

Ipsos

Consumer Confidence Index

Pakistan Edition

Q3 2026



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.

Methodology



Approach

Computer Assisted Telephonic Interviews (CATI)



Timeline

Data collection done from August 2026



Sample

1,000+ respondents

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



Key Takeout



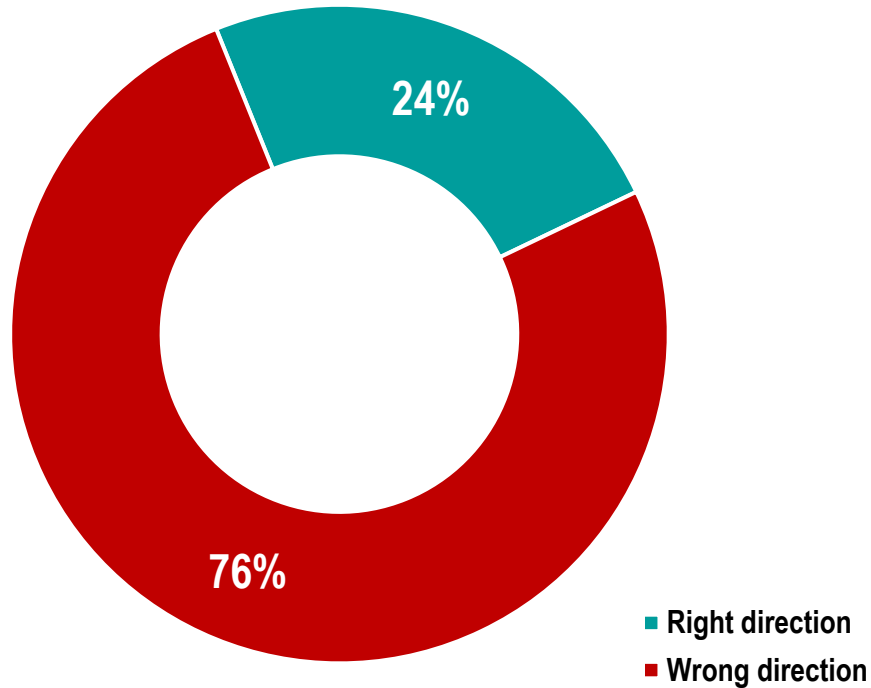
Abdul Sattar Babar

**Founding CEO & Managing Director,
Ipsos in Pakistan**

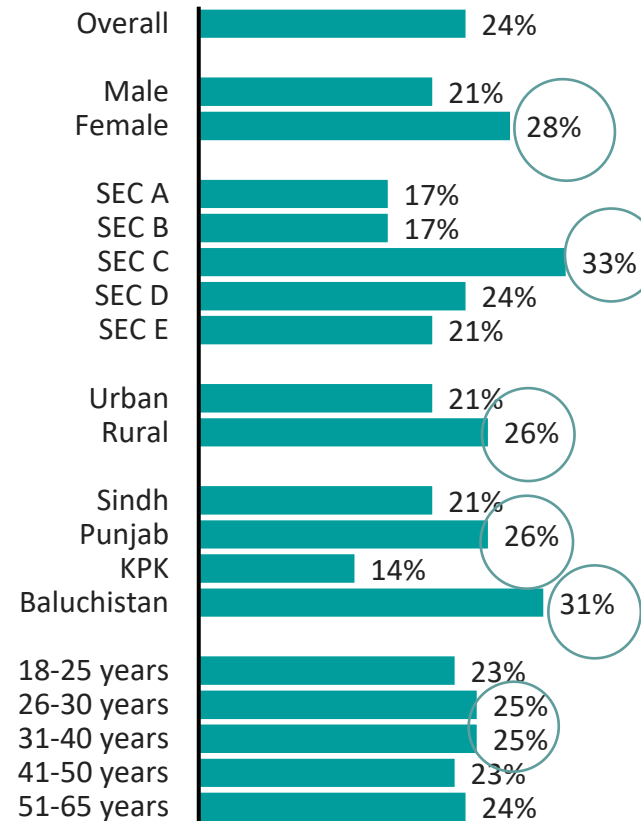
The Q3 story is one of cautious recovery rather than full confidence. While economic pressures continue to dominate Pakistanis' concerns, sentiment is gradually improving at the personal level, with stronger expectations for the future and greater comfort with household spending. However, low confidence in investment, major purchases and job security shows that Pakistanis are not yet ready to translate this optimism into stronger financial commitments.

Country Direction: ~ Only 1 in 4 Pakistanis believe the country is on the right track, with optimism higher among females, middle & lower classes, rural residents, and in Punjab & Baluchistan

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؟

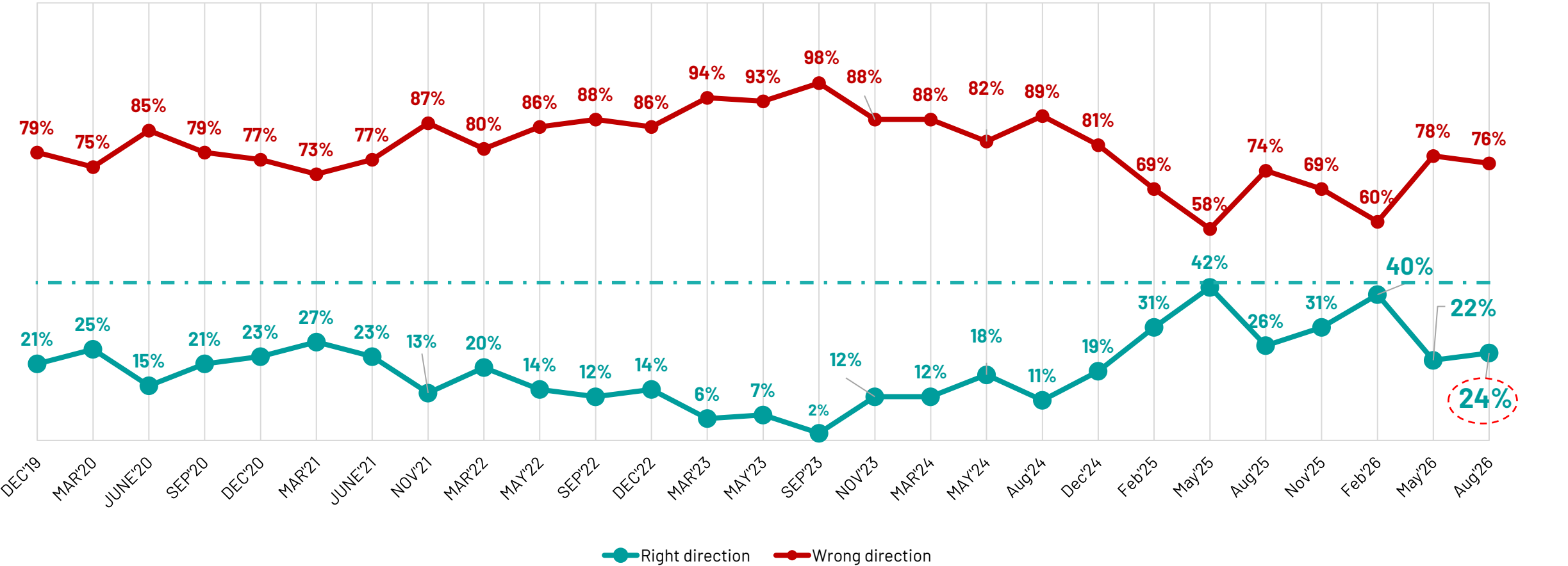


Those who said Pakistan is moving in the right direction.



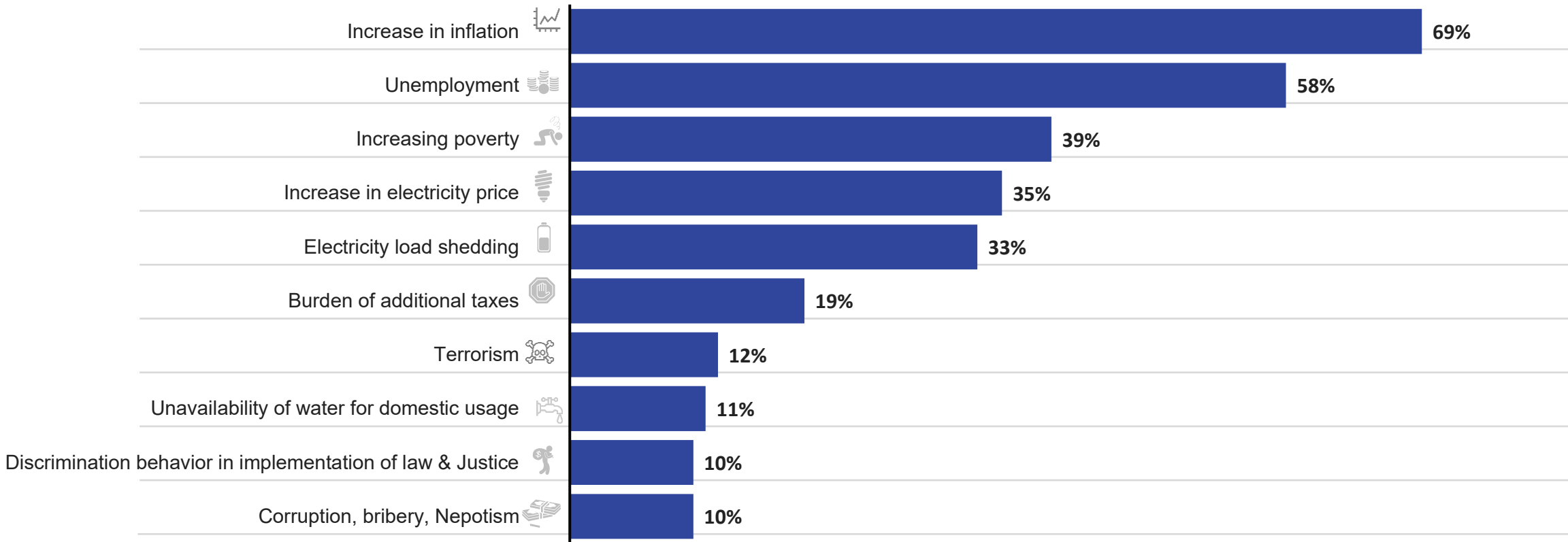
Confidence in the country's direction being **right** remains broadly stable at **24%**, but has more than **doubled** from the 11% recorded in **August 2024**, marking a notable recovery from the deep pessimism seen two years ago.

