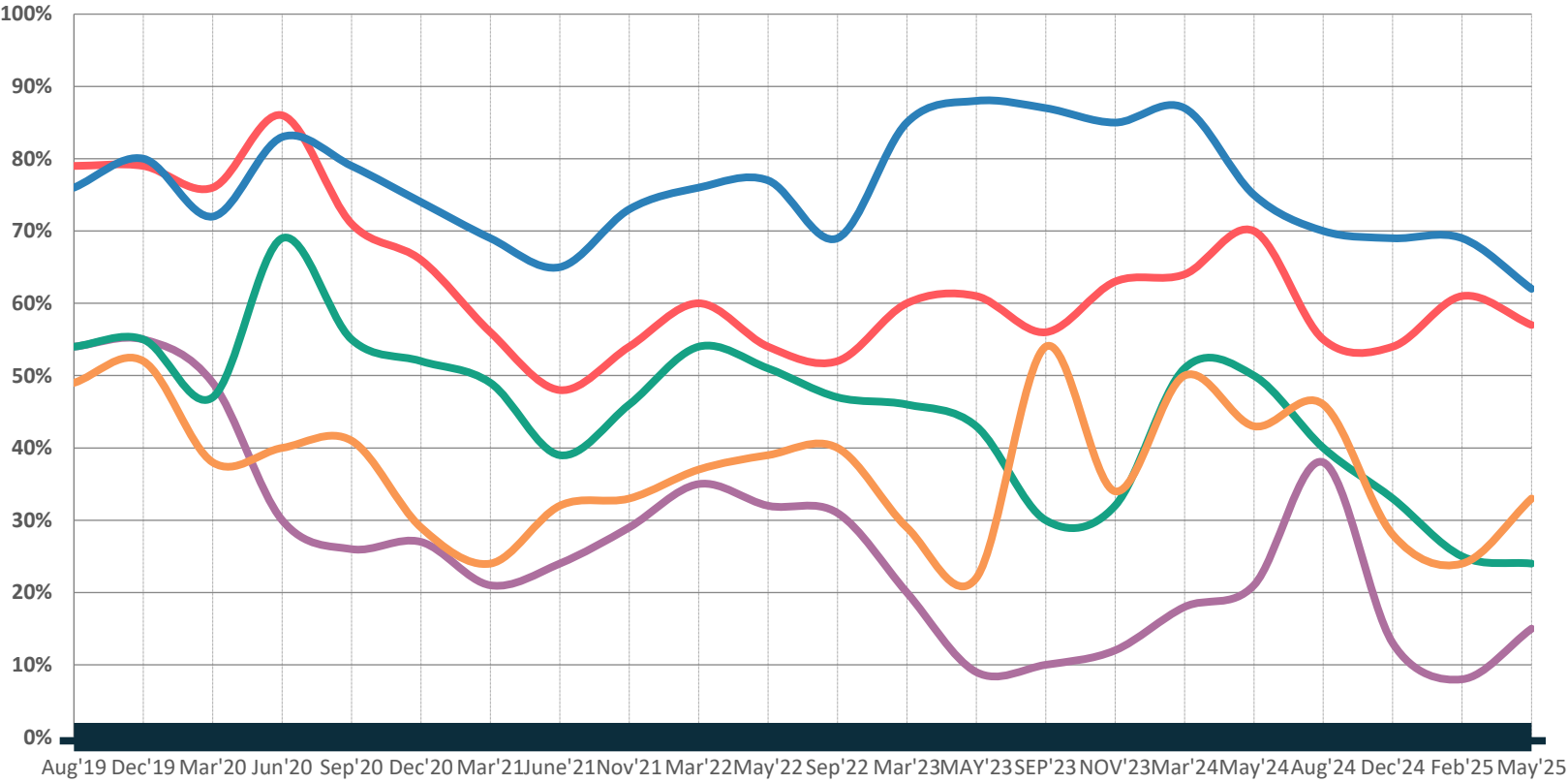
Base:1000+ CATI Pakistani adults 18+, 20 - 28 May 2025






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**Most worrying issues:** Economic concerns continue to ease, however, rising electricity prices and tax burden are worrying more Pakistanis.

**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 Q2 2025 |                                | Change since Q1 2025 |
|---|------------|--------------------------------|----------------------|
|    | 62%        | Inflation                      | -7% ↓                |
|    | 57%        | Unemployment                   | -4% ↓                |
|    | 27%        | Increasing Poverty             | -1% ↓                |
|    | 33%        | Increase in electricity prices | +9% ↑                |
|  | 15%        | Burden of additional taxes     | +7% ↑                |

Base:1000+ CATI Pakistani adults 18+, 20 - 28 May 2025



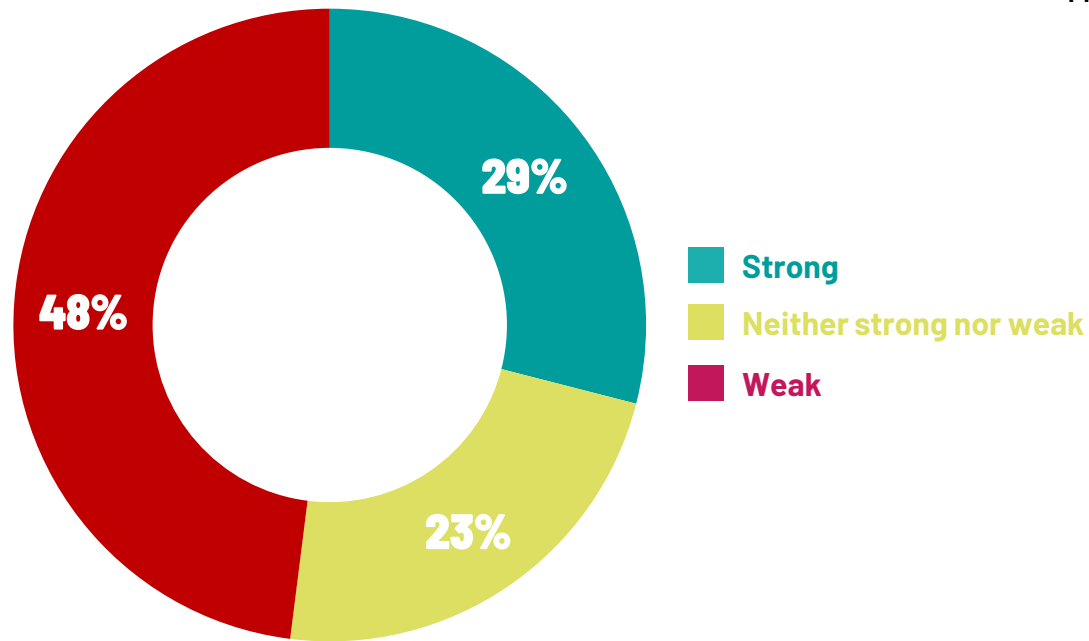
# CURRENT INDEX

**Current State of Economy:** ~3 in 10 Pakistanis believe the country's economic condition is **strong**. Females and both the upper and lower classes are more optimistic.

