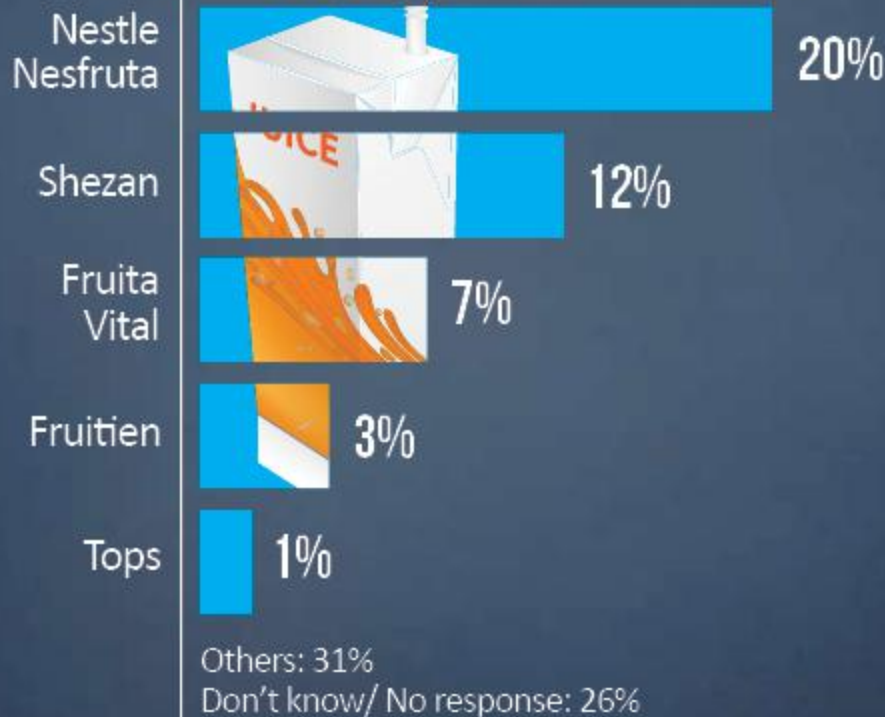


23rd October, 2023

NESTLE NESFRUTA MOST POPULAR AMONG JUICE BRANDS IN PAKISTAN: GALLUP & GILANI PAKISTAN

پاکستان میں جوس کے برانڈ میں نیسلے نیسفروٹا (Nestle Nesfruta) سب سے زیادہ پسندیدہ ہے۔

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? - Juice?"





PRESS RELEASE

Opinion Poll

Consumer/Commercial

Food/Drink

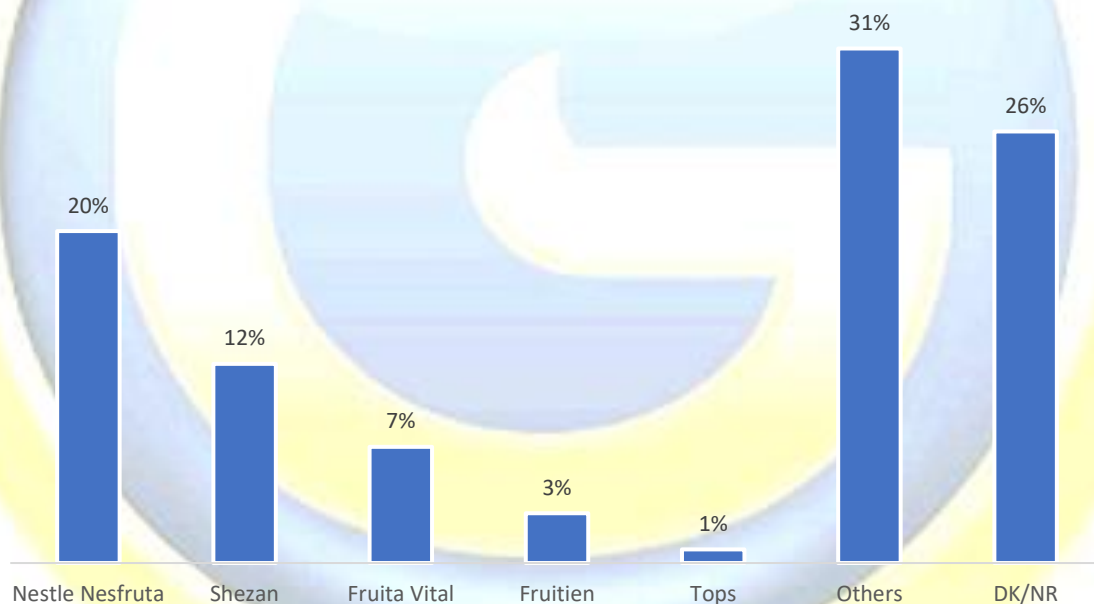
Nestle Nesfruta most Popular among Juice brands in Pakistan: Gallup & Gilani Pakistan

(Islamabad), October 23rd, 2023

According to a survey conducted by Gallup & Gilani Pakistan, Nestle Nesfruta was most Popular among Juice brands in Pakistan.

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? - Juice?” In response, 7% said Fruita Vital, 20% said Nestle Nesfruta, 12% said Shezan, 3% said Fruitien, 1% said Tops, 31% said others, and 26% 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? - Juice?”



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

The most recent wage indices released by the Pakistan Bureau of Statistics (PBS) show **upward trend in overall wages**, which on the average **increased by 20.0 percent** during H1-FY23 compared to a **rise of 7 percent** at the same time last year.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International

Monday, 23rd October 2023

(4 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*

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com



Daily Gilani Poll
2023



of Gallup Pakistan
(1980-2023)