

# Ipsos Consumer Confidence Index - Pakistan Q3 2025

September 9, 2025

# Key Takeout



The latest wave i.e. Q3, 2025, of Ipsos Consumer Confidence Index (CCI) in Pakistan holds particular significance, as it captures public sentiment following the spike in optimism after the Pakistan-India conflict in May. Historically, such spikes in perception have been temporary, and this wave's data confirms that trend.

While perceptions of the country moving in the right direction and of a strong economy had temporarily increased in Q2, they have now resumed closer to pre-conflict levels. This plateauing reflects the ongoing economic pressures facing Pakistanis, including inflation, unemployment, and poverty. Concurrently, a decrease in the perceived burden of high electricity prices and additional taxes indicates that targeted government communications can influence perceptions, albeit partially.

It is noteworthy that despite this current dip, optimism has not collapsed. Personal financial optimism is the only indicator that has further increased since Q2 2025, especially Young Pakistanis and the middle class have displayed confidence in their personal financial outlook and their confidence in job security. Tracking consumer confidence since 2018 in Pakistan, this is a rare phenomenon driven by the optimism of young Pakistanis, reaching an all-time high that is worth celebrating and, more importantly, presenting a platform for policymakers to capitalize on this through effective measures and communication strategies.

As with previous waves, this survey reminds us that perception and reality are closely intertwined. Strengthening public confidence requires consistent economic performance as well as strong communication to maintain optimism while addressing structural challenges.

**Abdul Sattar Babar**  
Founding CEO & MD,  
Ipsos in Pakistan

# METHODOLOGY

## APPROACH

Computer Assisted Telephonic Interviews (CATI)

## SAMPLE

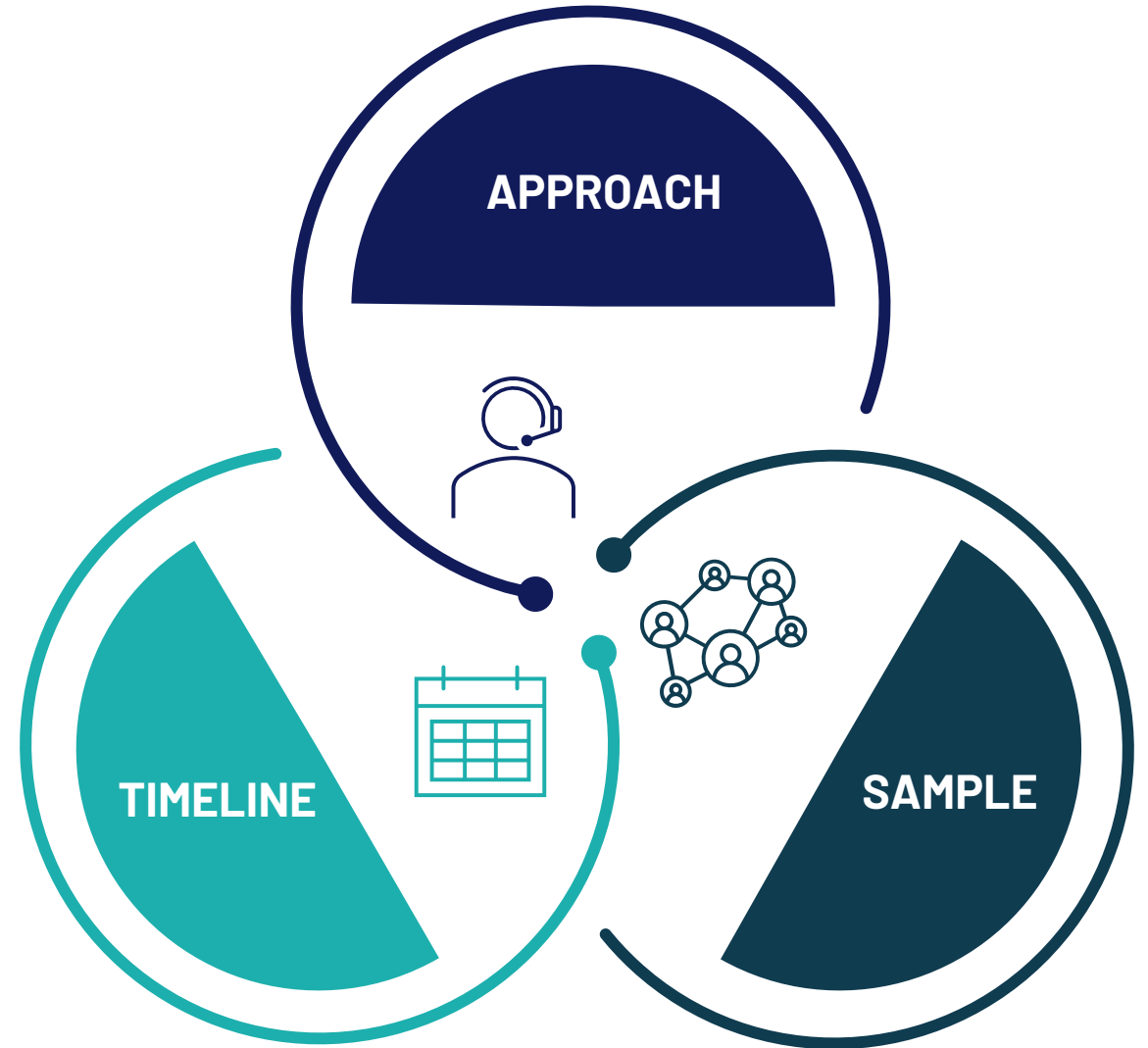
N=1000+

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  
15<sup>th</sup> to 20<sup>th</sup> Aug 2025

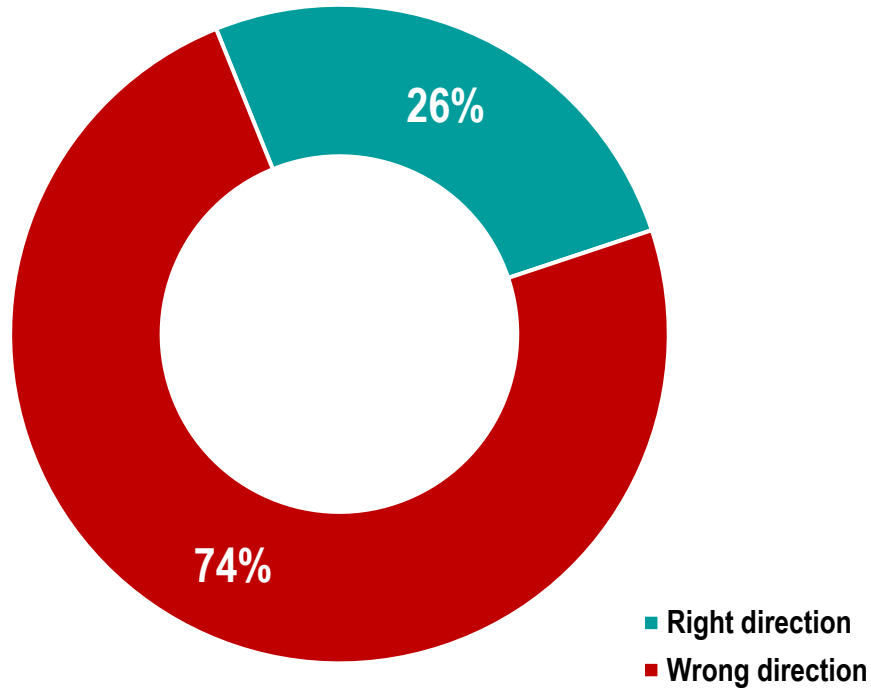
This study had NO external sponsors or partners. It was initiated and run by Ipsos with the intention to share our understanding about the world we live in and how citizens around the globe think & feel about their world.





**Country Direction:** ~1 in 4 Pakistanis believe the country is on the **right** track. Whereas optimism is higher among males, urban population, middle-income groups, and in Punjab.