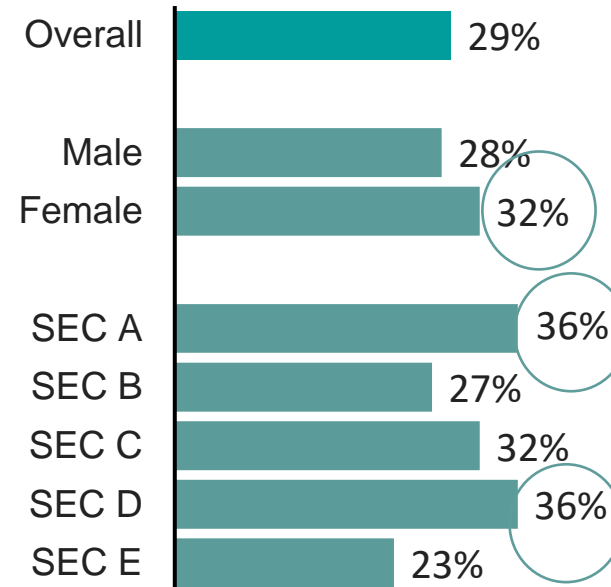
Q

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



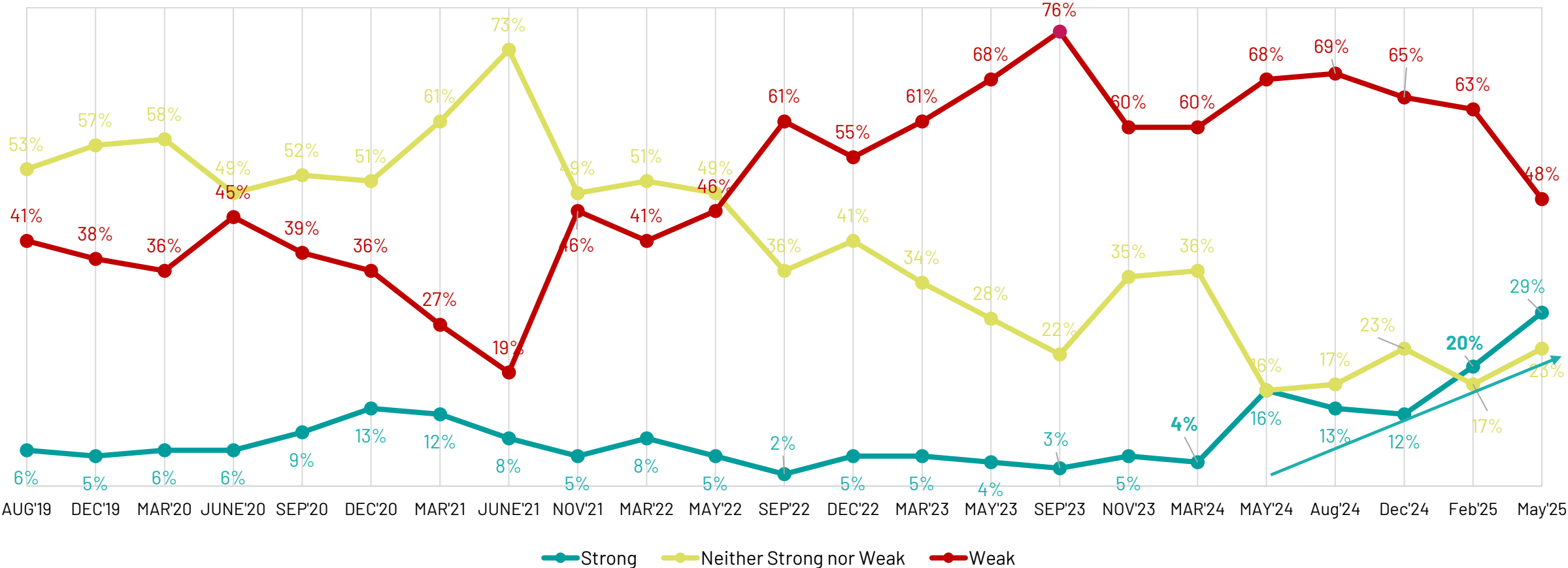
Base: 1000+ CATI Pakistani adults 18+, 20 - 28 May 2025

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**Current State of Economy:** Current perceptions of economy being strong are EVER HIGHEST since Aug. 2019.

**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؟



Base:1000+ CATI Pakistani adults 18+, 20 - 28 May 2025

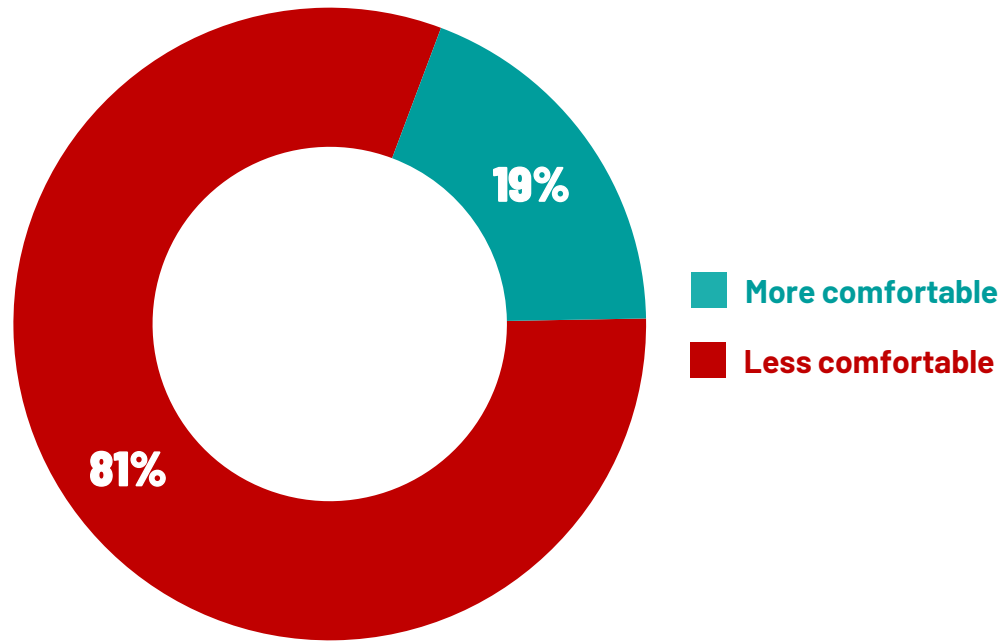


## Household Purchases: ~1 in 5 Pakistanis now feel more comfortable while meeting household expenses, than a year ago. Even better feelings in rural citizens.