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؟



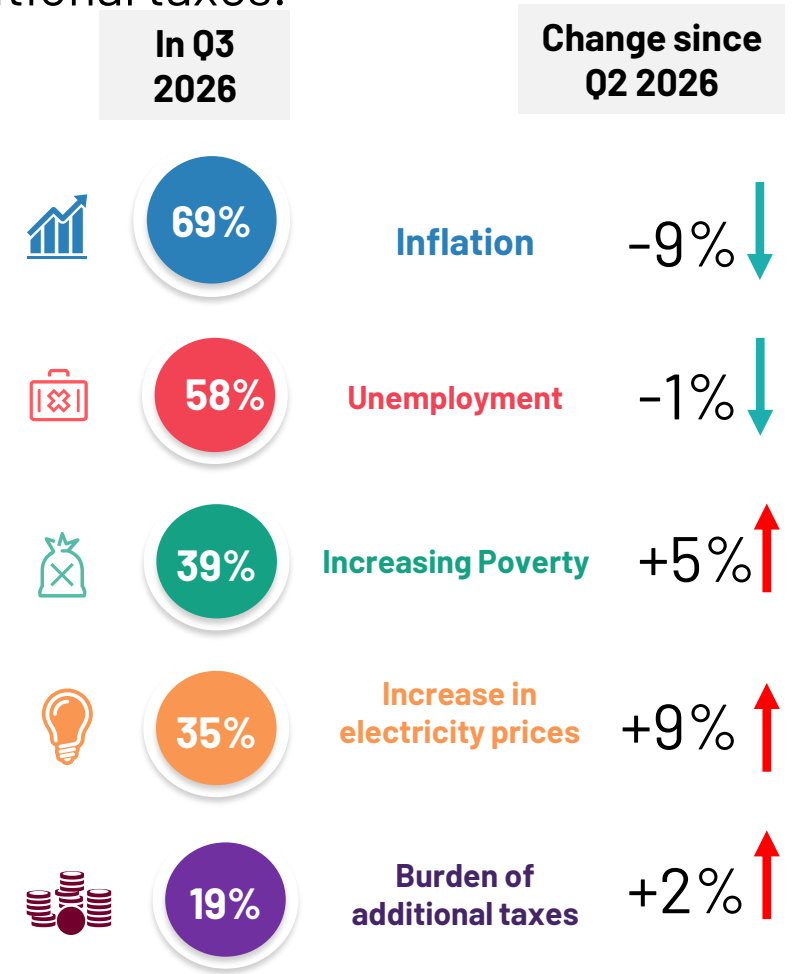
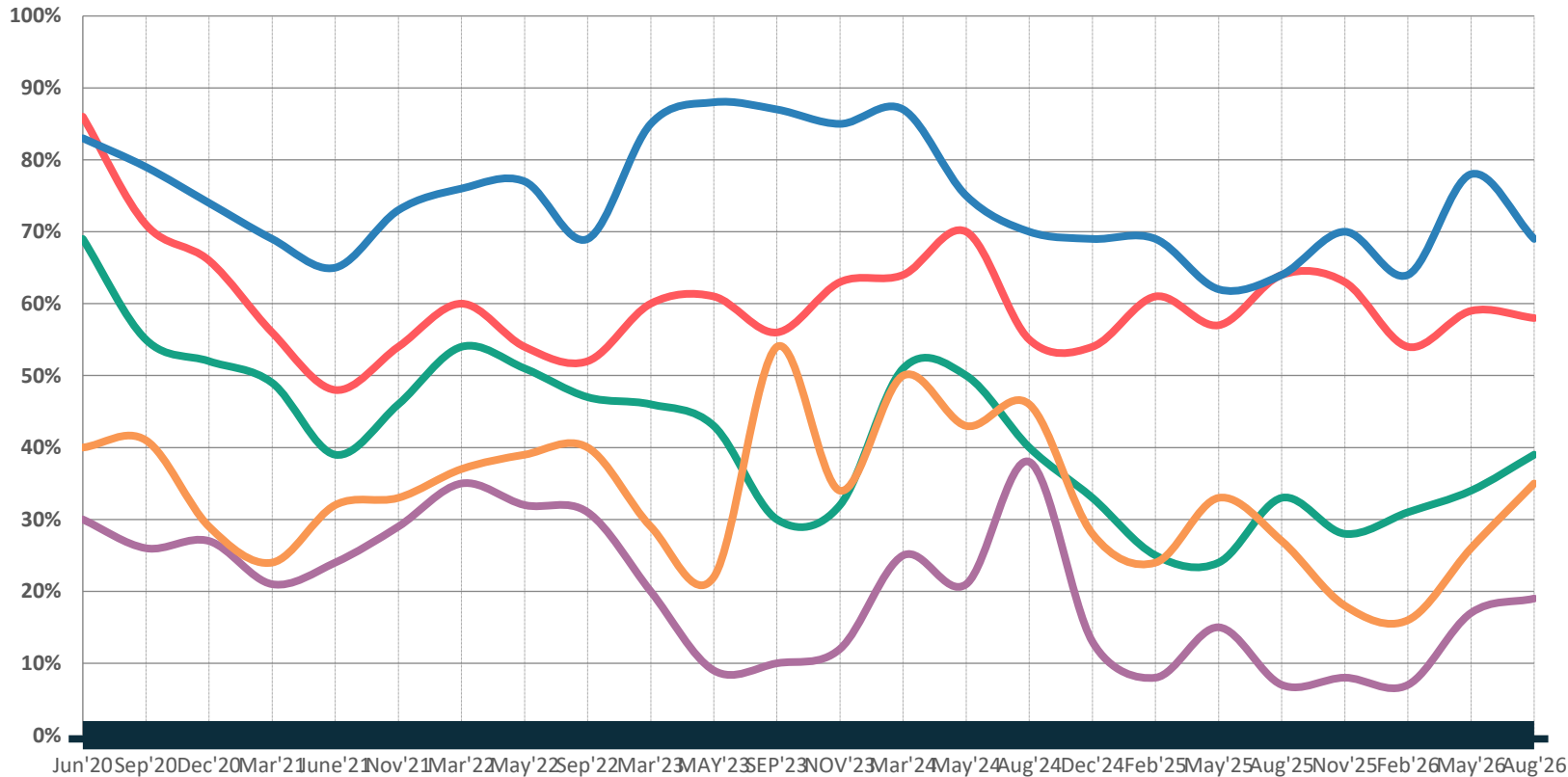
Economic concerns remain dominated by inflation, unemployment and poverty

Q According to you, which of the following is the MOST worrying issue in Pakistan?
یہ بتائیے کہ آپ کے خیال میں پاکستان کے مندرجہ ذیل مسائل میں سے سب سے زیادہ پریشان کن مسئلہ کو نسا ہے؟



Most worrying issues: Economic concerns remain dominant, with inflation declining by **9pp to 69%** and unemployment easing by **1pp to 68%**, while concerns over poverty rise by **5pp**. Worries about electricity prices increase by **9pp to 35%**, alongside a **2pp** rise in concerns over additional taxes.