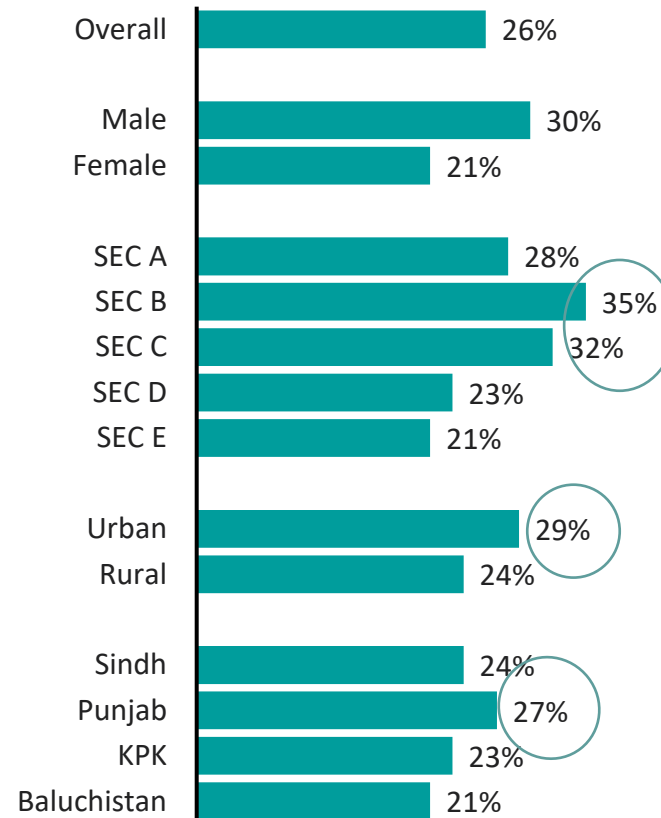
**Q** Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?  
یہ بتائیے کہ آپ کے خیال میں کیا پاکستان کے حالات درست سمت میں جا رہے ہیں یا غلط سمت میں جا رہے ہیں؟



Base: 1000+ CATI Pakistani adults 18+, 15 - 20 Aug 2025

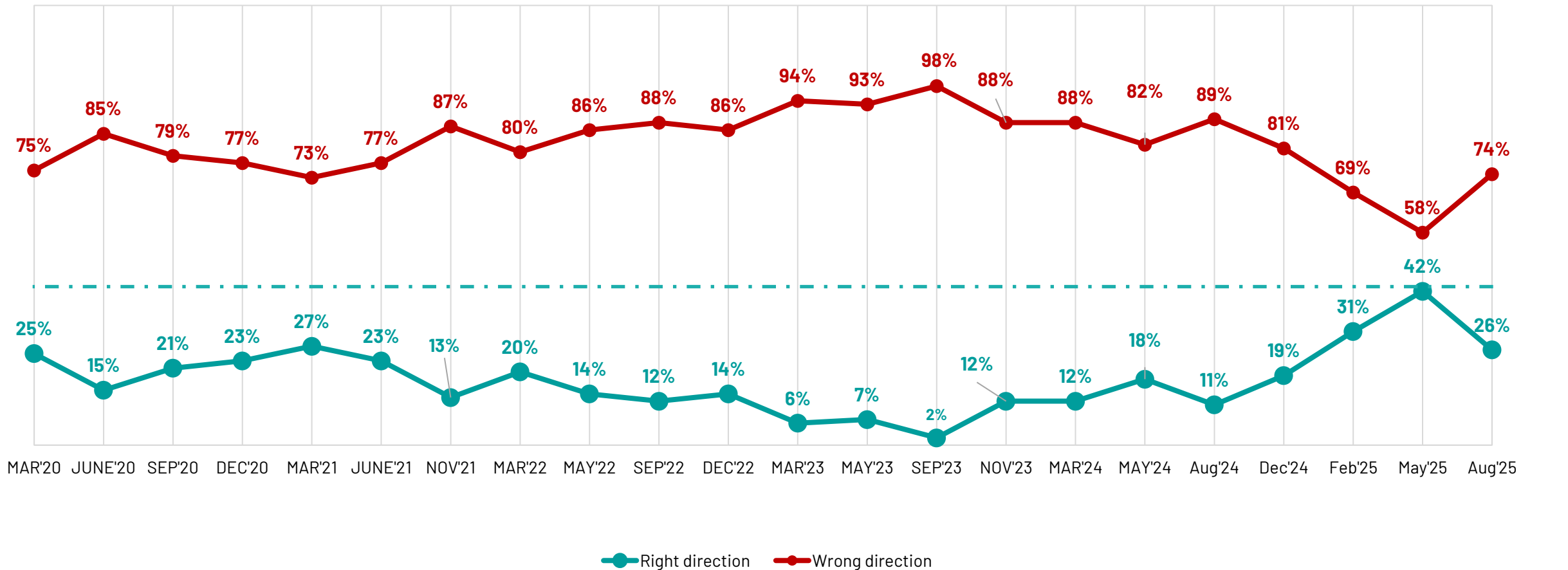
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Those who said Pakistan is moving in the right direction.



# Perceptions of the country moving in the right direction have returned closer to pre-conflict levels, following a spike after the Pakistan-India conflict in May.

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؟



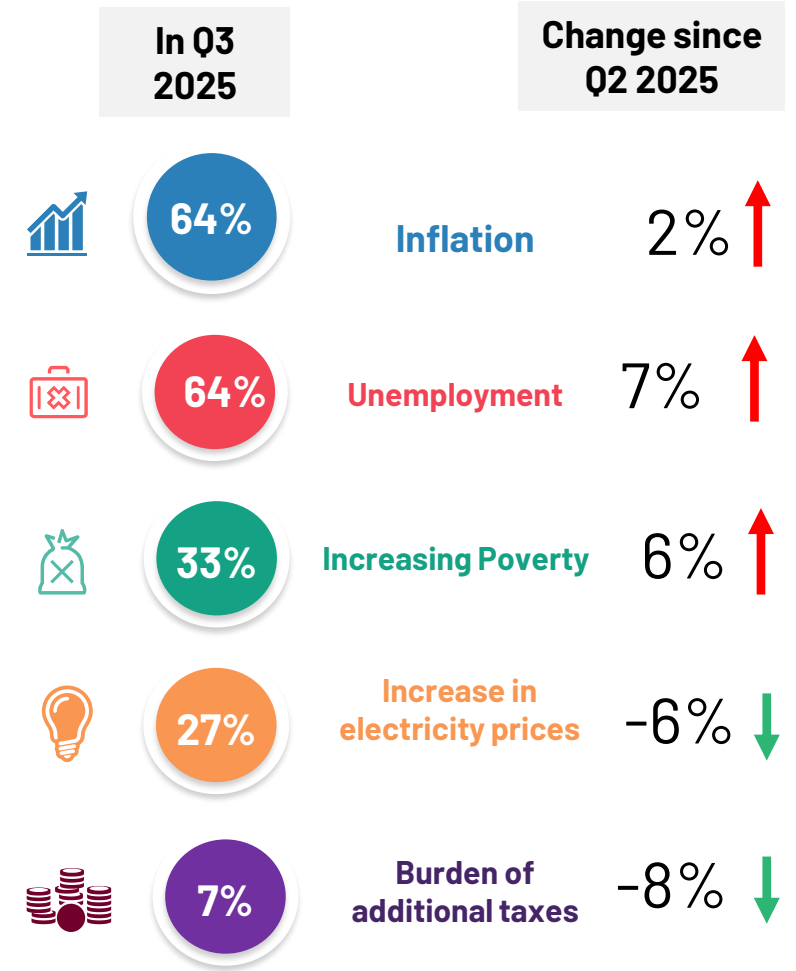
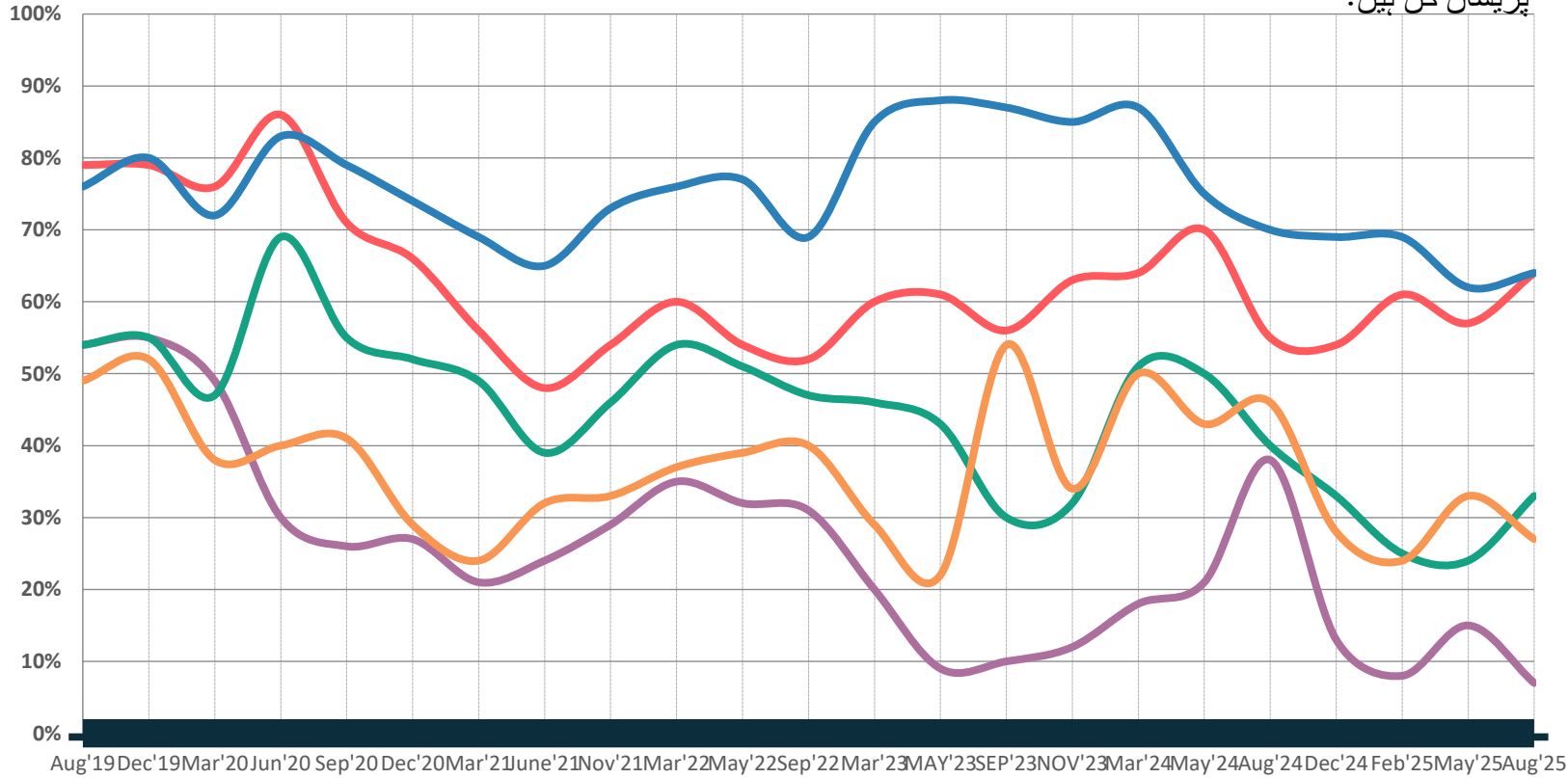
Base:1000+ CATI Pakistani adults 18+, 15 - 20 Aug 2025