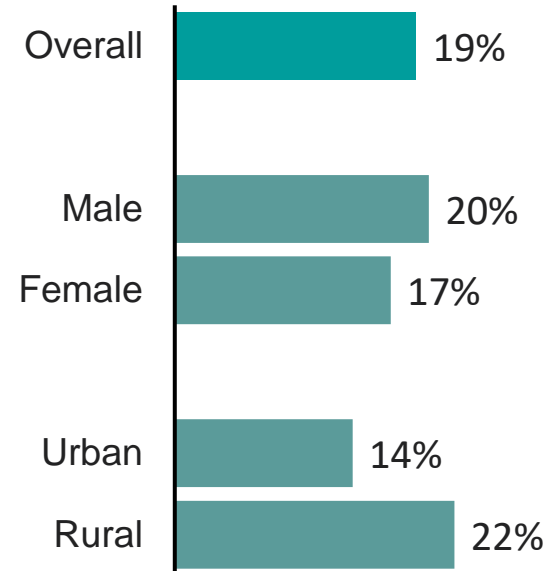
Q

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؟



Those who say current economic state is strong



Base: 1000+ CATI Pakistani adults 18+, 20 - 28 May 2025

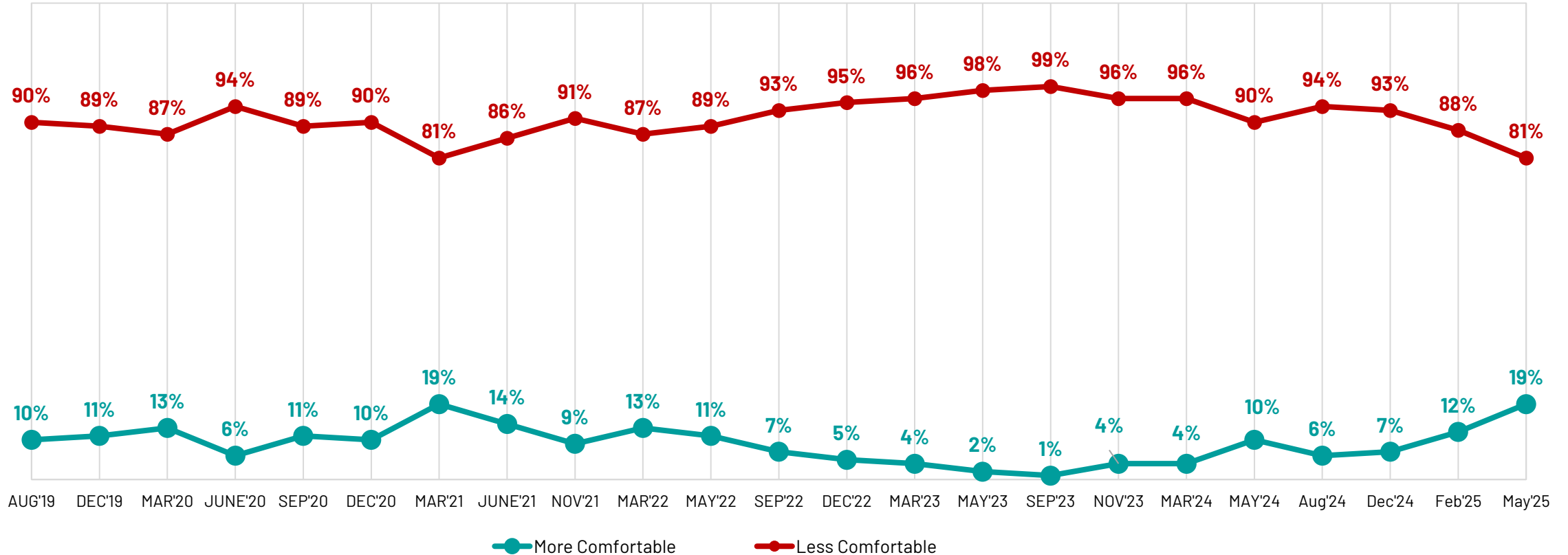


## Comfort in making household purchases: With ~1 in 5 Pakistanis now being comfortable making daily household purchases, this ratio nearly doubled in last one year.

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؟



Base: 1000+ CATI Pakistani adults 18+, 20 - 28 May 2025

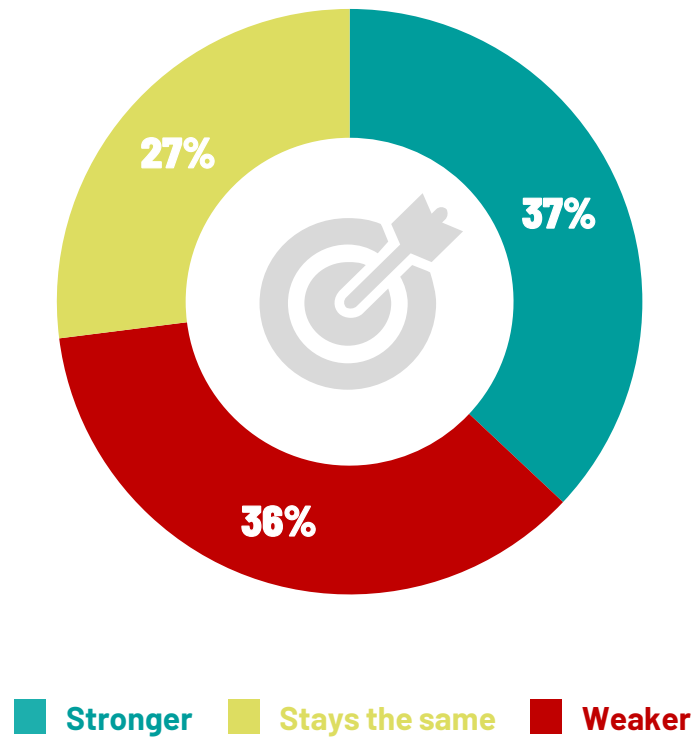


# EXPECTATIONS INDEX

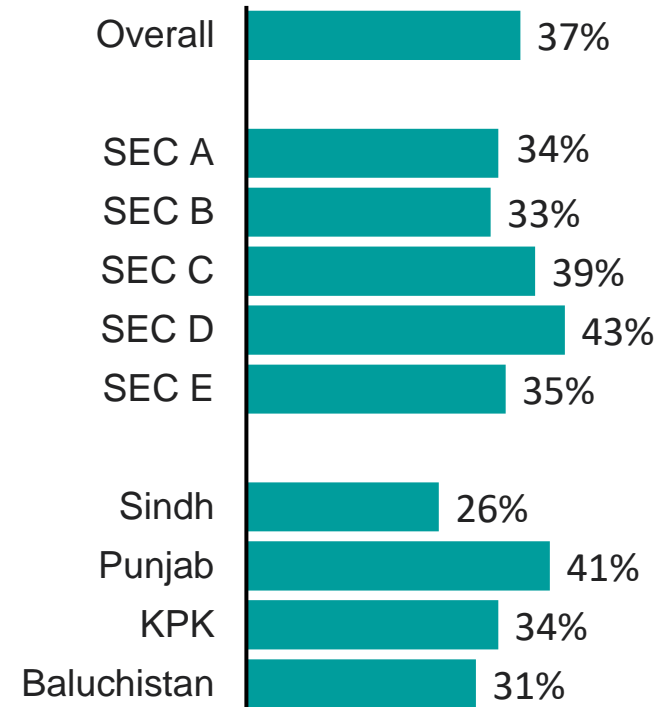
**Expectations from Economy:** Looking ahead, ~2 in 5 Pakistanis expect economy to get stronger in next 6 months, with Punjab (41%) and lower-middle class (43%) being most optimistic.