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؟

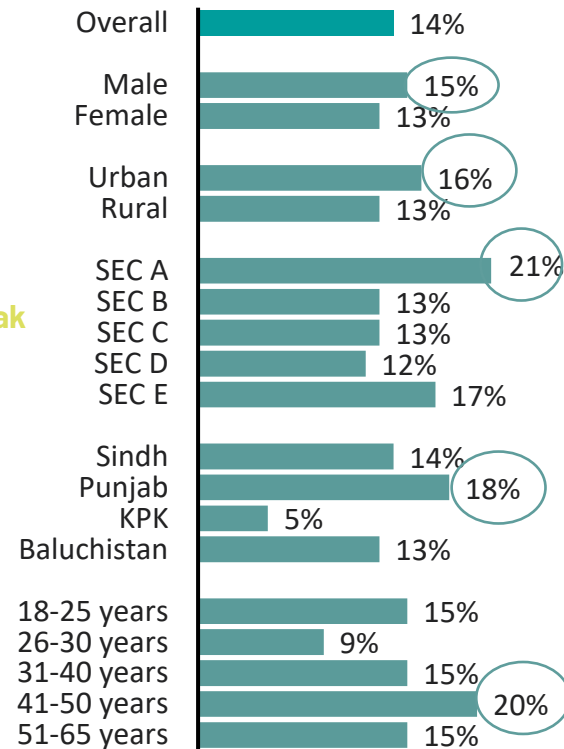
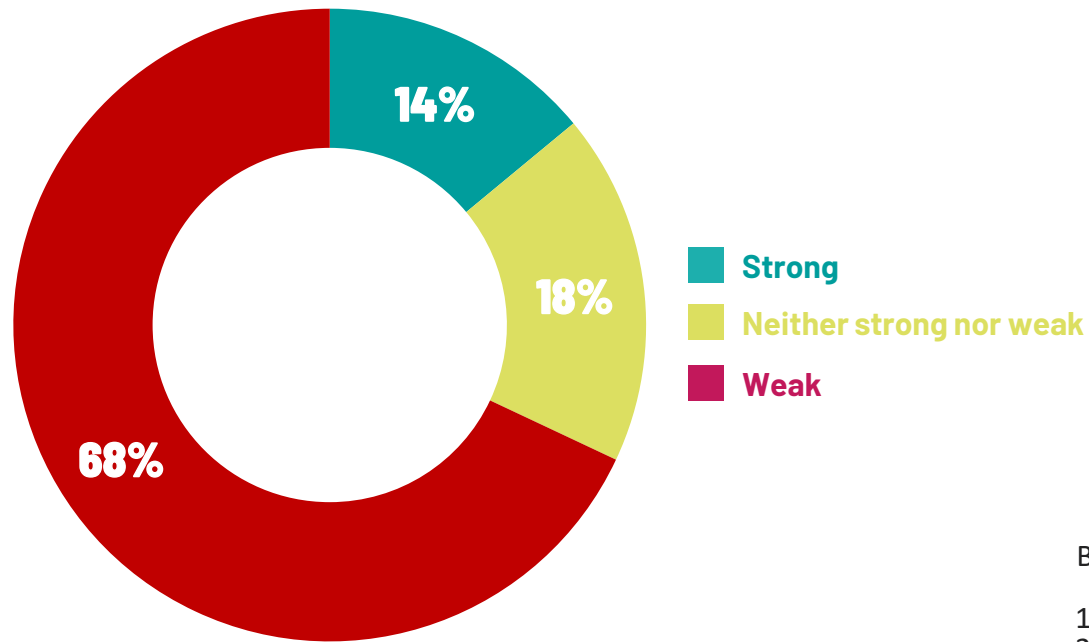


Current State of Economy: ~1 in 7 Pakistanis believes the economy is strong, with optimism relatively higher among men, adults, upper-class, and residents of Punjab and Sindh.

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.

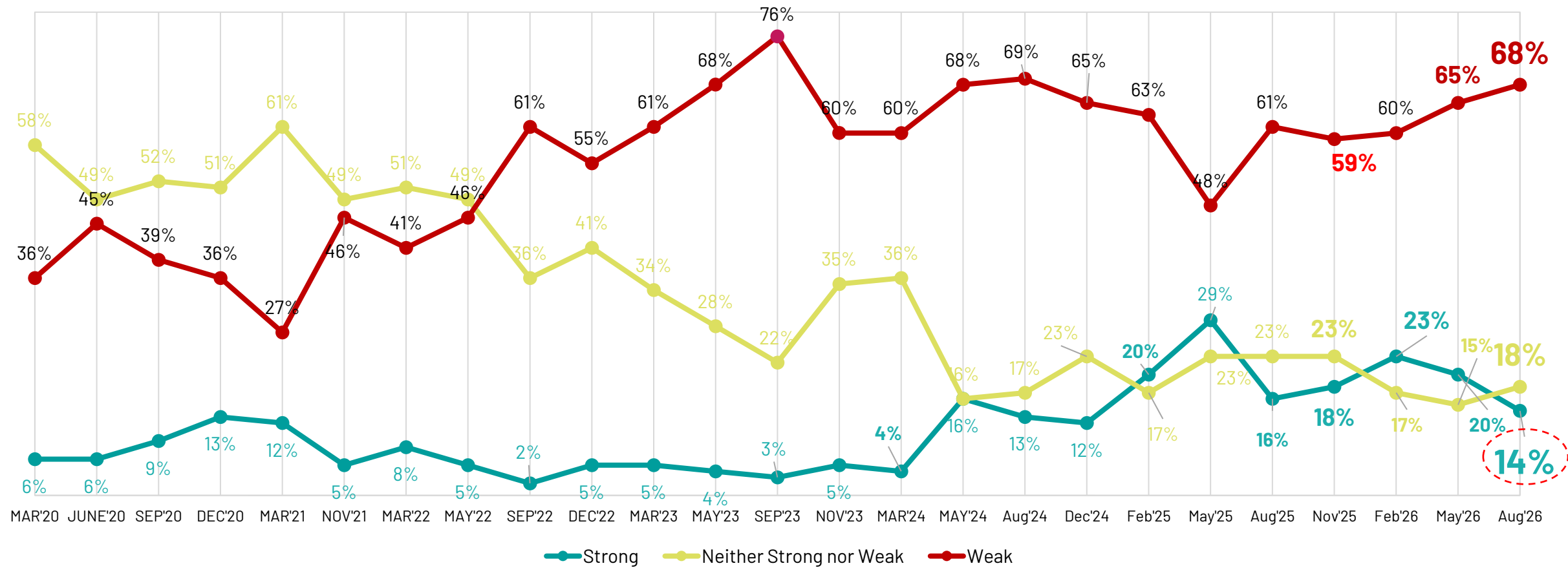
یہ بتائیے کہ آپ ملک کی معاشی صورتحال کے بارے میں کیا کہیں گے/گی؟ آپ اپنا جواب 1 سے 7 کے اسکیل کی مدد سے دیں جہاں 1 کا مطلب بہت کمزور معیشت جبکہ 7 کا مطلب بہت مضبوط معیشت ہے؟

Those who say current economic state is strong



Current State of Economy: The perception of economic strength declined by **6pp** from last quarter, reflecting the aftereffects of the US–Iran conflict and signalling renewed economic concerns.

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؟ 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؟

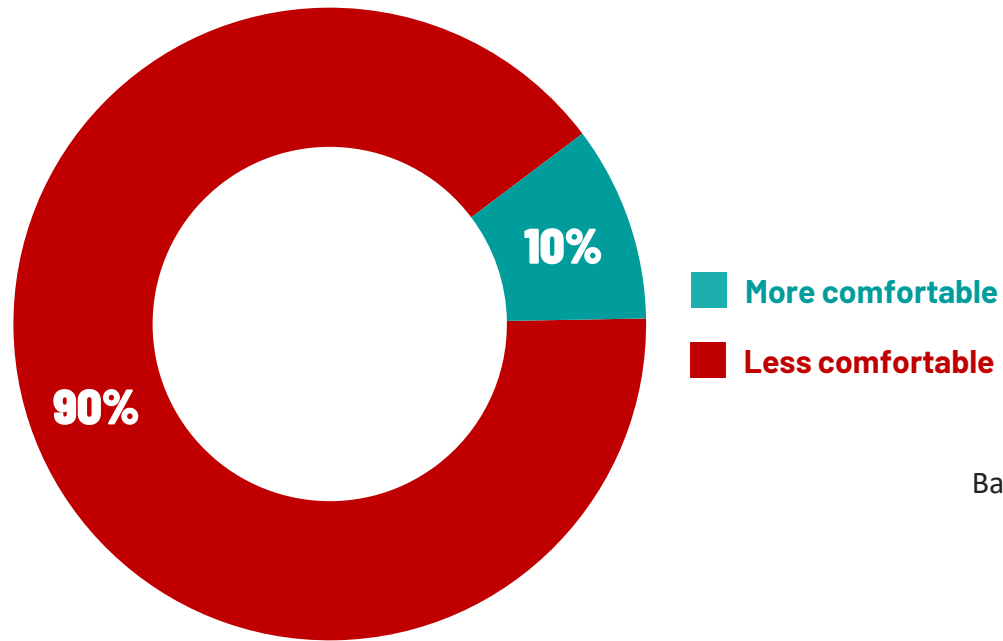


Household Purchases: ~ Only 1 in 10 Pakistanis feel comfortable with household purchases, with comfort highest among urbanites, upper-middle-class groups, youth, and residents of Punjab and Sindh.