**Most worrying issues:** Economic concerns remain high with rising inflation, unemployment, and poverty, though burden of taxes and electricity prices fell by **8pp** and **6pp** since Q2 2025, possibly reflecting impact of government communication efforts.

**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 سے مسائل پریشان کن ہیں؟



Base: 1000+ CATI Pakistani adults 18+, 15 - 20 Aug 2025

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# CURRENT INDEX

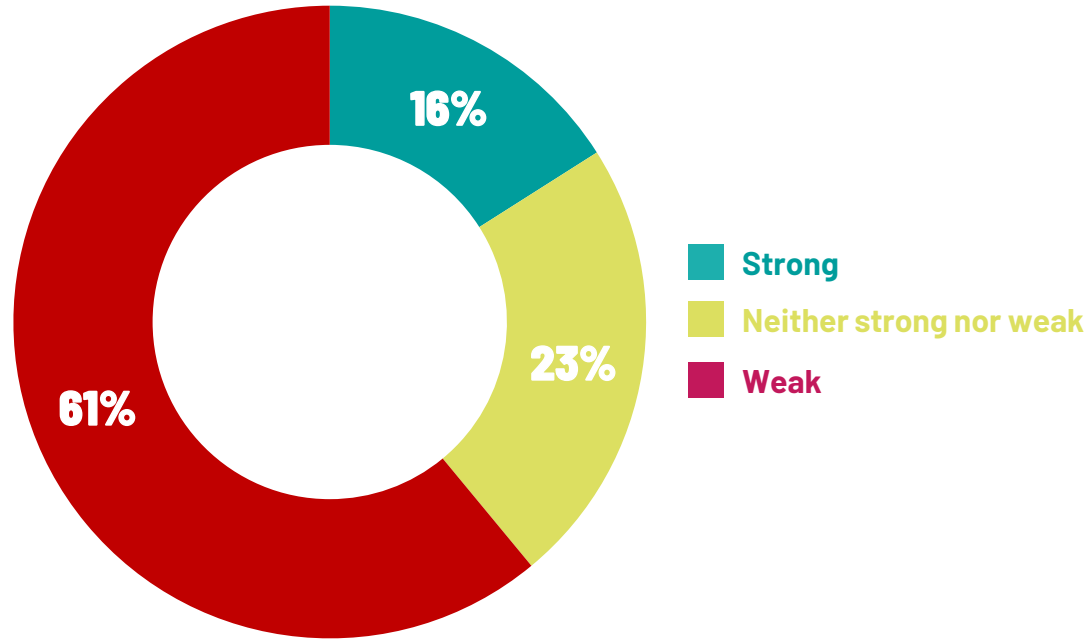


**Current State of Economy:** ~1 in 6 Pakistanis believe the country's economic condition is strong, with optimism higher among the upper and middle classes.

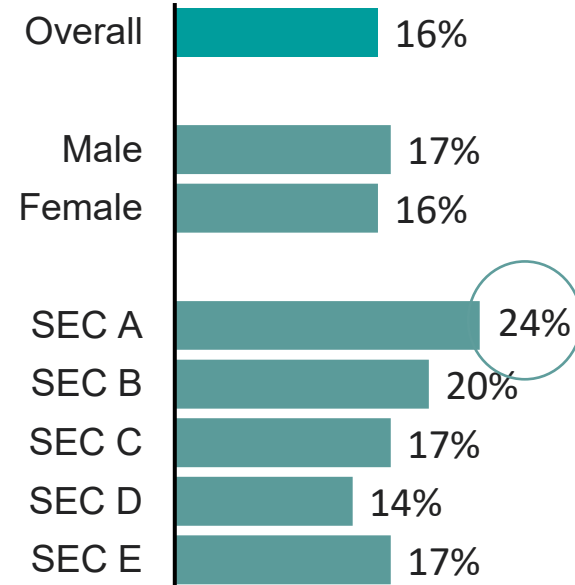
Q

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: 1000+ CATI Pakistani adults 18+, 15 - 20 Aug 2025

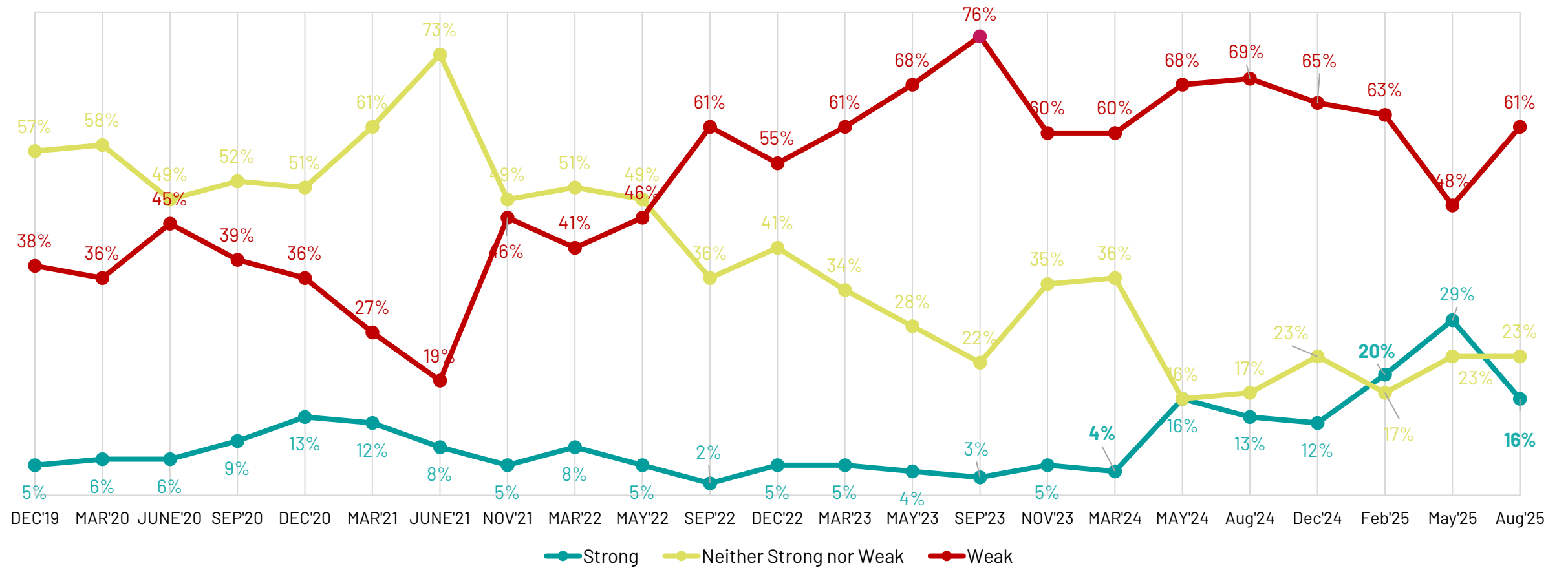
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**Current State of Economy:** Following the trend of the country's direction perception, there's a dip in the number of Pakistanis who describe the economy as strong.