**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

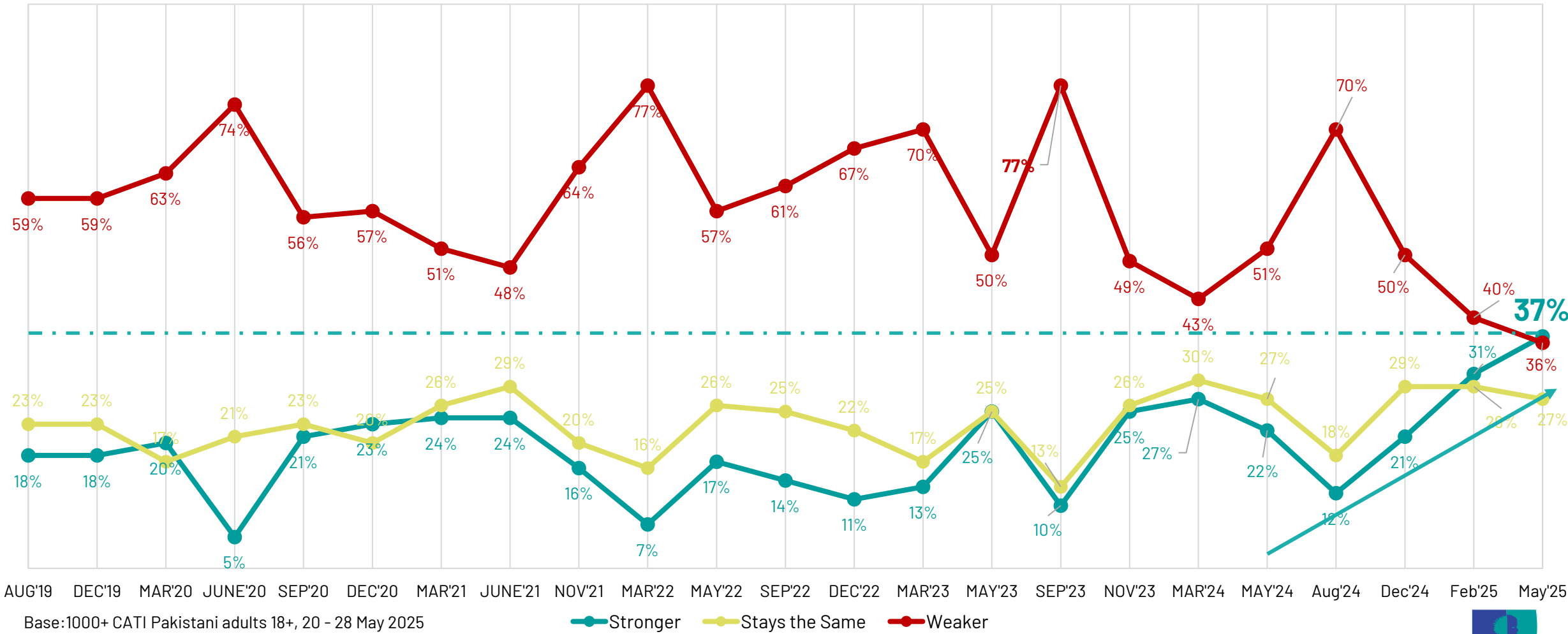


Base: 1000+ CATI Pakistani adults 18+, 20 - 28 May 2025



**Expectations from Economy:** For the first time since we started tracking consumer confidence in Pakistan, optimism about local economic conditions has *just* overtaken the pessimism.

**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؟



Base:1000+ CATI Pakistani adults 18+, 20 - 28 May 2025



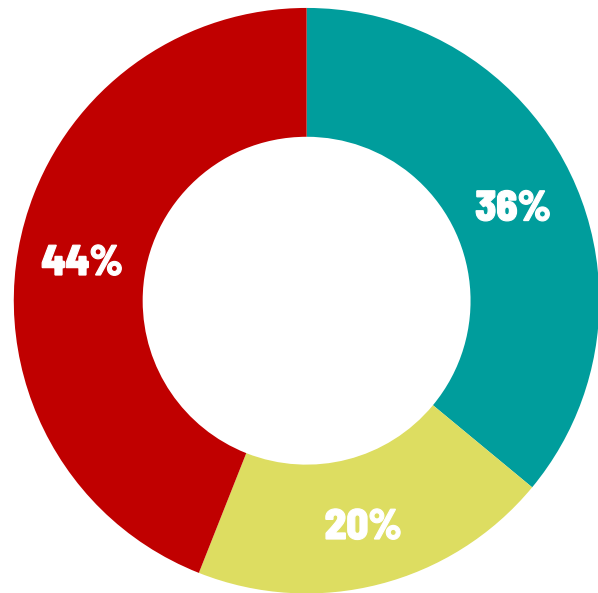
# INVESTMENT INDEX

# More than 1 in 3 Pakistanis expect their **personal financial conditions** to get **stronger** in next 6 months, females and young Pakistanis are more optimist.