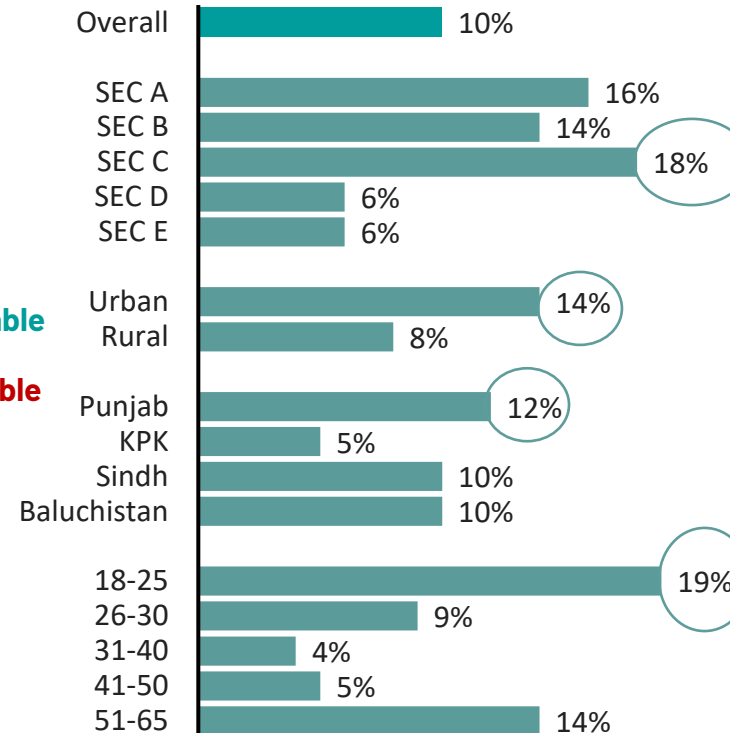
Q

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؟



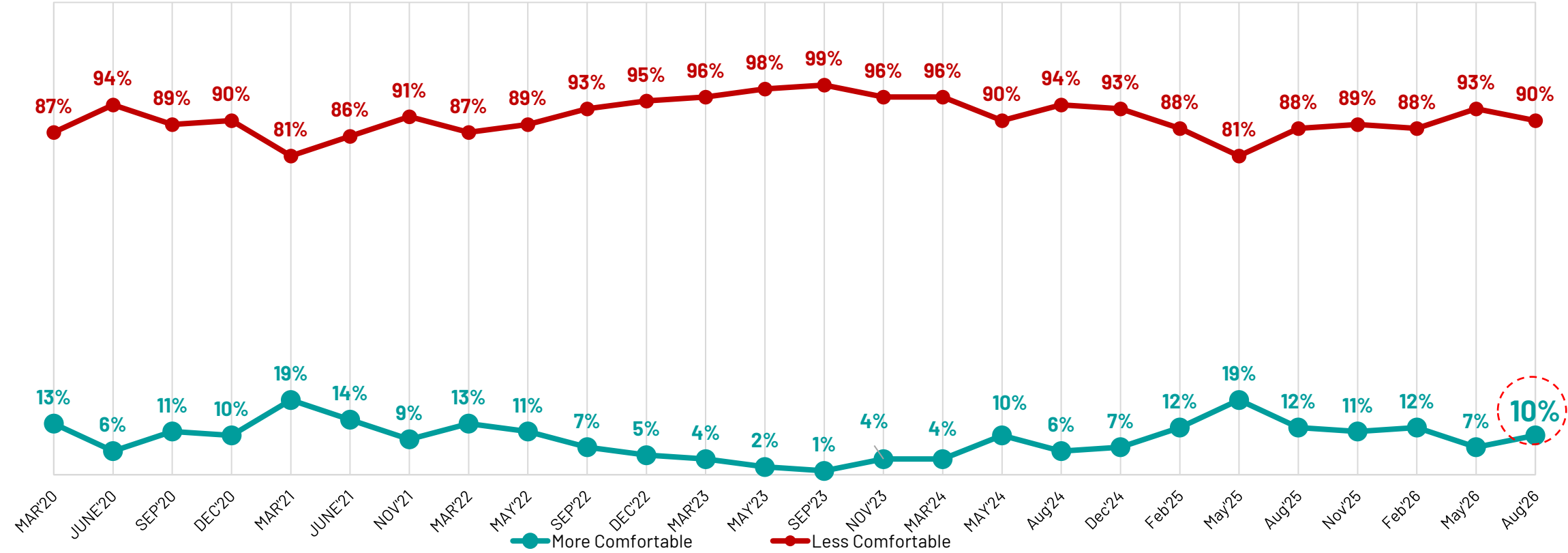
Those who say they are more comfortable in making other household purchases



Comfort in making household purchases rises to **10%**, up **3pp**, indicating a return to stabilization after a dip last quarter.

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

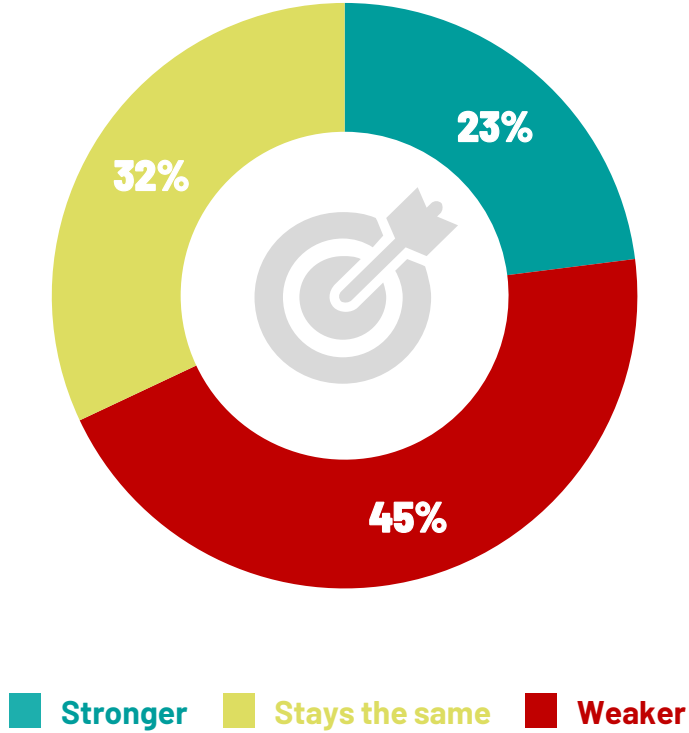
یہ بتائیے کہ گزشتہ ایک سال پہلے کے مقابلے میں آج کل آپ کے لئے عام گھریلو یا ذاتی استعمال کی اشیاء کی خریداری کرنا آسان ہوگیا ہے یا مشکل ہوگیا ہے؟



Expectations from Economy: 1 in 4 Pakistanis expects the economy to strengthen, with optimism stronger among urbanites, affluent groups, and in Baluchistan.

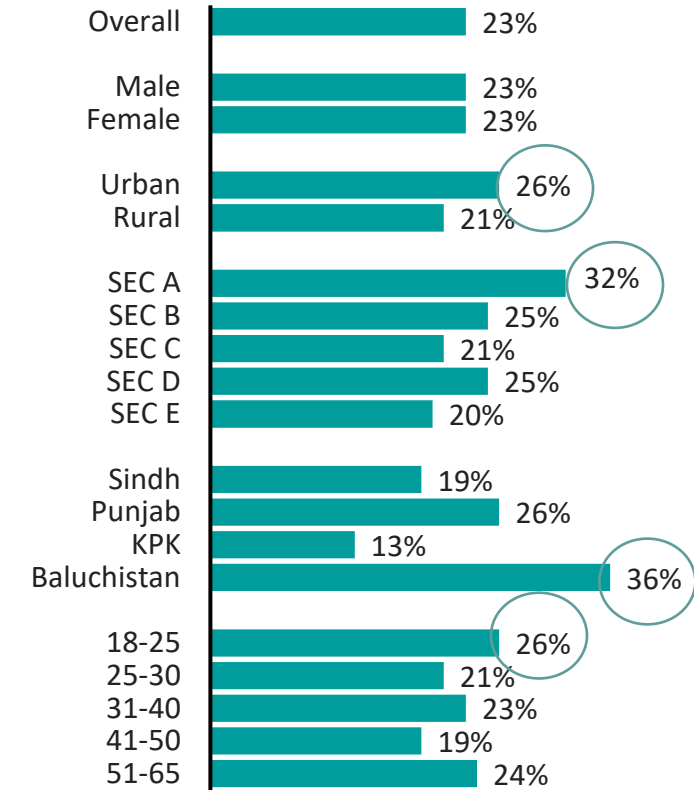
Q Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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؟



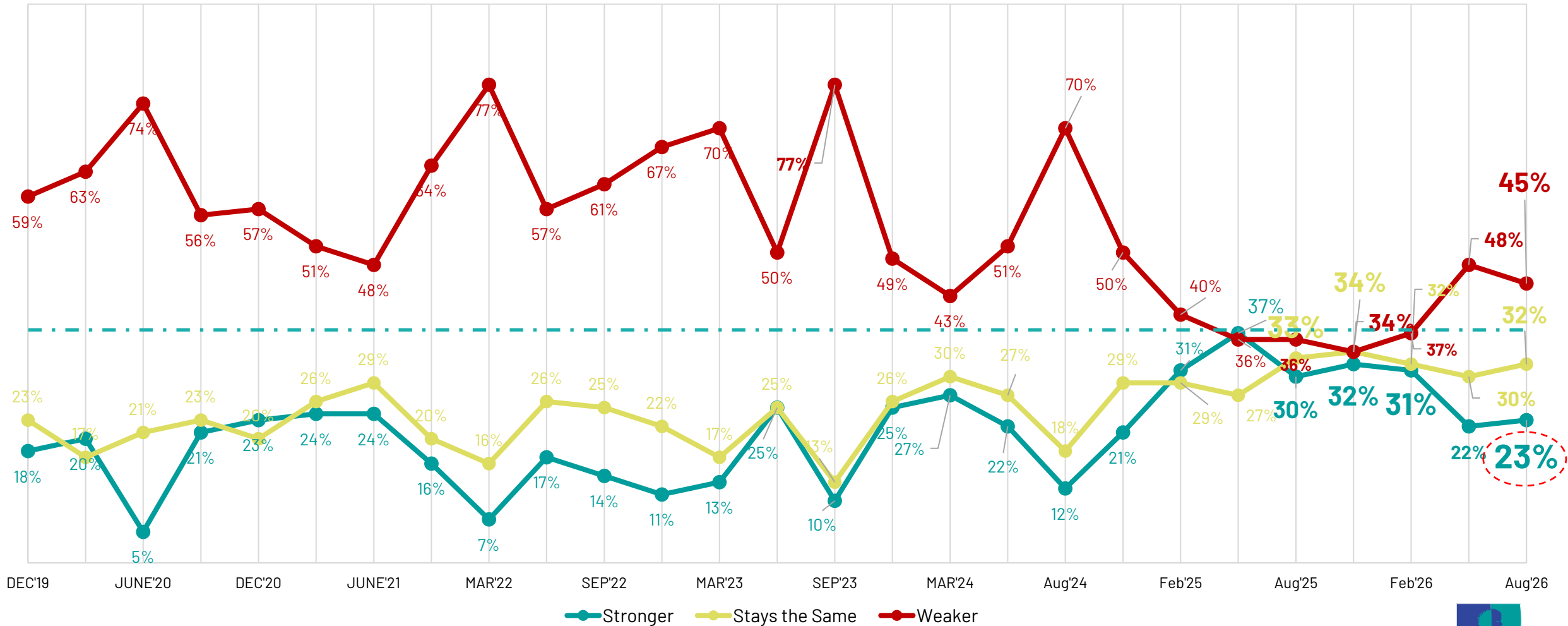
Base:1000+ CATI Pakistani adults 18+, 31 July – 5 Aug 2026
© Ipsos | Consumer Confidence Index | Q3 2026 | Base: CATI survey with 1000+ Pakistani adults- Aug 2026

Those who expect economy to get stronger in 6 months



Expectations from Economy: Optimism rises by **1pp to 23%**, nearly doubling from **12% same period two years ago**, The latest movement signals a gradual return toward stabilization.