**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؟

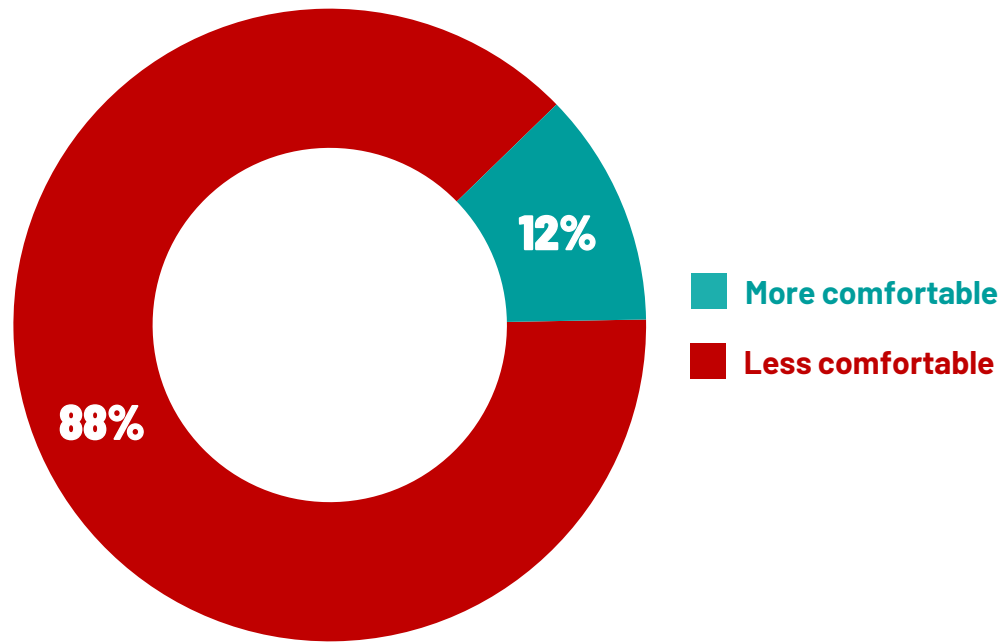


## Household Purchases: ~ 12% of Pakistanis feel comfortable with the household purchase. Comfort is higher among males and urban citizens

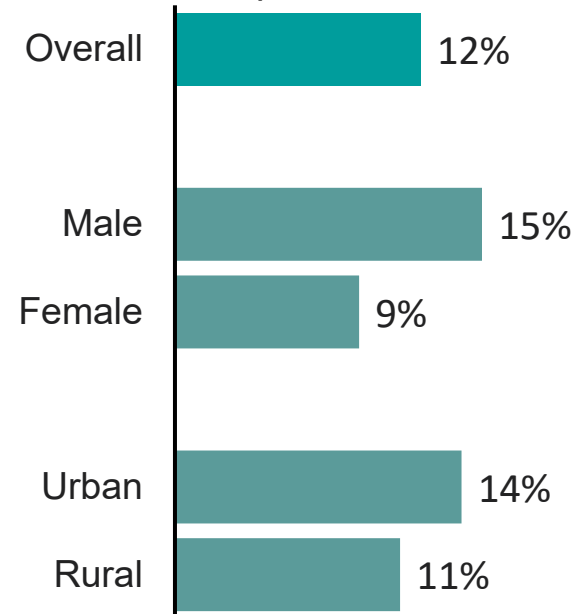
Q

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 they are more comfortable in making other household purchases



Base: 1000+ CATI Pakistani adults 18+, 15 - 20 Aug 2025

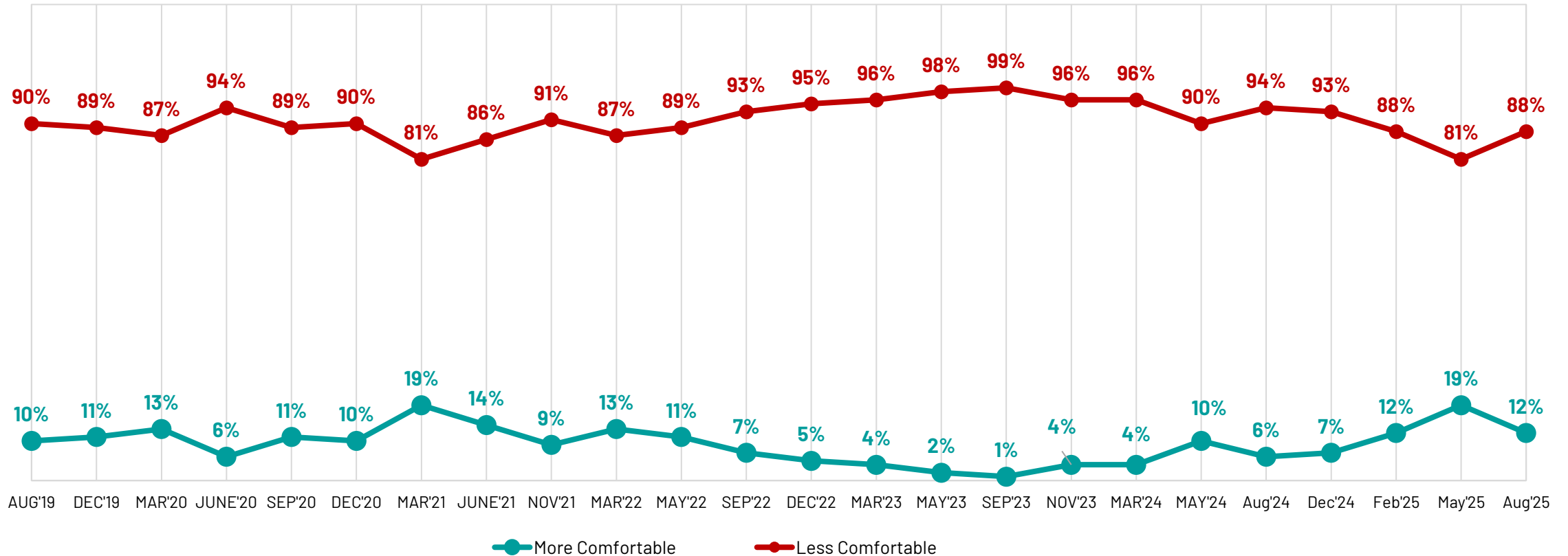


# Comfort in making household purchases: This comfort has dropped by **7pp** since Q2 2025.

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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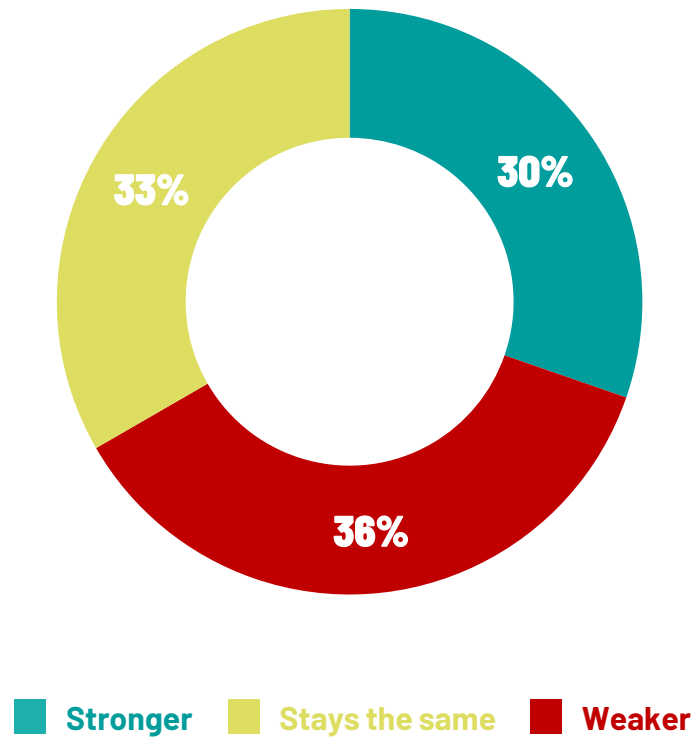
# EXPECTATIONS INDEX



## Expectations from Economy: ~1 in 3 Pakistanis expect economy to get stronger in next 6 months, with middle class being the most optimistic.