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؟

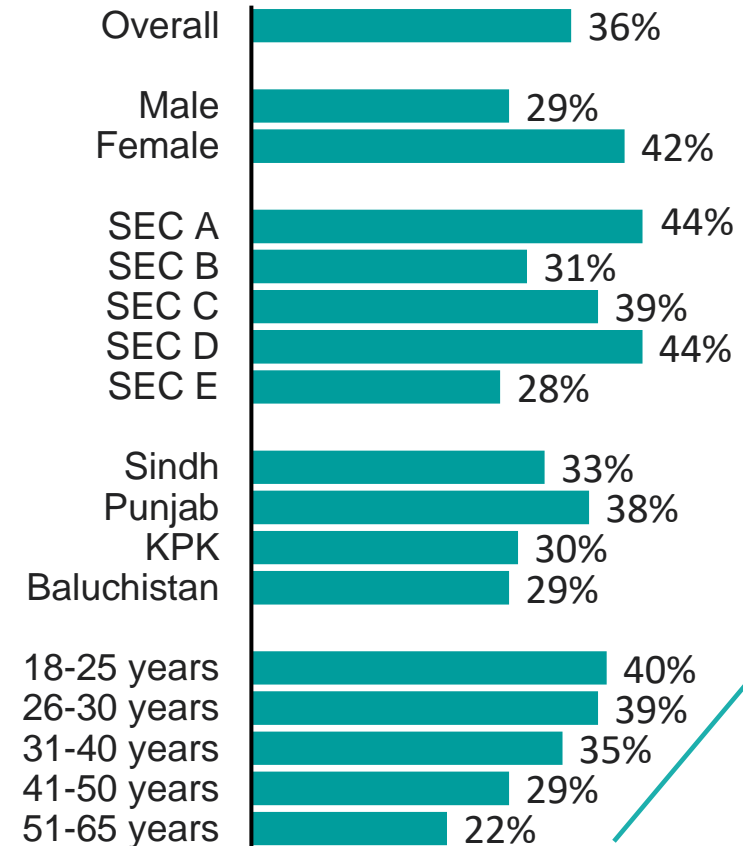


■ Stronger ■ Stays the same ■ Weaker

Base: 1000+ CATI Pakistani adults 18+, 20 - 28 May 2025

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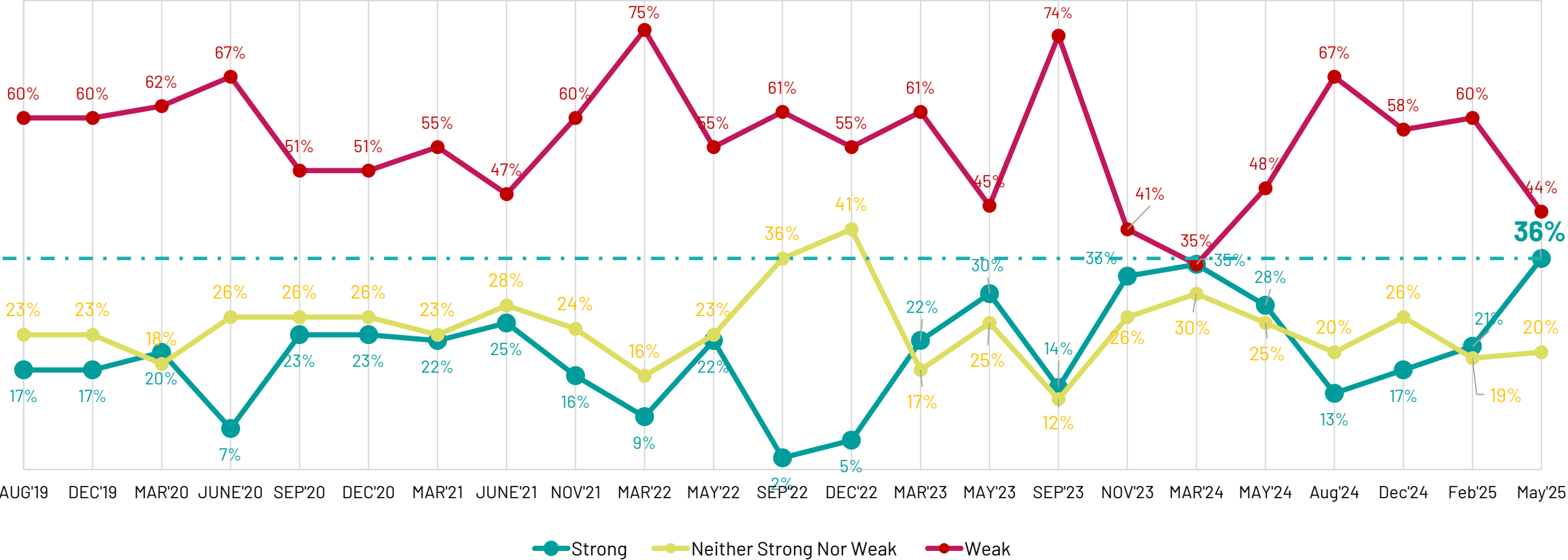
## Those who expect economy to get stronger in 6 months