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؟

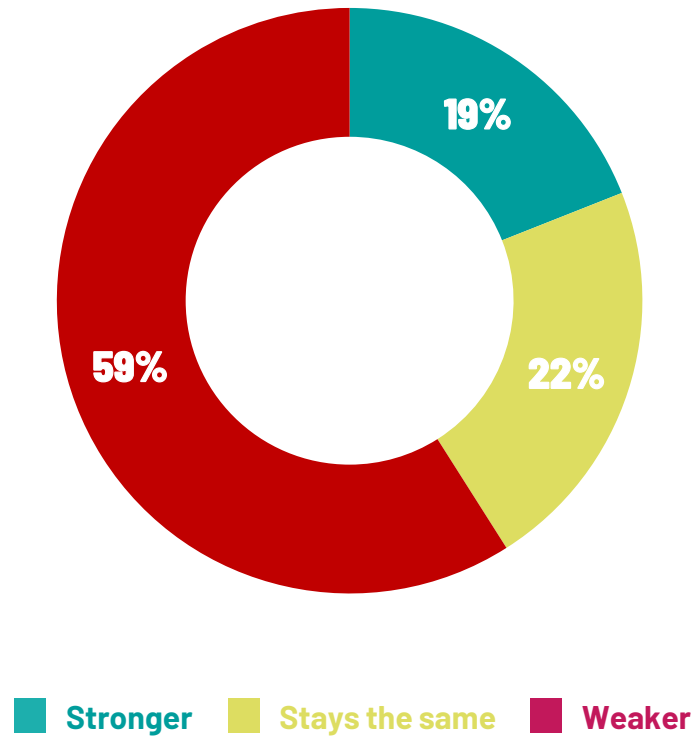


Personal Financial Situation: declines sharply to **19%, down 12pp**, with relatively higher sentiment among youth and adults, men, urban residents, Sindh and KPK, and upper-income groups.

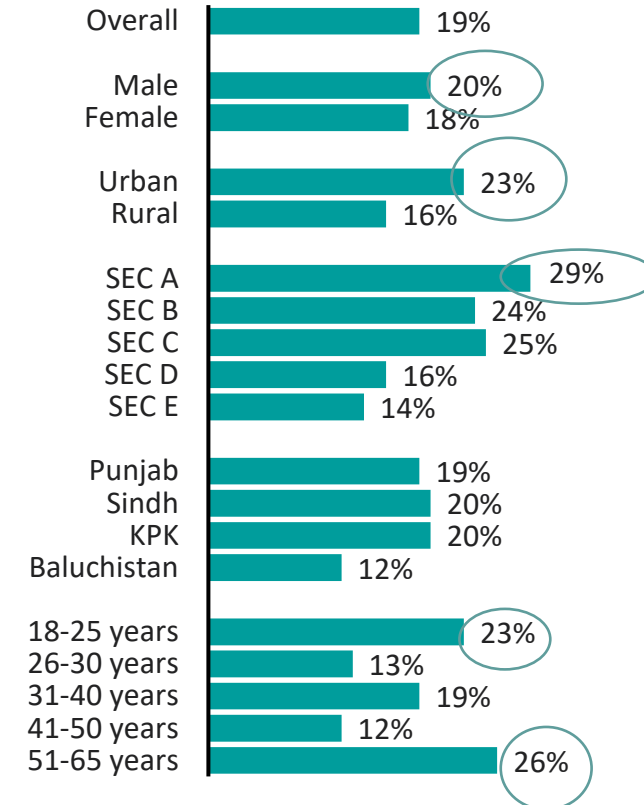
Q

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؟

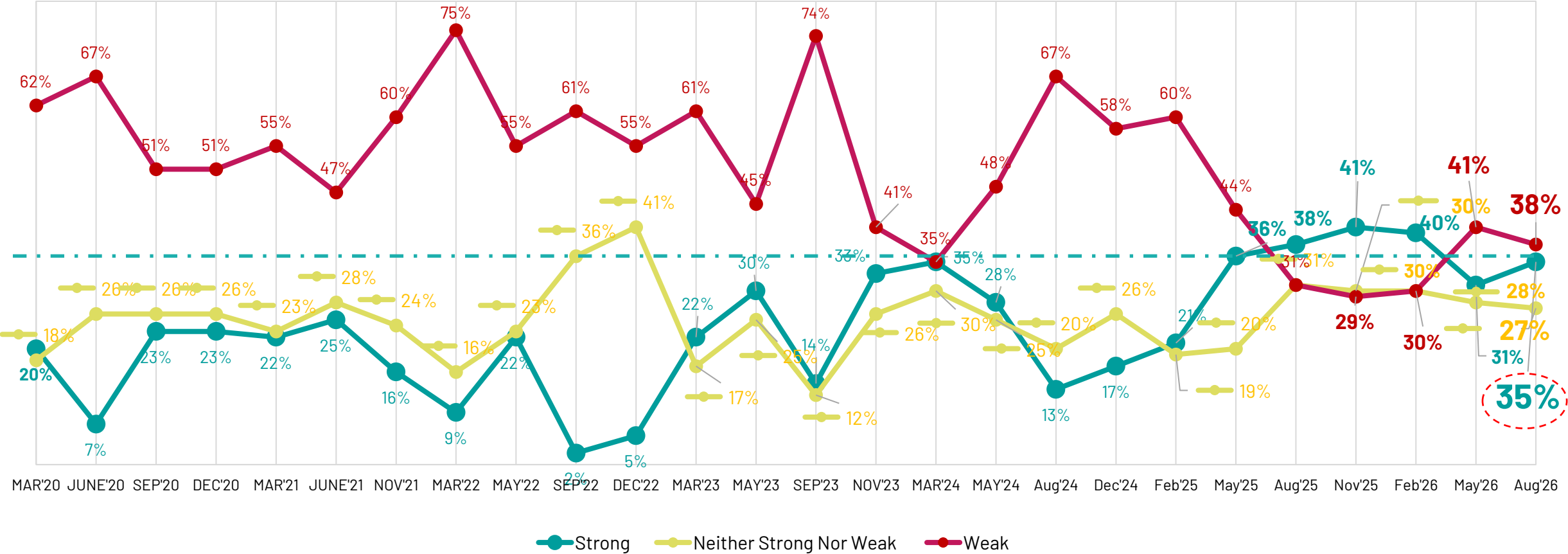


Those who expect economy to get stronger in 6 months



Personal financial optimism rises by **4pp to 35%**, moving back toward peak levels and signaling improving confidence in personal financial prospects

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؟

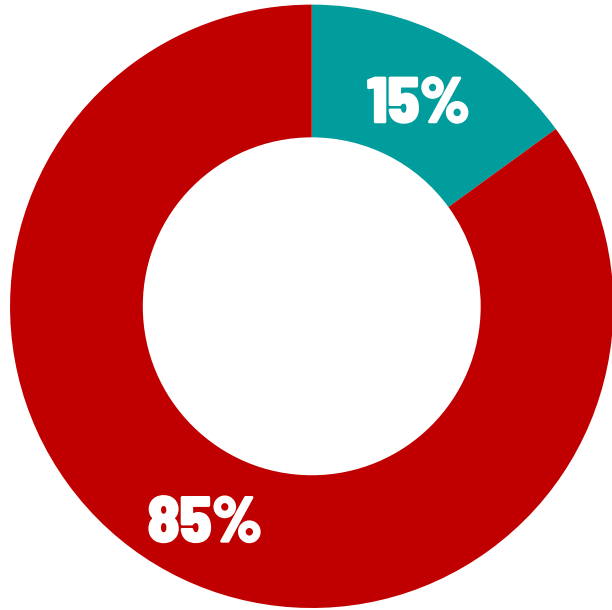


Confidence in Invest: Only **15%** of Pakistanis are confident about investing, with confidence relatively higher among females, urban residents, Sindh and Punjab residents, affluent groups, and youth.