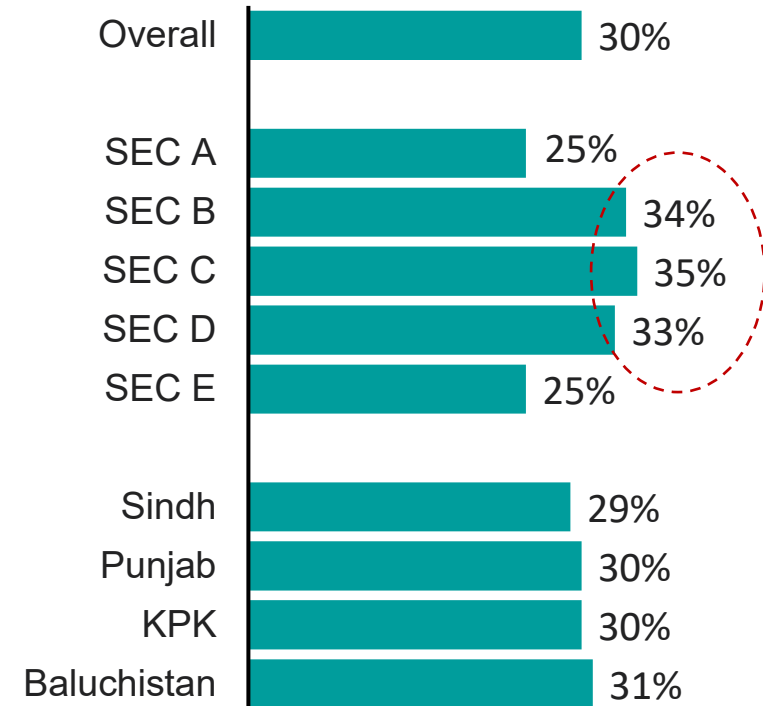
**Q** Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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؟



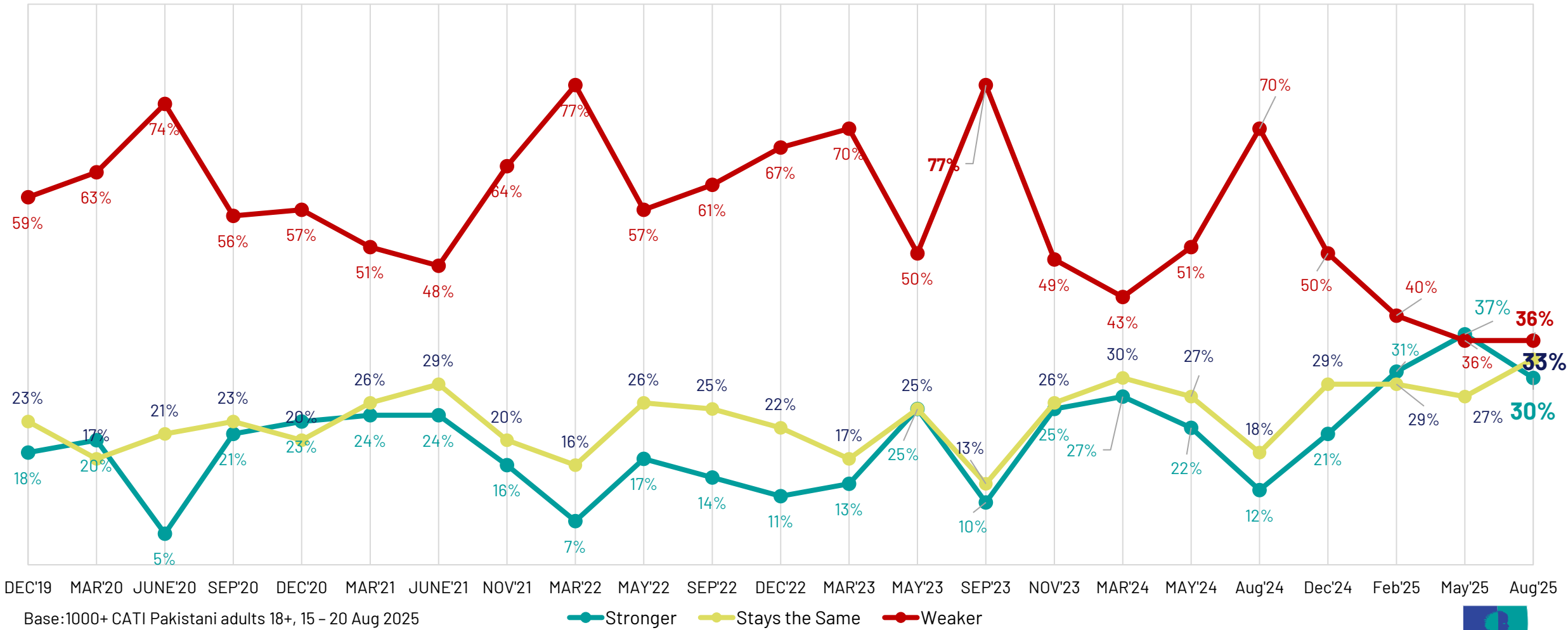
Base: 1000+ CATI Pakistani adults 18+, 15 - 20 Aug 2025

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



**Expectations from Economy:** Optimism about country economic outlook dipped from **37%** in the previous quarter to **30%**

**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؟



# INVESTMENT INDEX

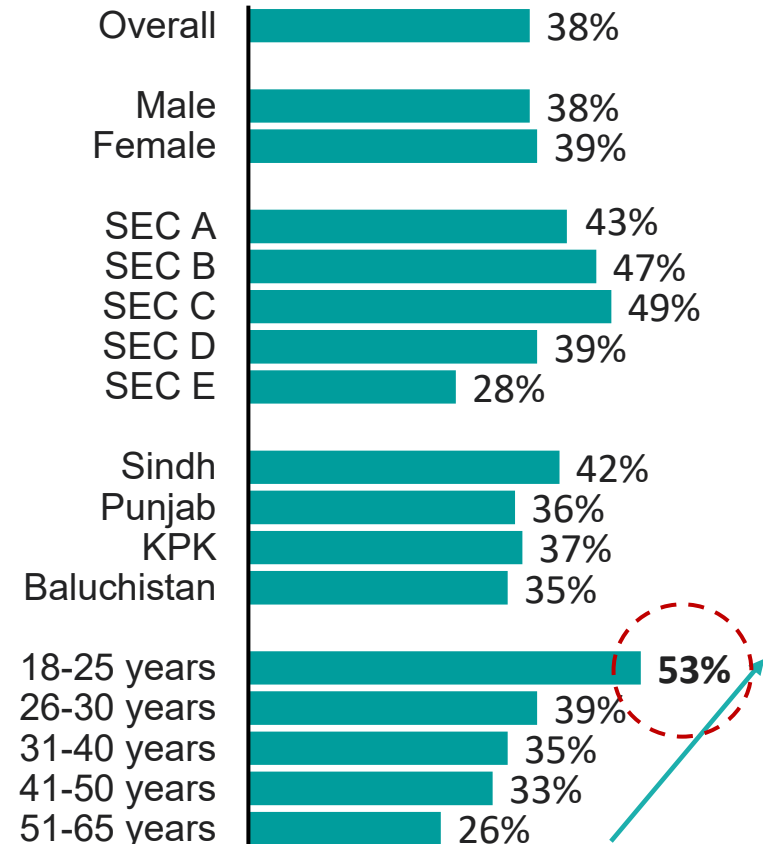
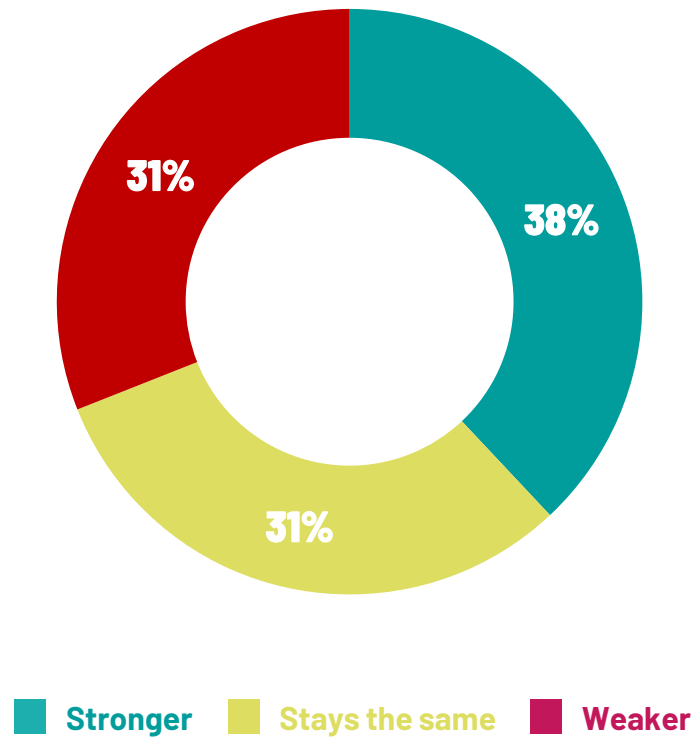
**Personal Financial Situation:** About **2 in 5** Pakistanis expect their personal financial conditions to improve in the next 6 months, This optimism is higher among young Pakistanis, the middle class, and residents of Sindh.

0

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؟

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?