# Optimism about **personal financial conditions** is following a healthy trajectory.

**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؟



Base:1000+ CATI Pakistani adults 18+, 20 - 28 May 2025



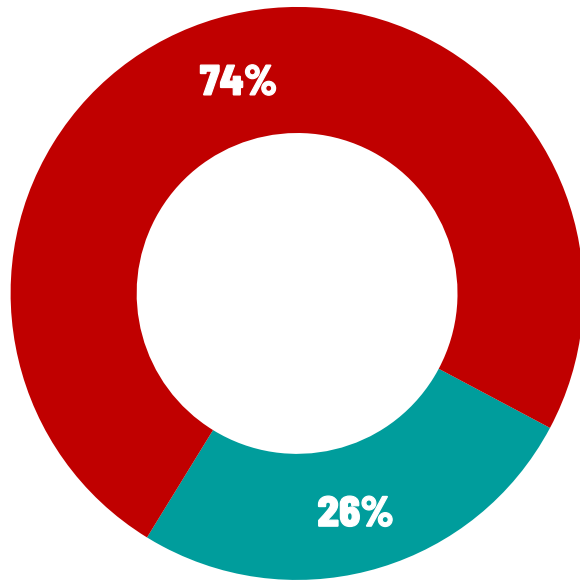


## Confidence to invest: One-fourth Pakistanis feel confident to invest in future, **reaching ever highest in 6 years.**

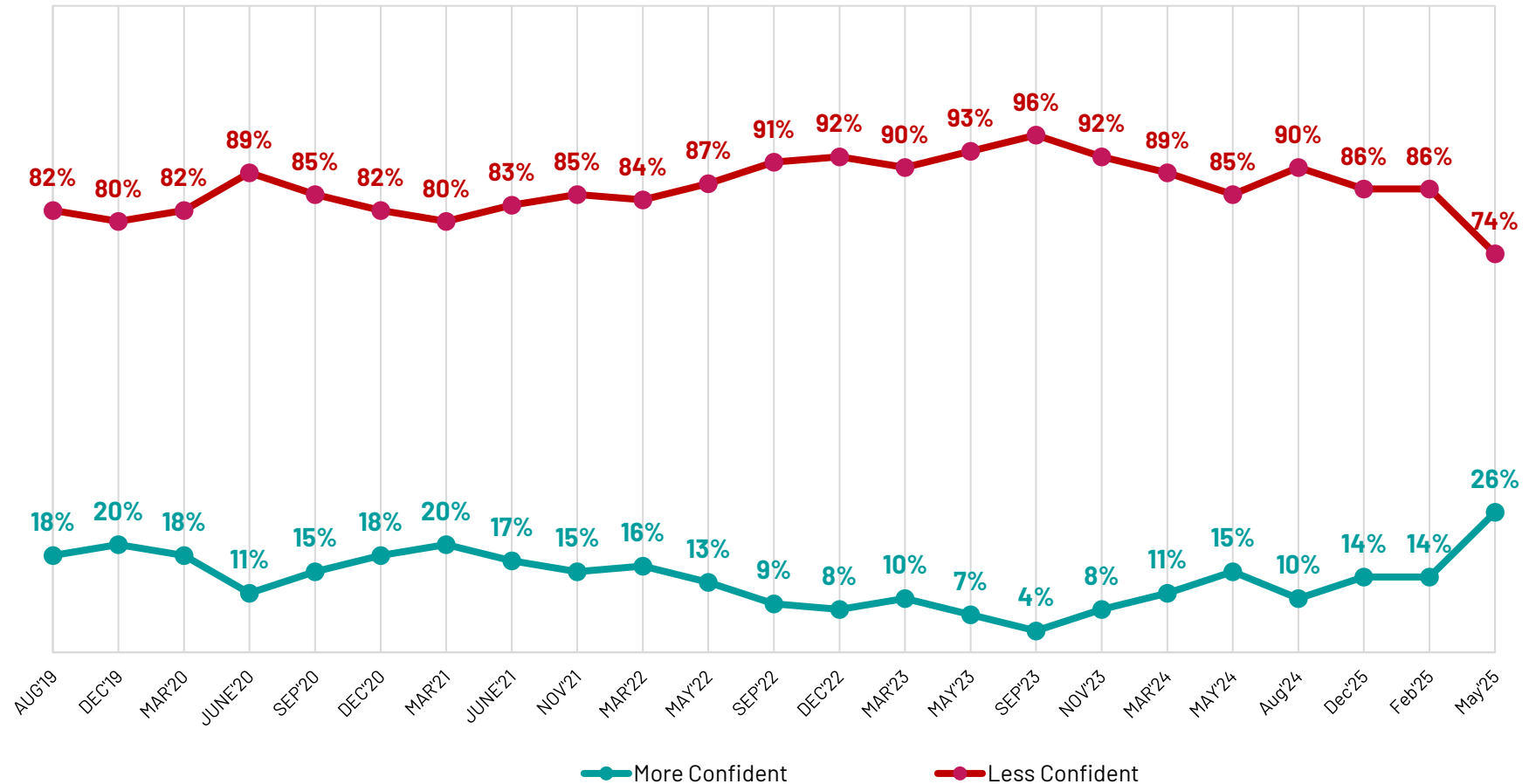
Q

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 گزشتہ ایک سال پہلے کے مقابلے میں آج کل آپ اس حوالے سے کس حد تک کم یا زیادہ پراعتماد ہیں کہ آپ میں مستقبل مثلاً ریٹائرمنٹ کے بعد یا اپن ے بچوں کی تعلیم، شادی وغیرہ کے اخراجات کے لئے پیسہ بچانے کی صلاحیت موجود ہے؟



More Confident Less Confident



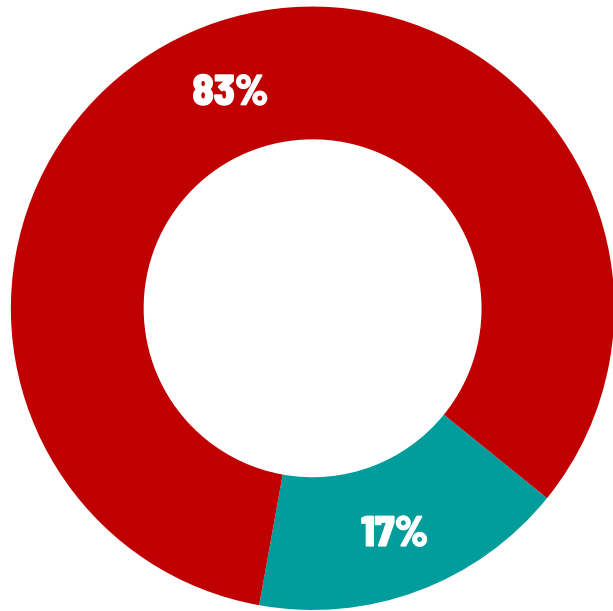
Base: 1000+ CATI Pakistani adults 18+, 20 - 28 May 2025

# Confidence in making major purchases: Confidence in the ability to make major purchases jumps to 17% from mere 1% couple of years ago.

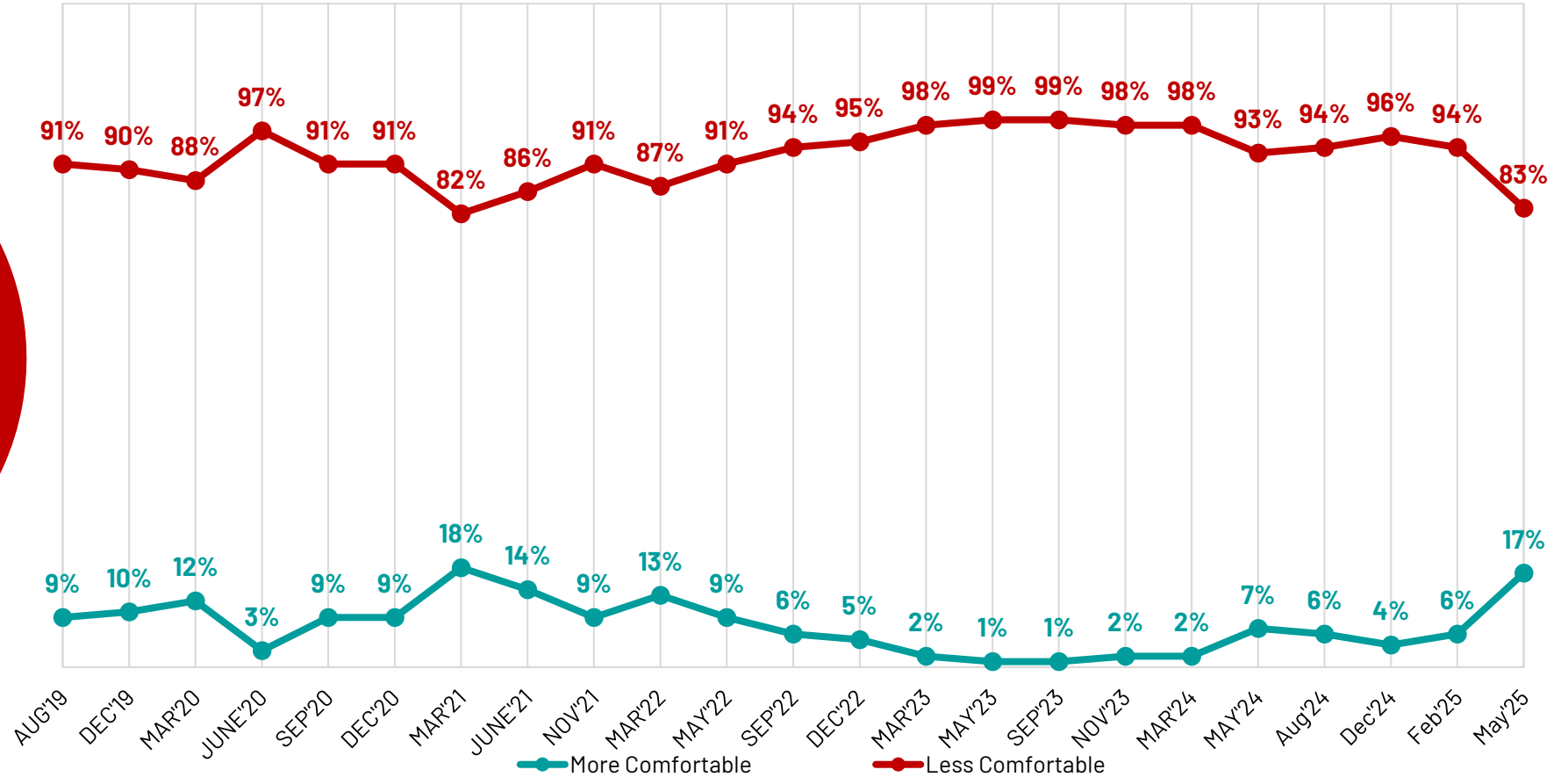
Q

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 ہو گیا ہے یا مش کل ہو گیا ہے؟