Q

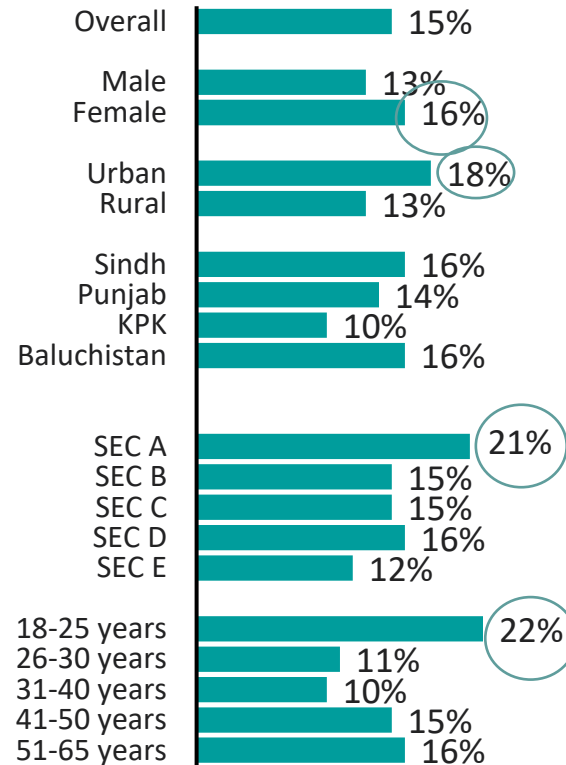
Compared know personally?

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.

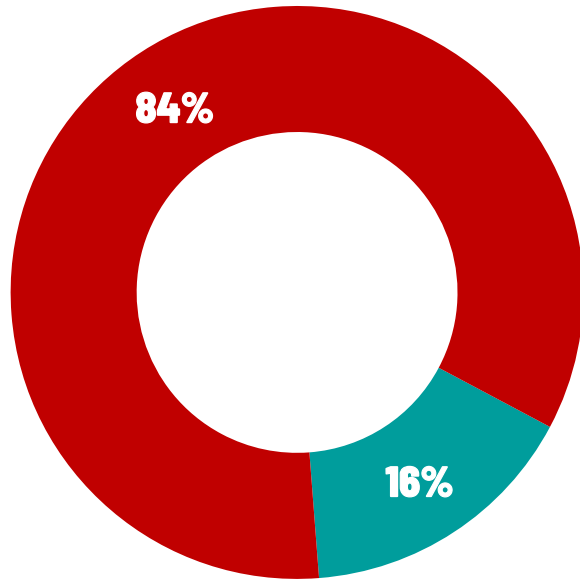


Confidence to invest rises to 15%, remaining largely stable for nearly a year

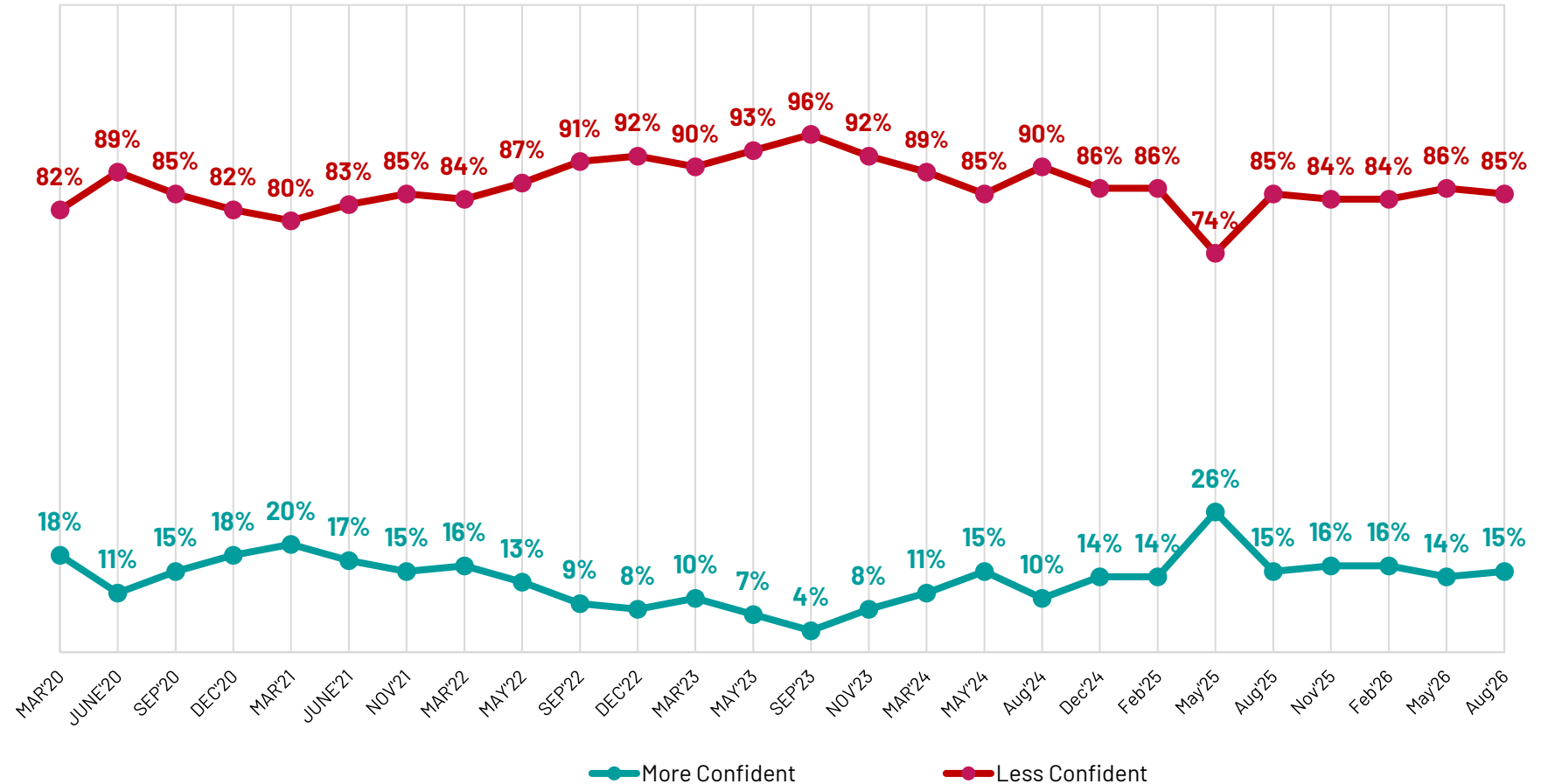
Q

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 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 اپنے بچوں کی تعلیم، شادی وغیرہ کے اخراجات کے لئے پیسہ بچانے کی صلاحیت موجود ہے؟

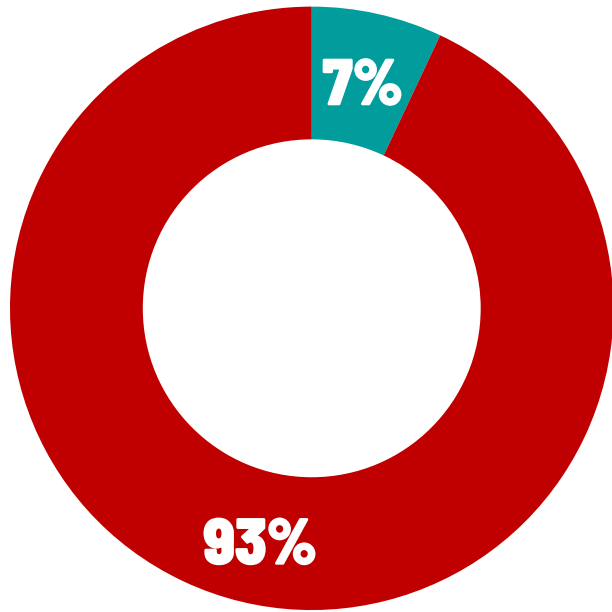


■ More Confident ■ Less Confident



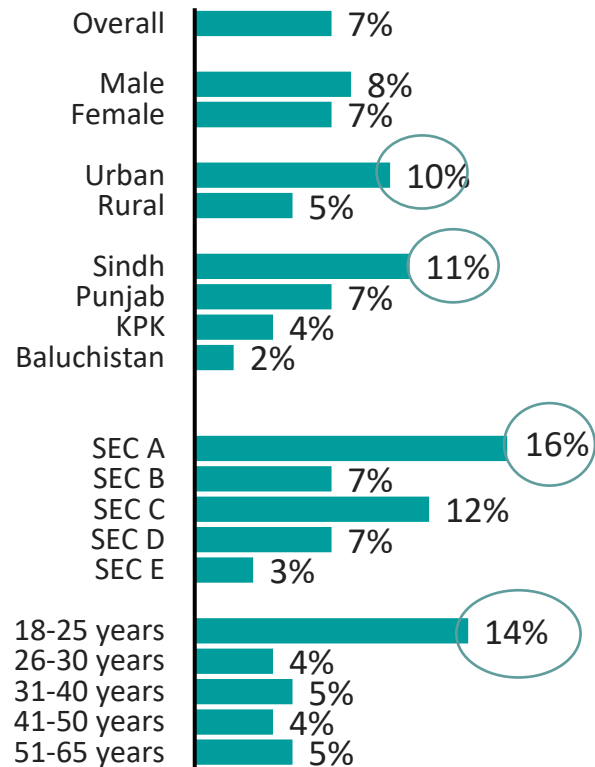
Confidence in making major purchase: Only **1 in 7** Pakistanis express confidence, with confidence higher among urbanites, Sindh residents, affluent groups and youth.

