



Decoding GEN Z IN PAKISTAN

Aligning Strategy to their Metaverse

Ever-First, Truly Indigenous, Syndicated Research Study

CORE THEMES

	Societal Pressures		Brands' Affinity
	Digital Preferences		Shopping Habits
	Evolving Values		Employment Ethics
	Financial Anxieties		Disposition Towards Politics

TOOL KIT

- Key Informant Interviews
- Online Communities
- FGDs
- Ethnographies
- Telephonic Surveys
- Social Listening

COVERAGE

- Nationally Representative
- Urban/Rural
- Across Socio-economic Classes
- All Genders

ACT NOW - GEN Z WON'T WAIT



SCAN QR CODE
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