More Comfortable Less Comfortable



Base:1000+ CATI Pakistani adults 18+, 20 - 28 May 2025



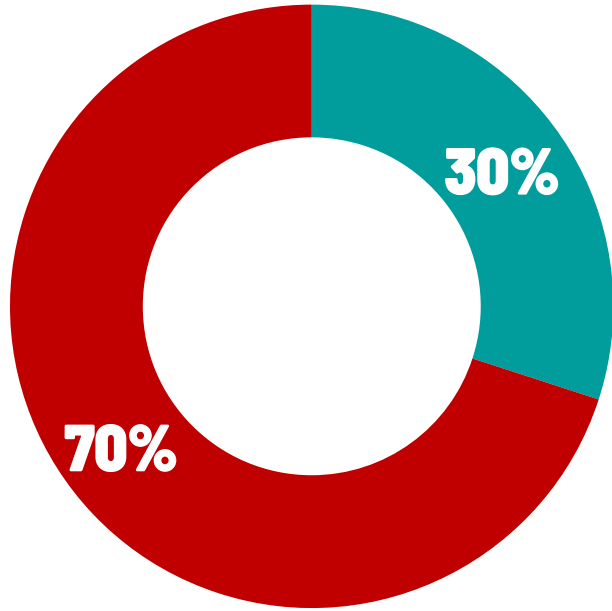
# **JOBS** **INDEX**

## Confidence in job security: ~3 in 10 Pakistanis feel secure about jobs, with rural people and middle-income groups and youth being more secure.

Q

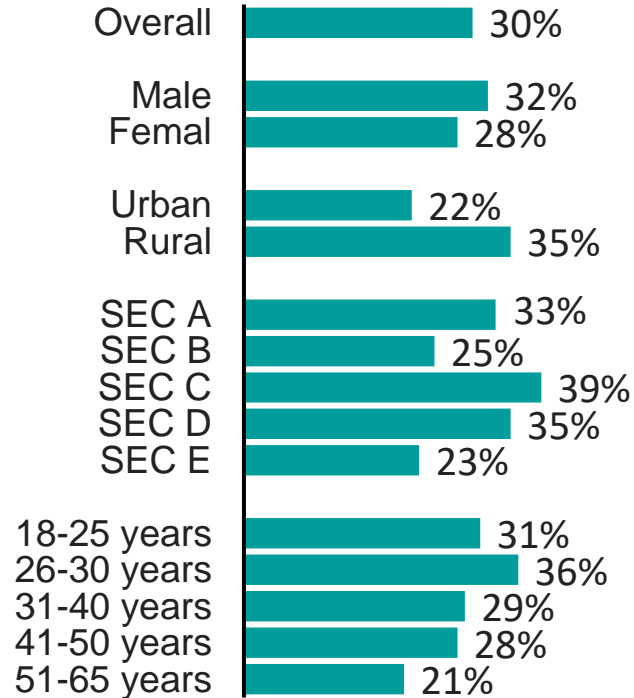
Compared to 1 year ago, are you NOW more or less confident about job security for yourself, your family and other people you know personally?