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 گزشتہ 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؟



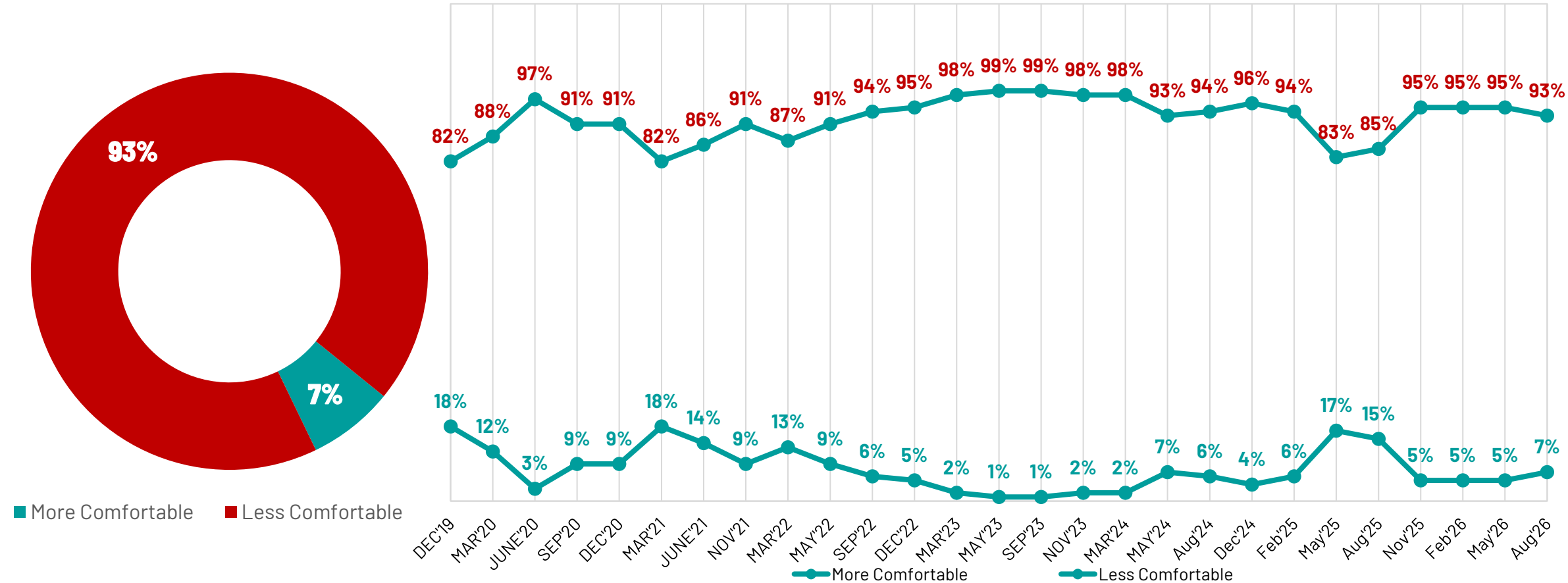
■ More Confident ■ Less Confident

Those who are confident about job security.



Comfort in making major purchases rises by **2pp to 7%**, marking an improvement after remaining low for an extended period.

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؟

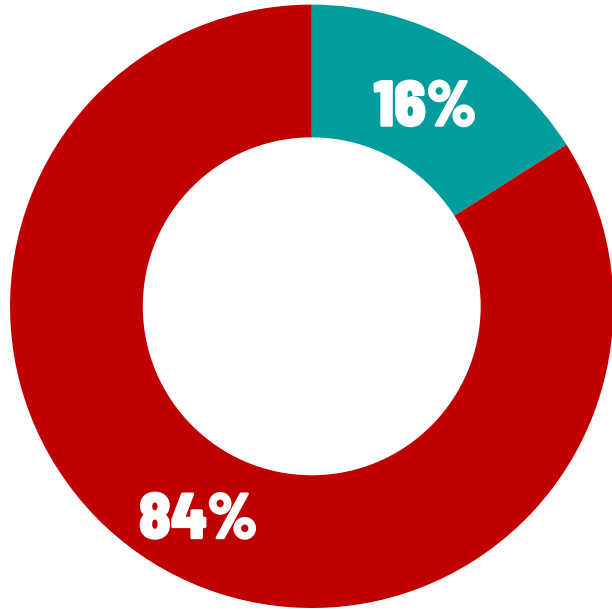


Confidence in Job Security: Only **16%** of Pakistanis feel secure in their jobs, with relatively higher confidence among females, urbanites, Punjab residents, lower-middle-class groups, and youth.

Q

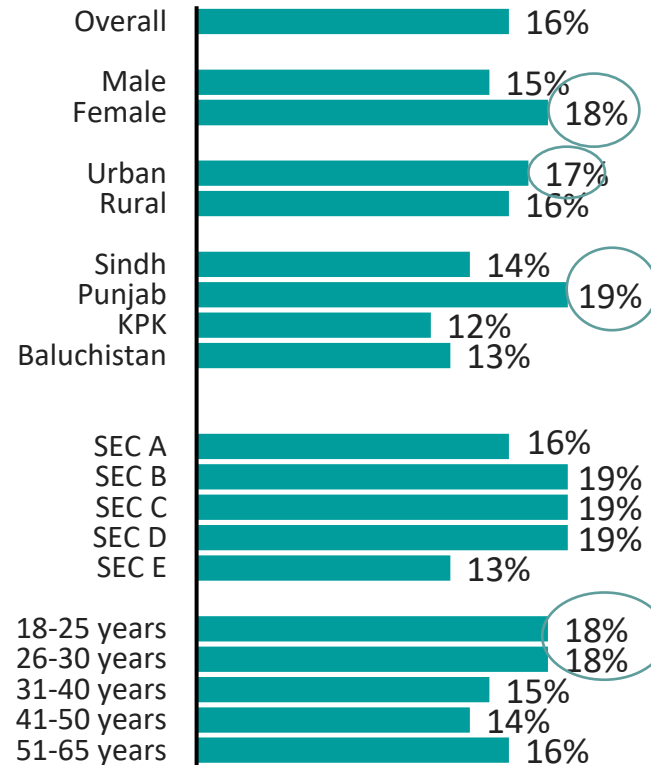
Compared know personally?

