



(Also emailed*/faxed separately)

PRESS RELEASE

Opinion Poll

Consumer/Commercial

Food/Drink



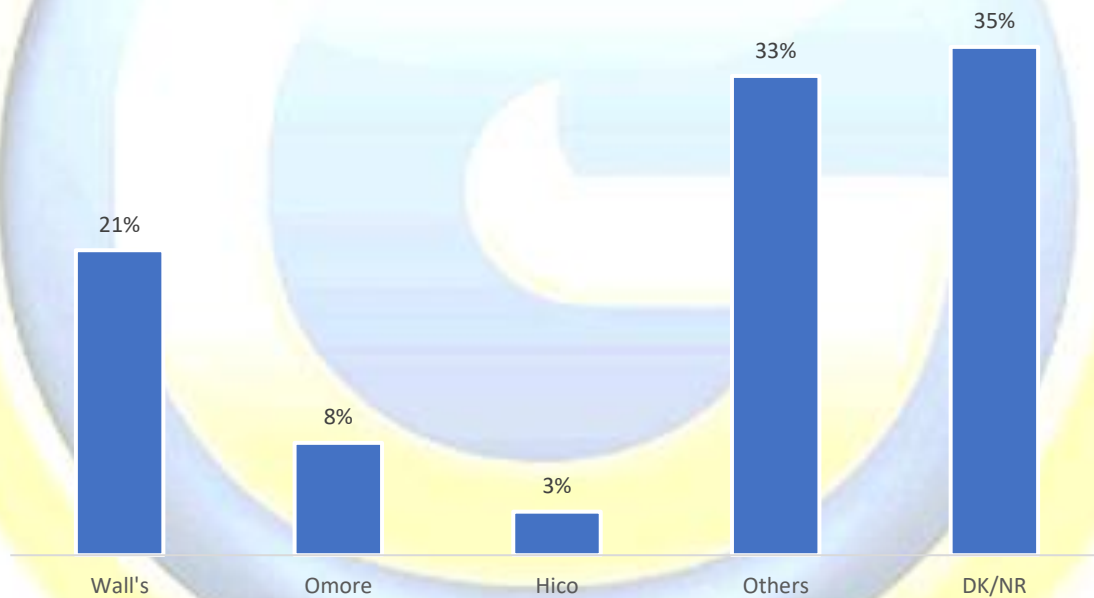
Wall's dominates Pakistani Ice Cream Market in terms of popularity: Gallup & Gilani Pakistan

(Islamabad), October 24th, 2023

According to a survey conducted by Gallup & Gilani Pakistan, wall's dominates Pakistani Ice Cream market in terms of popularity.

A nationally representative sample of adult men and women from across the country, was asked the question *"I will ask you questions about some everyday use personal/household items. Kindly tell me, what is your favorite brand for the following items? - Ice cream?"* In response, 21% said Wall's, 8% said Omore, 3% said Hico, 33% said others, and 36% said that they do not know or gave no response.

Question: "I will ask you questions about some everyday use personal/household items. Kindly tell me, what is your favorite brand for the following items? - Ice cream?"



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

The study in Pakistan was conducted and released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 853 men and women in urban and rural areas of all four provinces of the country, conducted during 24 August to 28 August 2023. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).

STAT OF THE DAY

**Pharma sector down by 28% since last year in Pakistan.
Food production also down by 42% since last year.**



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International

Tuesday, 24th October 2023

(3 Pages, English version Only)



GILANI RESEARCH
FOUNDATION

Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, and concerned citizens in Pakistan and across the globe.

Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently, Dr. Gilani, who holds a Ph.D. from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

If you have any further questions regarding this poll, please feel free to contact us.

*Best Regards,
Gallup Pakistan*

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Daily Gilani Poll
2023



of Gallup Pakistan
(1980-2023)