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؟



■ More Confident ■ Less Confident

### Those who are confident about job security.

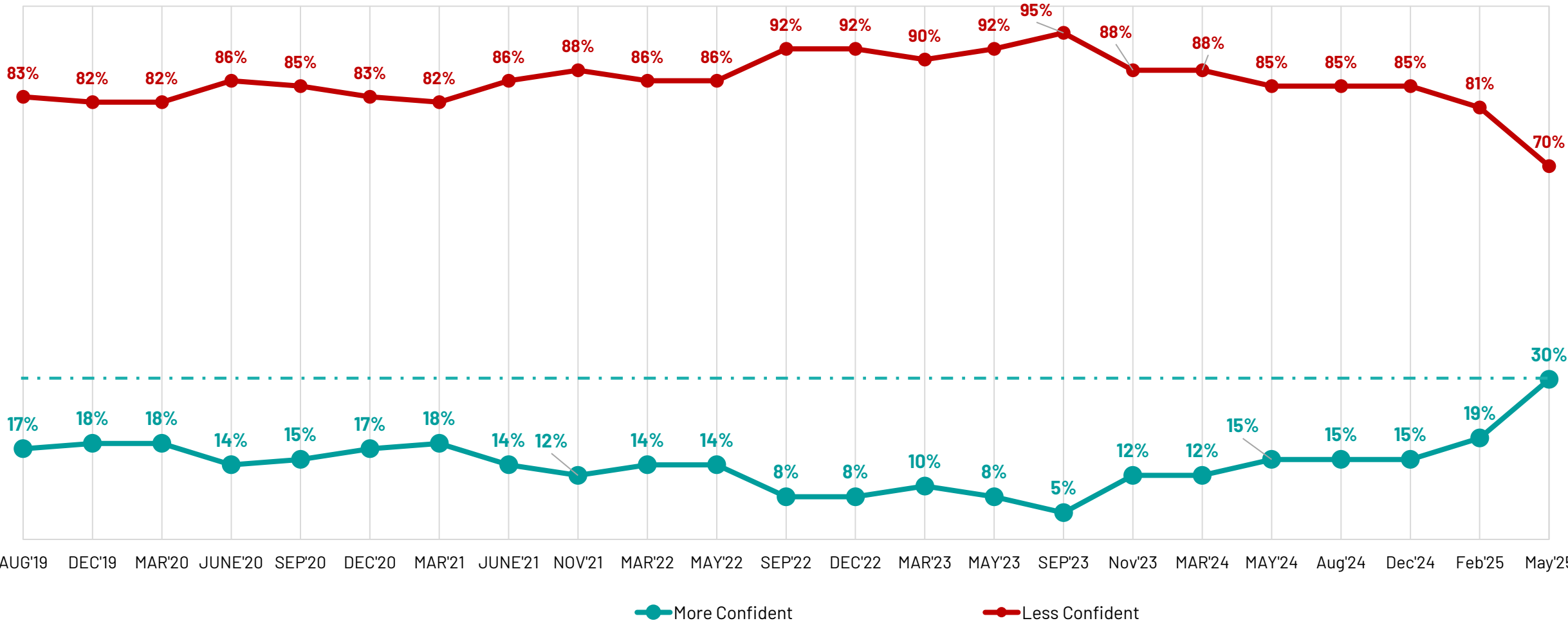


Base:1000+ CATI Pakistani adults 18+, 20 - 28 May 2025





**Confidence in job security** in Pakistan has attained its best level since we started tracking CCI in 2019.



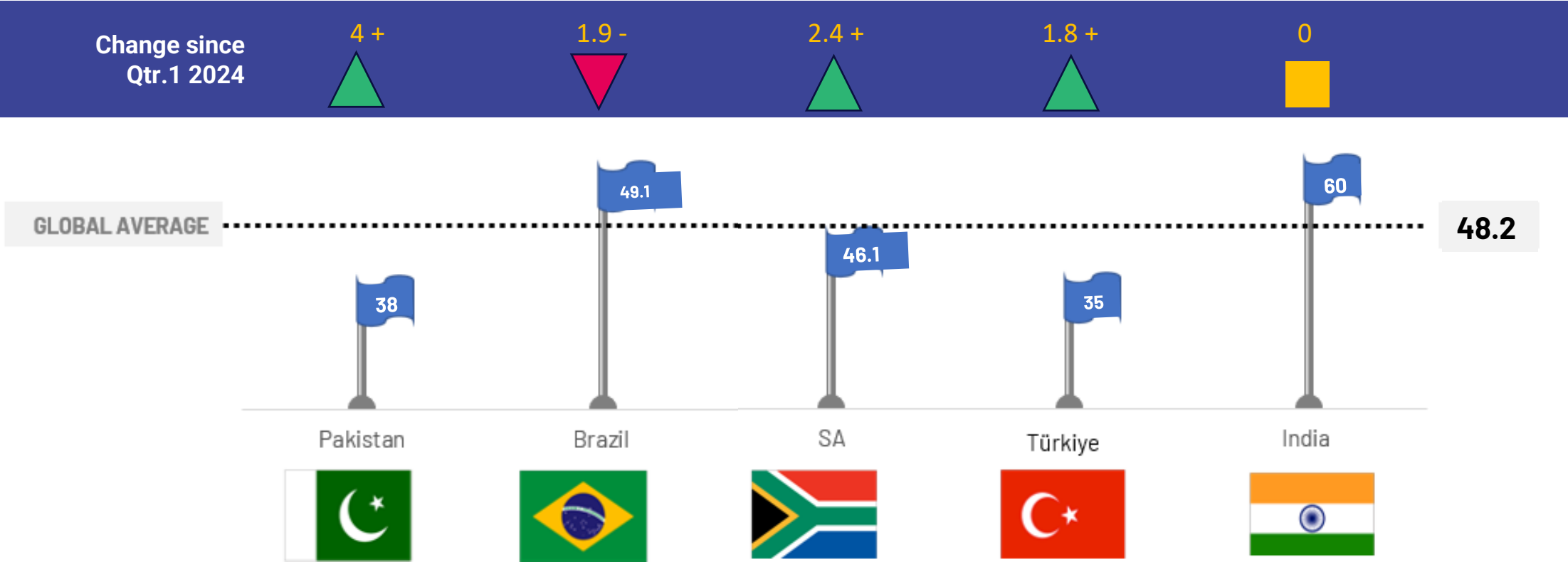
Base:1000+ CATI Pakistani adults 18+, 20 - 28 May 2025



# 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, upward-pointing arrow is positioned to the right of the globe, suggesting growth or a positive trend. The bottom left corner features a close-up of a US dollar bill, specifically showing the portrait of Benjamin Franklin. The entire image has a blue and purple color palette with a digital, network-like texture.

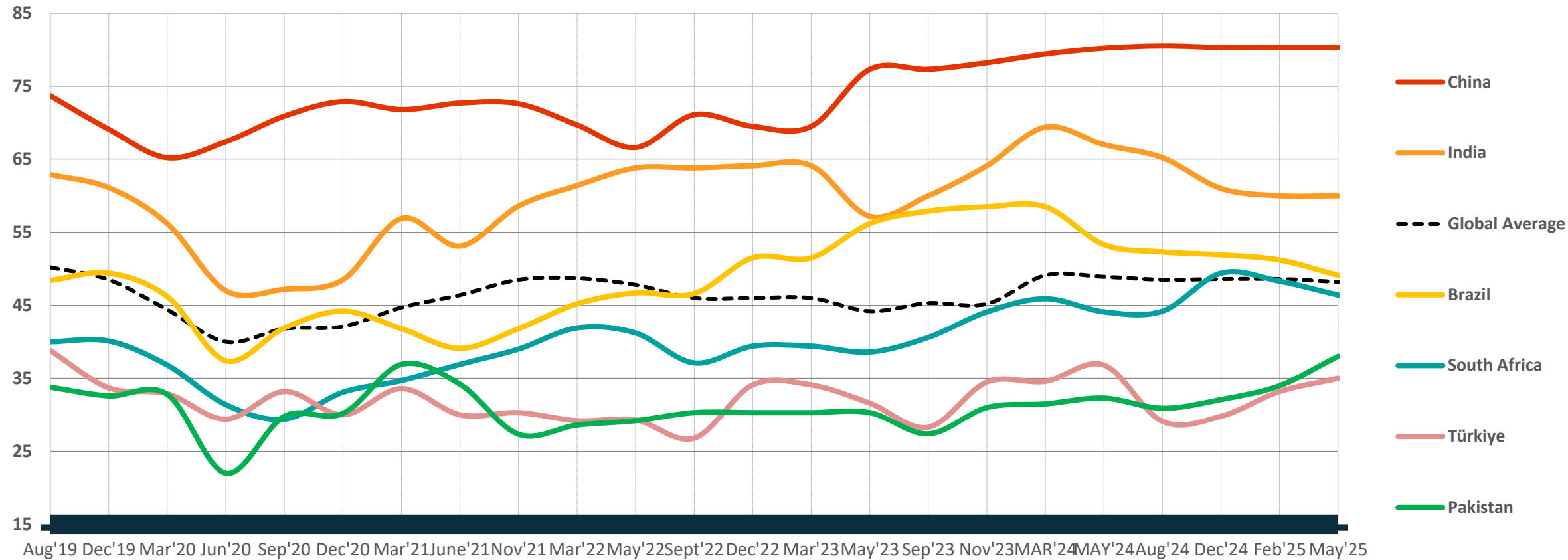
Over the last one quarter, Pakistan observed a positive change (4 pts) in Global Consumer Confidence Index, with positive change in all four sub-indices. It's also best increase comparing with other emerging markets.



|                    |      |     |   |
|--------------------|------|-----|---|
| CURRENT INDEX      | 24.1 | 4.5 | ▲ |
| EXPECTATIONS INDEX | 49.7 | 2.2 | ▲ |
| INVESTMENT INDEX   | 25.7 | 4.9 | ▲ |
| JOBS INDEX         | 51.8 | 1.6 | ▲ |

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 (GCCI)





# THANK YOU

**For more details and queries please  
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