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؟

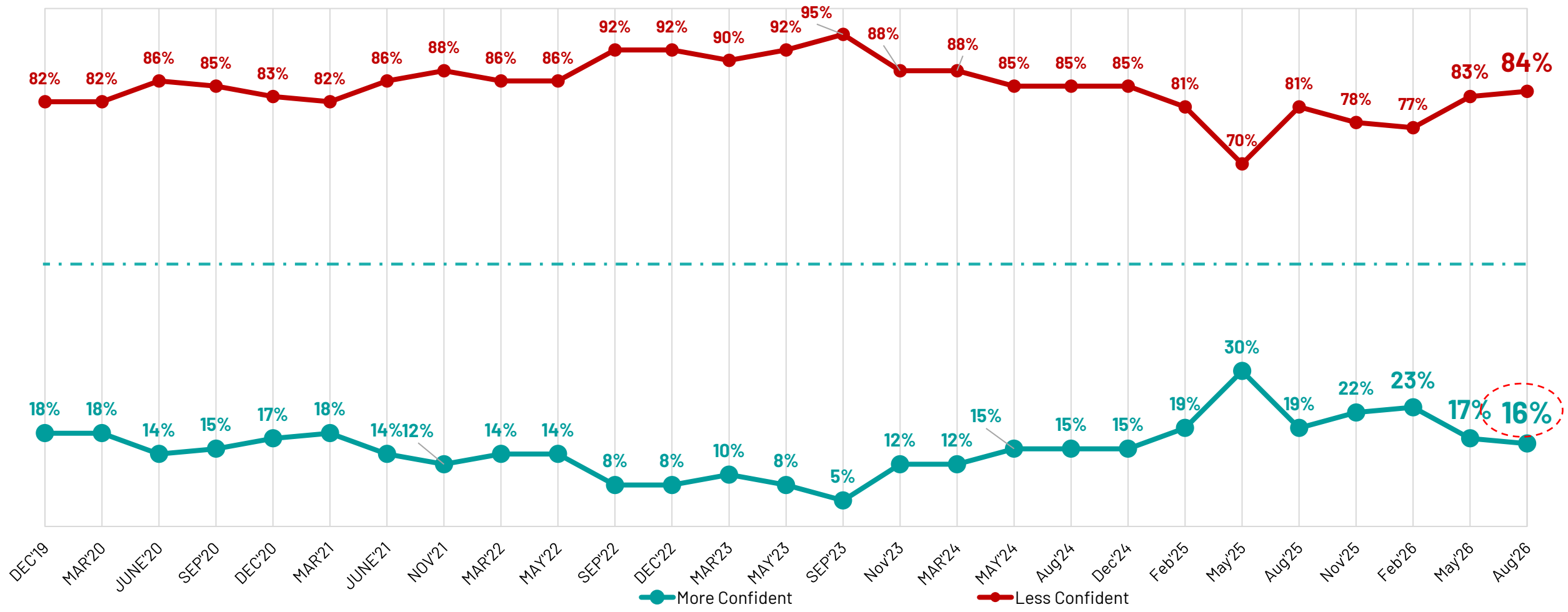


■ More Confident ■ Less Confident

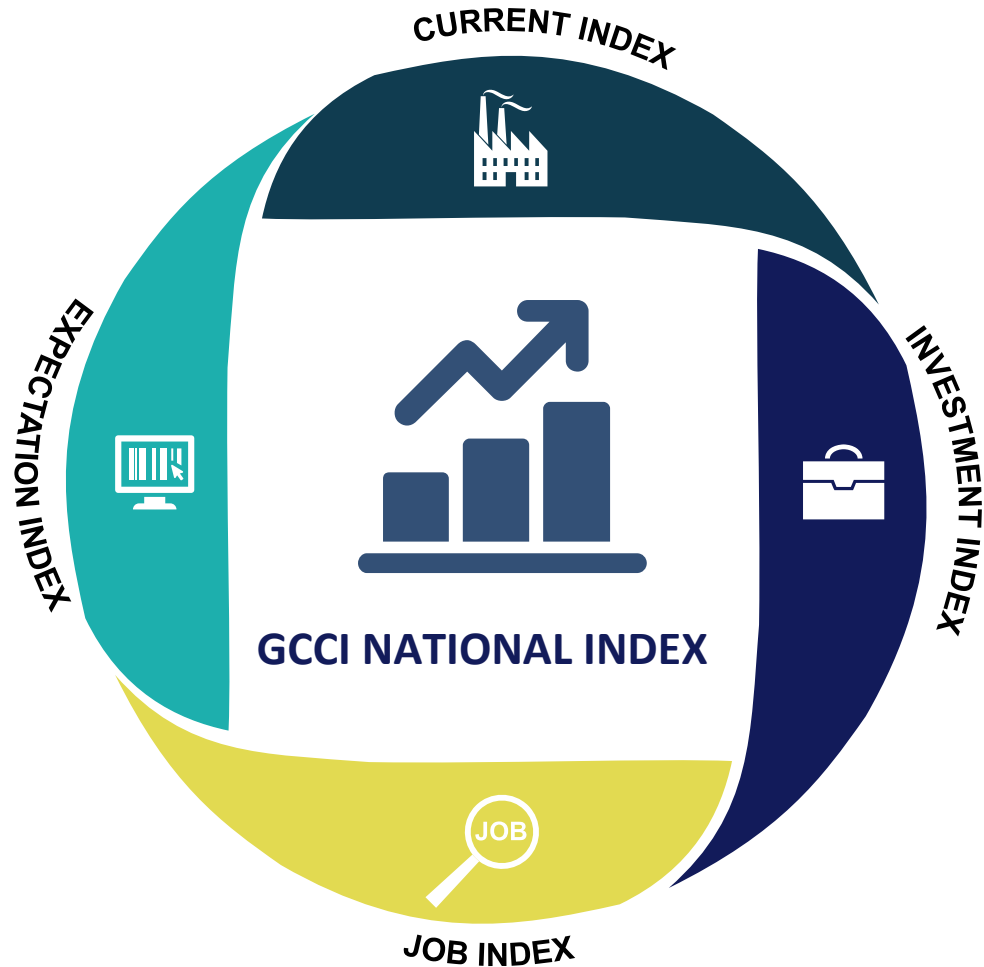
Those who are confident about job security.



Confidence in job security declines by **1pp to 16%**, returning to the same level as August 2024, highlighting continued caution around job security.



IPSOS GLOBAL CONSUMER CONFIDENCE INDEX (GCCCI*)



GCCI NATIONAL INDEX: Reflects respondents' perception of current local economy, future local economy, current financial situation, future financial situation, major purchase comfort, household purchase comfort, job security, investment confidence, job loss experience and job loss expectation within their country.

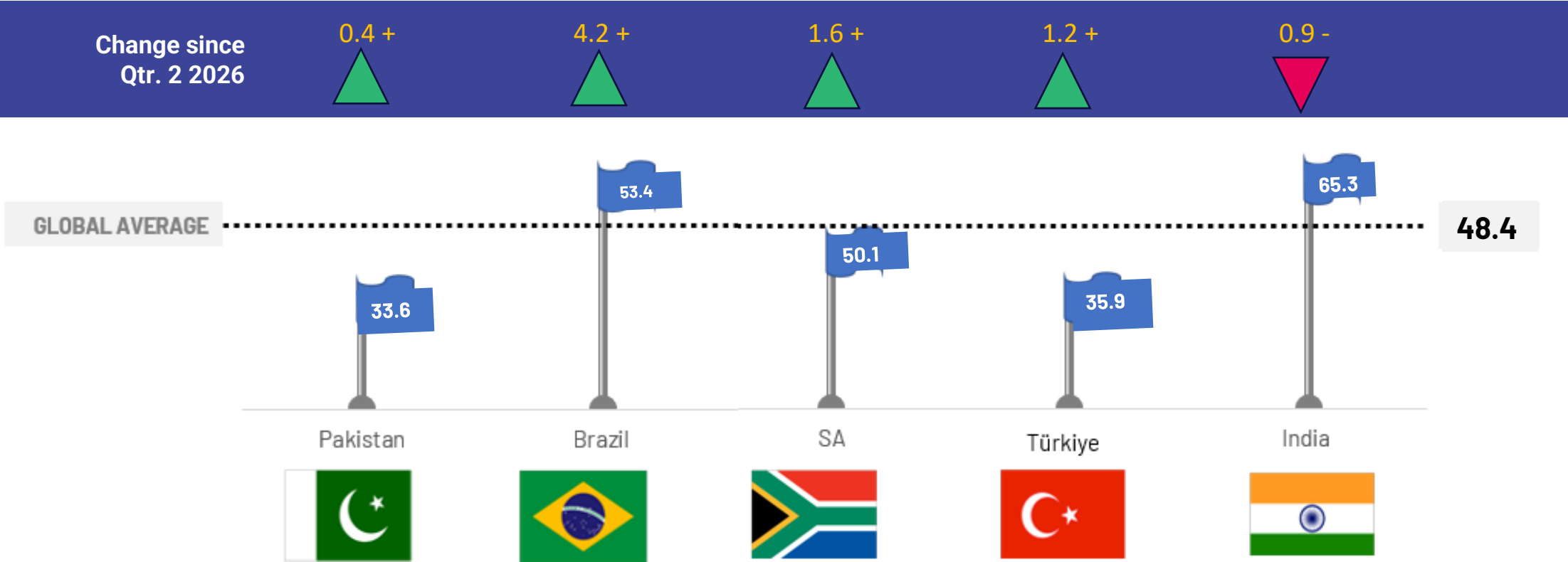
GCCI EXPECTATION INDEX: Reflects respondents' attitude regarding the future local economy, future financial situation and job loss expectation within their country.

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

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

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

Pakistan’s consumer confidence edges up by **0.4 points**, while confidence declines in India **(-0.9 points)** but rises in Türkiye **(+1.2 points)**, South Africa **(+1.6 points)** and Brazil **(+4.2 points)**.

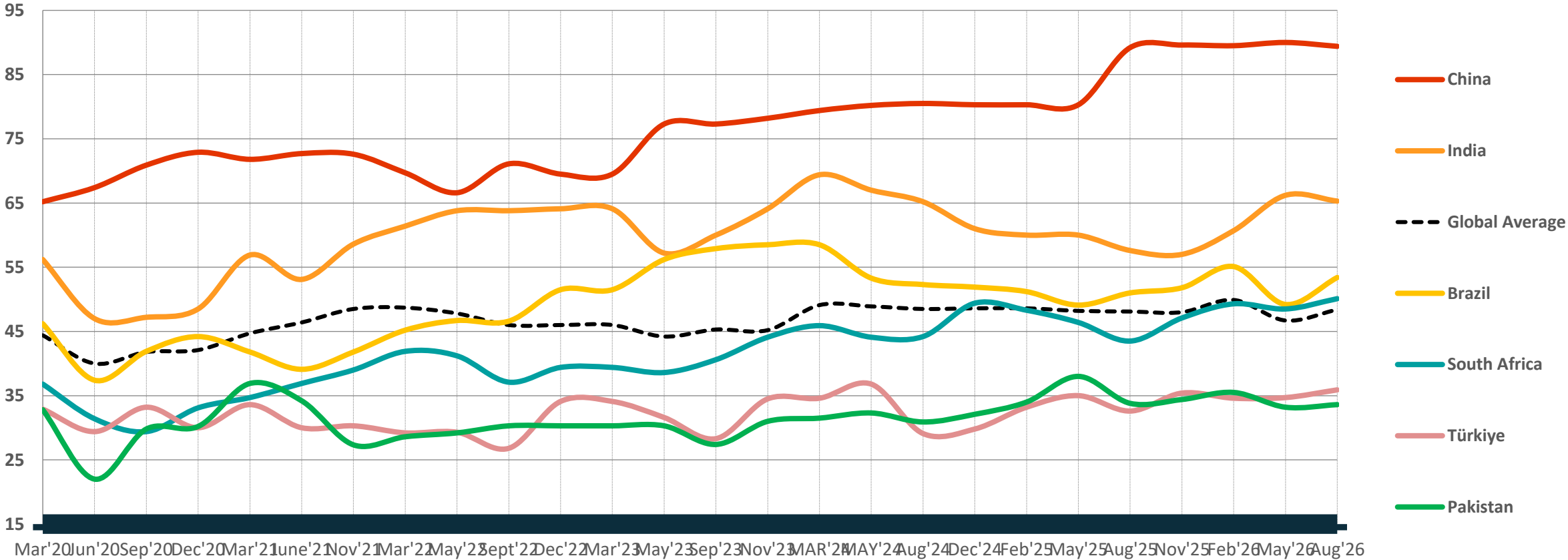


CURRENT INDEX	20.0	20.3	-0.3 ▼
EXPECTATIONS INDEX	45.2	44.5	+0.7 ▲
INVESTMENT INDEX	21.2	19.8	+1.4 ▲
JOBS INDEX	47.9	46.4	+1.5 ▲

Survey with 1000+ Pakistani adults- Aug 2026

Consumer Confidence Index in Pakistan edged up to **33.6** in Q3 2026, rising **0.4** points from **33.2**, signalling a modest improvement in consumer sentiment.

GLOBAL CONSUMER CONFIDENCE INDEX (GCCI)



THANK YOU

For more details and queries:
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