Those who expect economy to get stronger in 6 months



Base:1000+ CATI Pakistani adults 18+, 15 - 20 Aug 2025

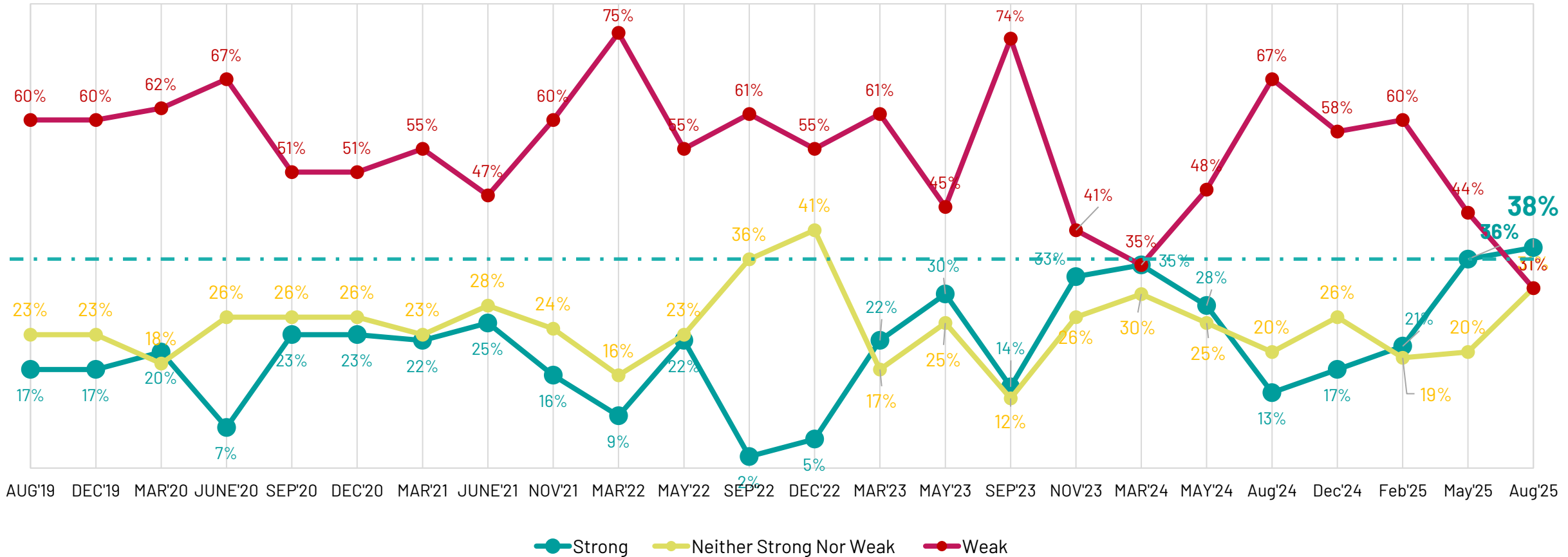
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# Personal financial optimism hits all time high despite broader economic challenges.

0 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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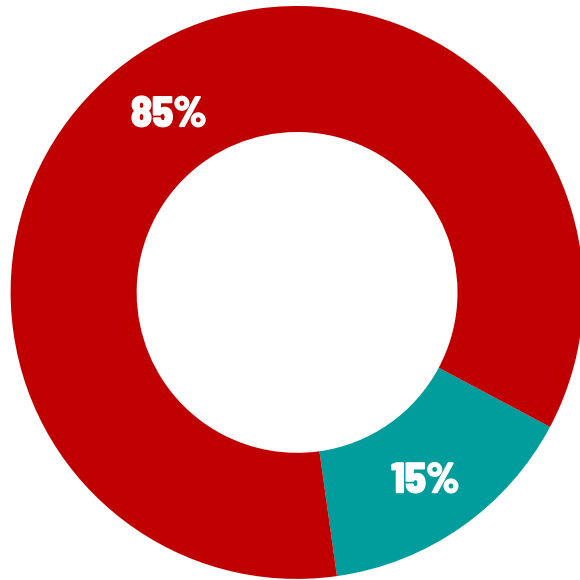


# Confidence to invest: 15% feel confident to invest in future, down 11 pp points since Q2 2025.

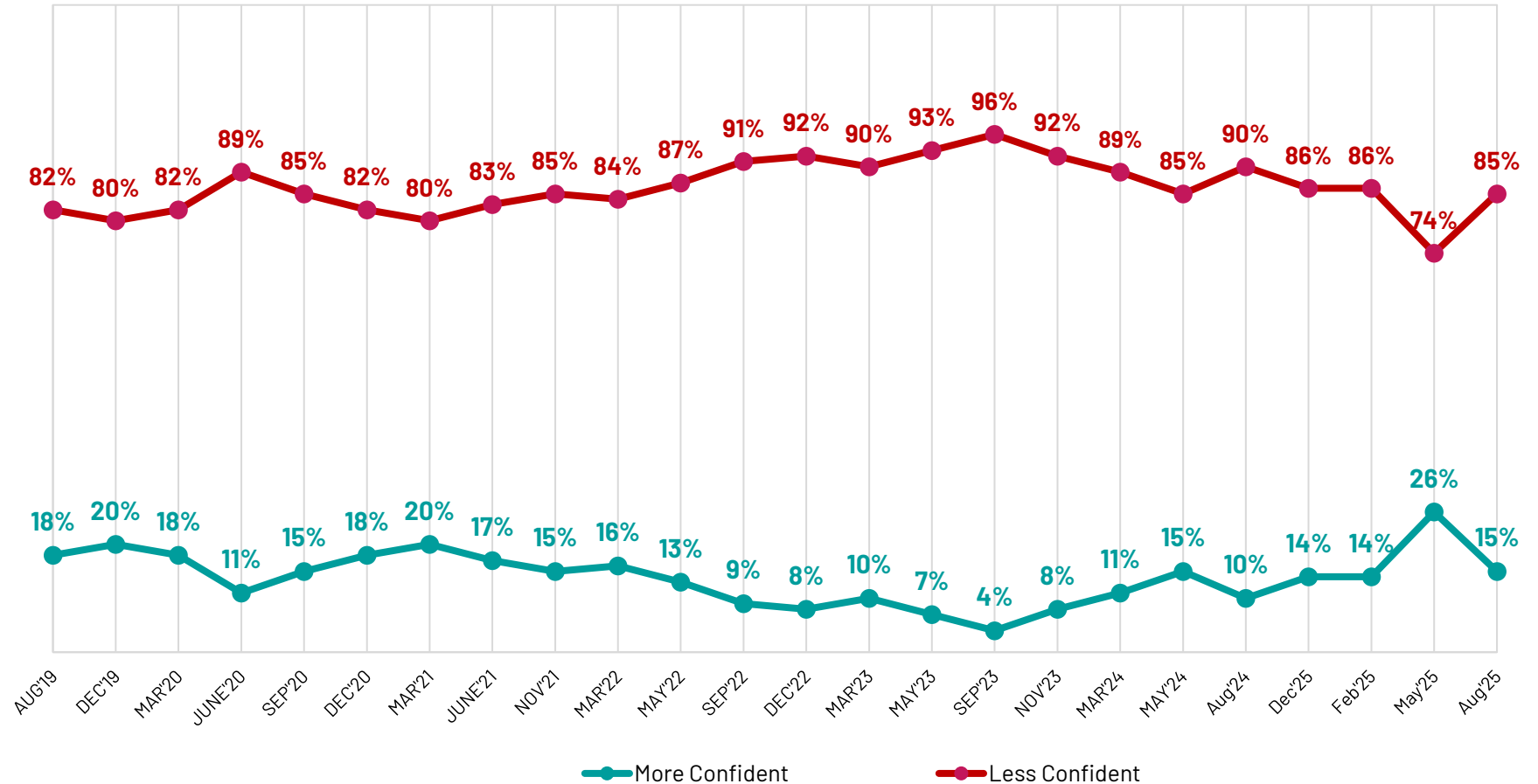
Q

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



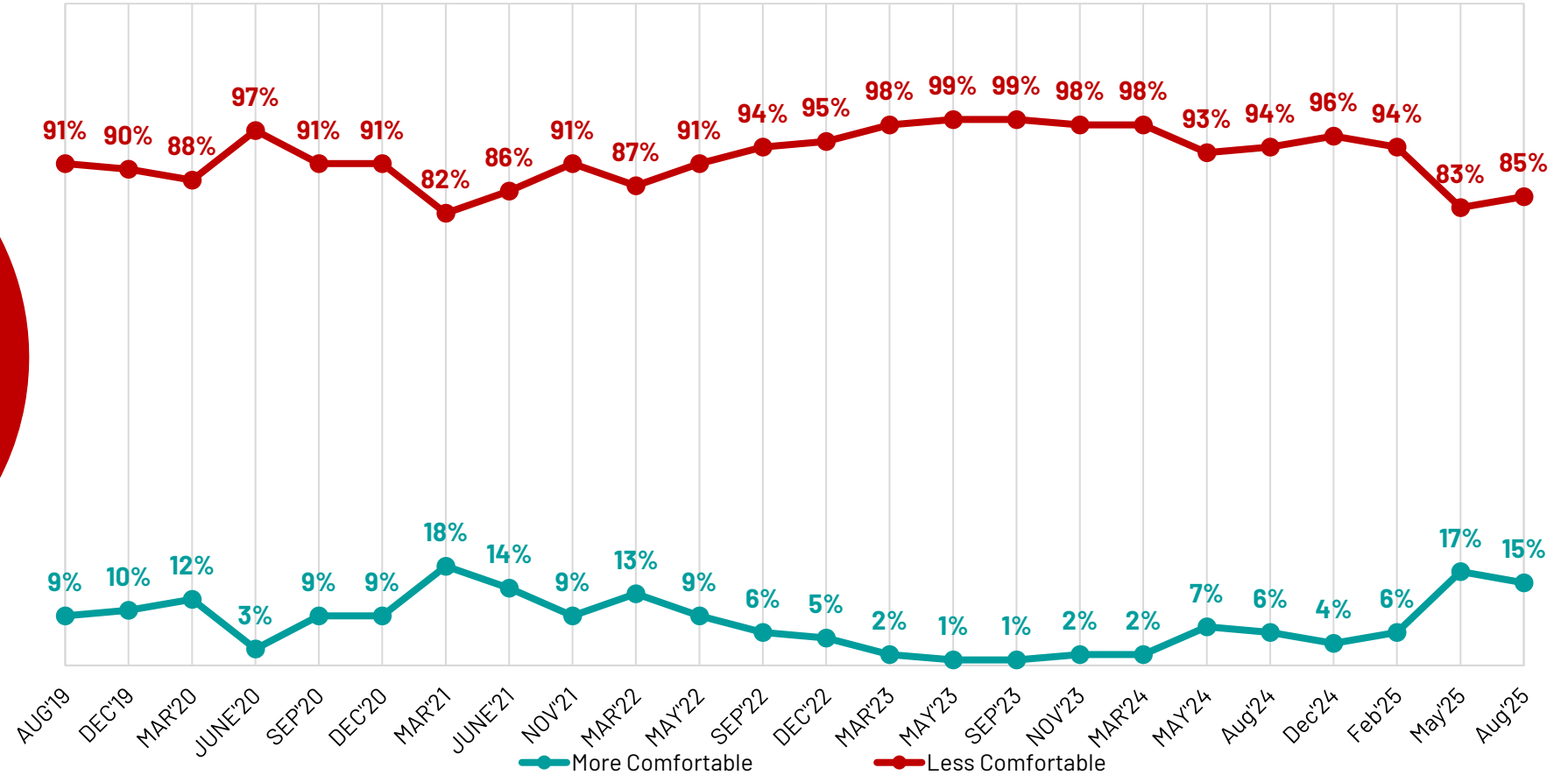
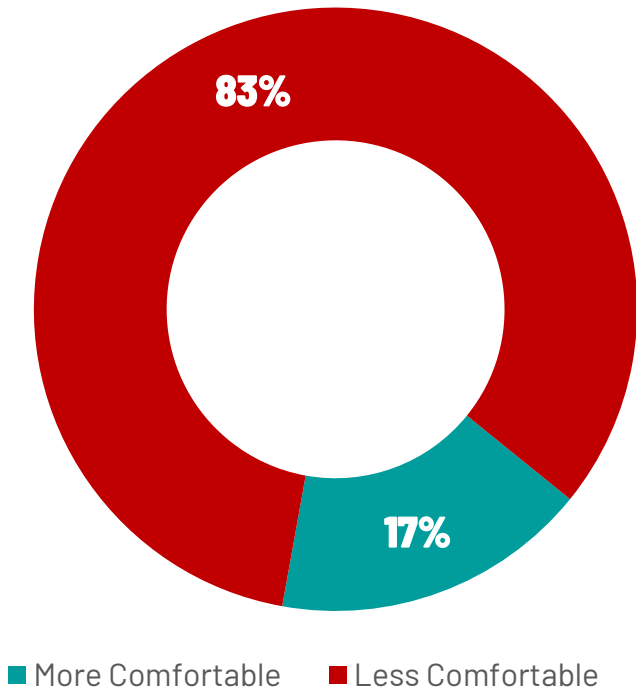
Base: 1000+ CATI Pakistani adults 18+, 15 - 20 Aug 2025

## Comfort in making major purchases: Comfort in major purchases drops **2 points**, from **17% to 15%**

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؟



Base: 1000+ CATI Pakistani adults 18+, 15 - 20 Aug 2025



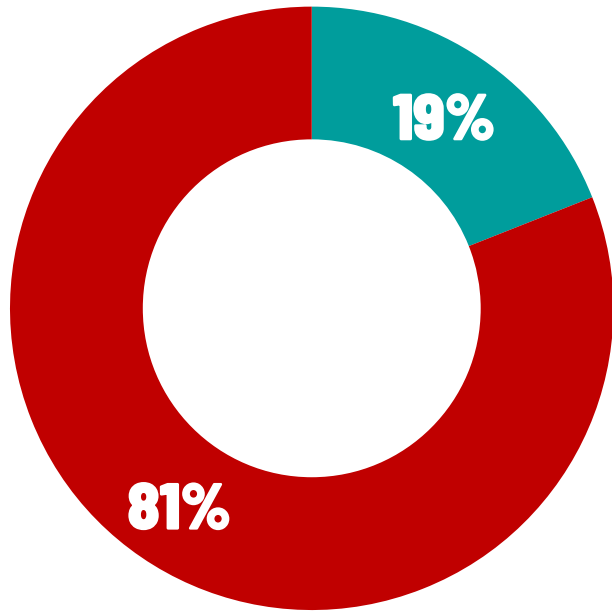
# **JOBS INDEX**



## Confidence in Job Security: About **2 in 10** Pakistanis feel secure about their jobs, with youth and middle to upper-middle income groups being most confident, signaling a positive trend.

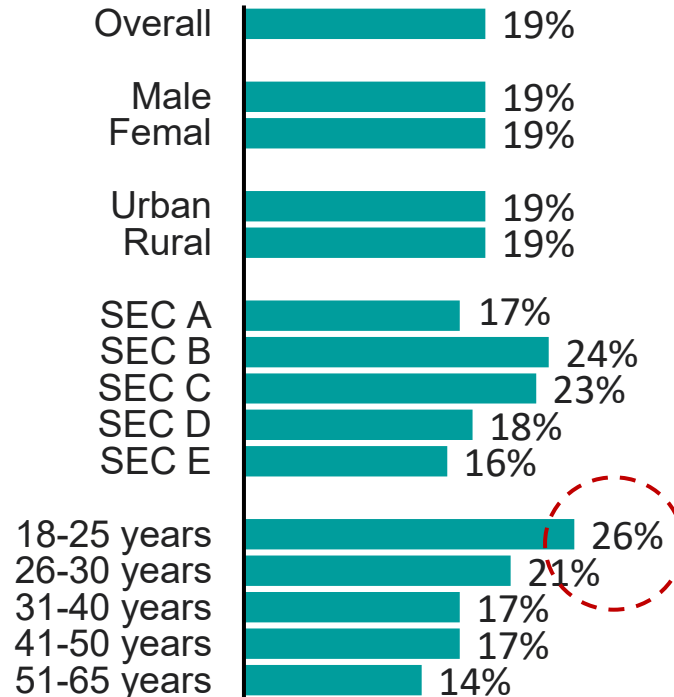
**Q** Compared to 1 year ago, are you NOW more or less confident about job security for yourself, your family and other people you know personally?

یہ بتائیے کہ گزشتہ 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

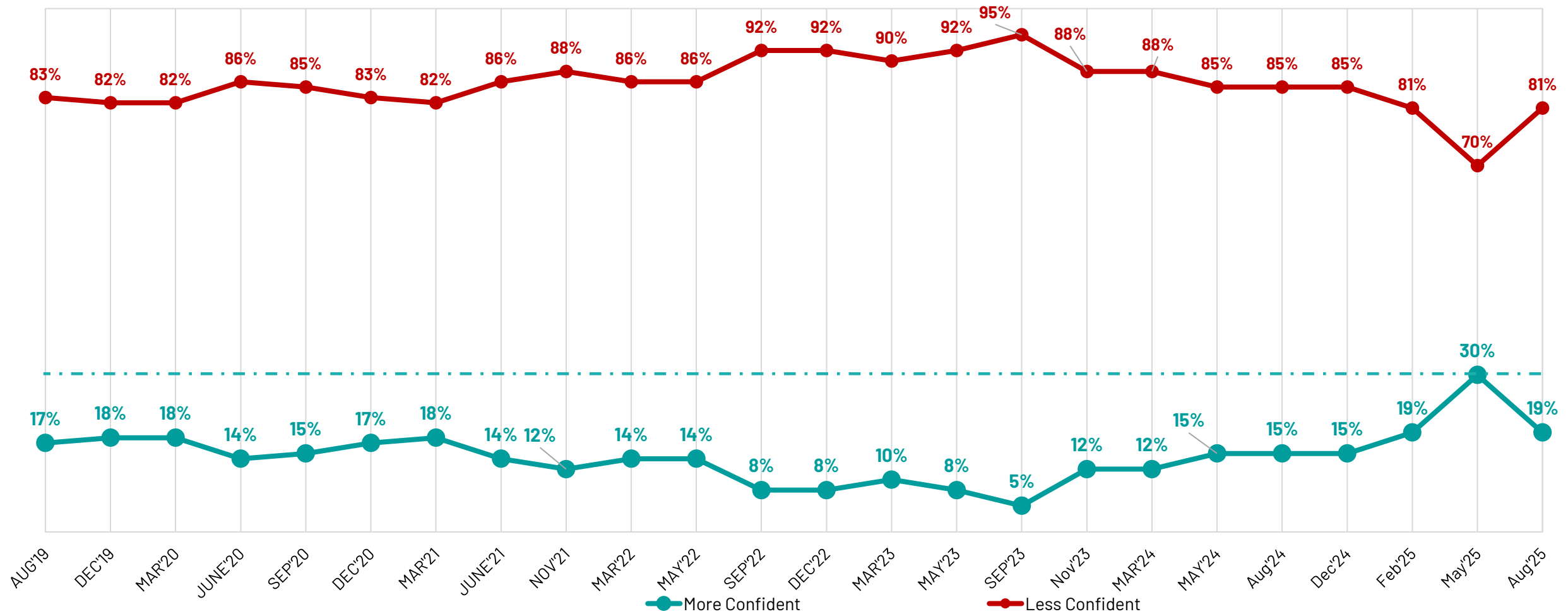
Those who are confident about job security.



Base: 1000+ CATI Pakistani adults 18+, 15 - 20 Aug 2025



**Confidence in job security** falls to **19%**, down from **30%** since **Q2 2025**.



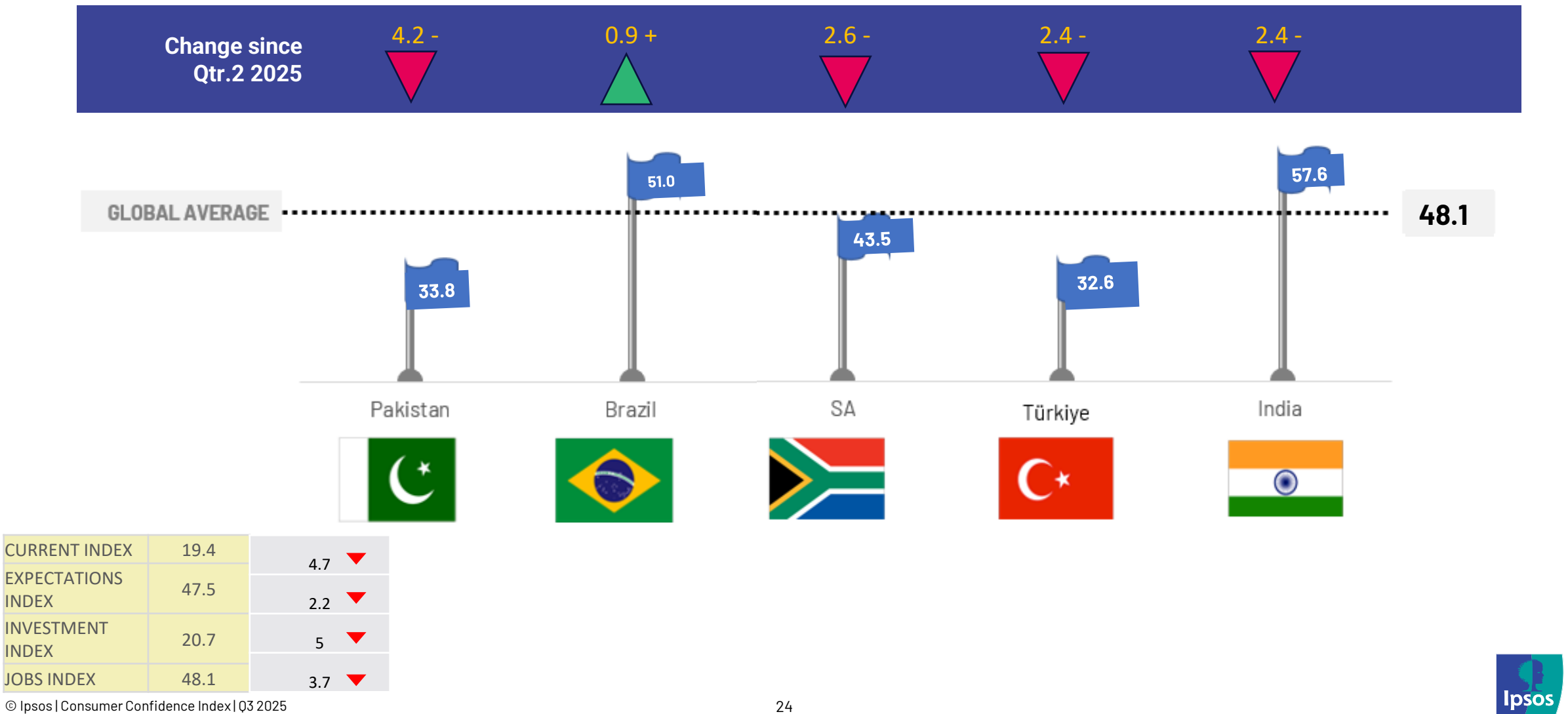
Base:1000+ CATI Pakistani adults 18+, 15 - 20 Aug 2025



# 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 sign (€) at the top right, and a Yen sign (¥) 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. In the lower-left foreground, there is 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.

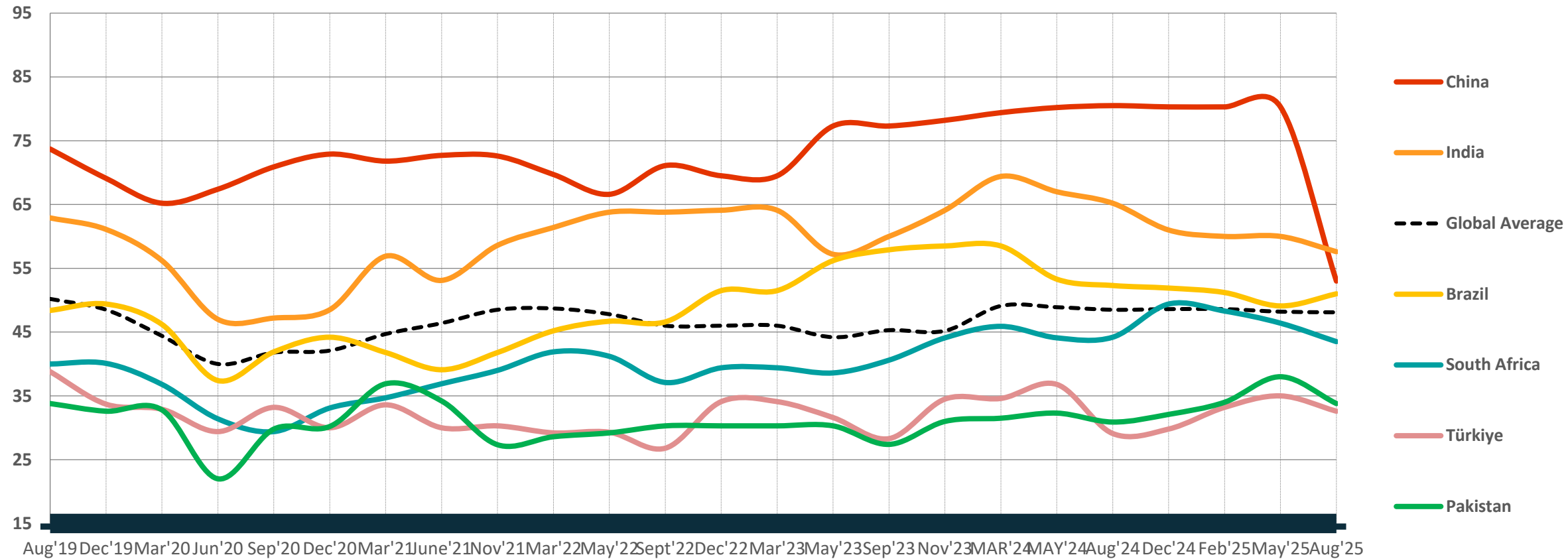
# Pakistan's Global Consumer Confidence Index dropped by 4.2 points since Q2 2025





# Despite a significant drop, Pakistan remains above Türkiye in rankings, though still well below other comparable countries

GLOBAL CONSUMER CONFIDENCE INDEX (GCCİ)



# THANK YOU

**For more details and queries please  
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