

A background image showing a person's hands cooking in a large, dark metal pot over a fire. The pot is filled with a mixture of ingredients, possibly a curry or stew. The scene is dimly lit, with the fire providing the main source of light. The overall tone is warm and traditional.

DO PAKISTANIS LOVE FOOD? WHO LOVES IT MORE THAN OTHERS?

A Report Based on
National Survey

TABLE OF CONTENTS

- Executive Summary
- The Pakistani Food Landscape
- Significance of Food in Pakistan
- Report Findings based on: Rural-Urban Divide; Gender; Provinces; Language; Income; Age.
- Methodology

KEY FINDINGS

- 51% of Pakistanis identify themselves as “Food Lovers” and 45% of Pakistanis shared that they “only eat to stay alive”.
- 52% of male respondents identified as “Food Lovers” and 44% of the male respondents answered that “they only eat to survive.”
- 45% of the female respondents identified as “Food Lovers” whereas, 51% of female respondents answered that “they only eat to survive”.
- 48% of Pakistanis who identified as “Food Lovers” hailed from a rural area, whereas 54% of Pakistanis who identified as “Food Lovers” were from Urban areas.
- 46% of Pakistanis who answered that they “only eat to stay alive” were from Rural areas, whereas 43% of Pakistanis who answered that they “only eat to stay alive” were from Urban areas.
- Sindh has the largest number of food lovers (58%). This is followed by KP (57%). 54% of Baluchistan’s population identify as food lovers, whereas, Punjab has the lowest number of food lovers (41%).
- Urdu-speaking population of the country had the highest number of food lovers (58%) , whereas Punjabi-speakers had the lowest number of food lovers (40%).
- The highest number (55%) of people who “eat to stay alive” hail from lowest income bracket and highest number of food lovers (59%) hail from the highest income bracket in the sample.
- 50+ (age) respondents had the highest number (53%) of people who “eat to stay alive”, whereas under 30 respondents had the lowest number (42%) of people who “eat to stay alive”.

THE FOOD LANDSCAPE IN PAKISTAN

The Pakistani Food Landscape represents a blend of diverse cooking traditions driven from its ethnic and cultural diversity. It extends from the eastern provinces of Punjab and Sindh to the western and northern provinces of Azad Kashmir, Baluchistan, Khyber Pakhtunkhwa and Gilgit Baltistan. Along with this, international cuisine, and fast food is greatly popular in bigger metropolitan cities of the country.

The food landscape of Pakistan has taken shape over years by incorporating elements from neighboring countries such as India, Afghanistan, and Iran. This blend of Indian, Middle Eastern, and Far-Eastern cooking techniques, and knowledge contributes to the Pakistani cuisine being a distinctive mix of flavors.

FOOD IN PAKISTAN; A TALE ACROSS HISTORY AND BORDERS

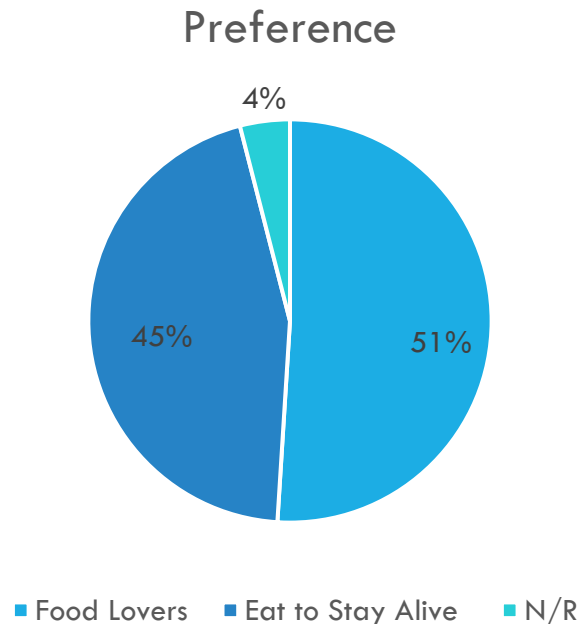
The syncretic nature of Pakistani food reflects its history and diverse culture. The similarity to Indian food is reflective of the ties both the countries had with the mighty Mughal Empire, and its colonial roots. Similarly, the diversity in the cuisine—ranging from seafood, flat bread, lamb and sheep—is reflective of the cultural set up of various provinces in the country. Whereas seafood is popular in Sindh; bread is a staple in Punjab; lamb and sheep are popular in the KP region.

Food is an importance component of the social fabric of the country. The festivities of Ramzan, Eid, or Diwali are not complete without a full-filling family dinner. In Pakistan, food is the basis of bonding between families and friends alike.

FOOD: WHAT DO PAKISTANIS THINK?

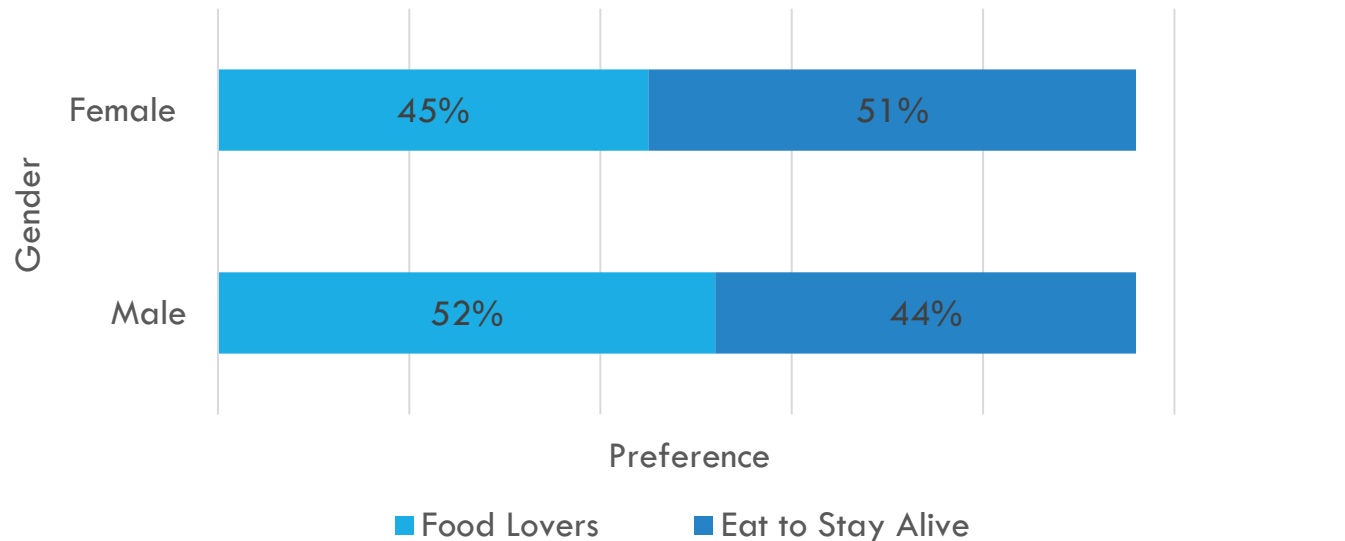
➤ General:

When asked, “Are you a food lover or do you just eat to stay alive?” 51% of Pakistanis identified themselves as “Food Lovers” whereas 45% of Pakistanis answered that they “only eat to stay alive”.



THE FOOD LANDSCAPE: A GENDERED PERSPECTIVE

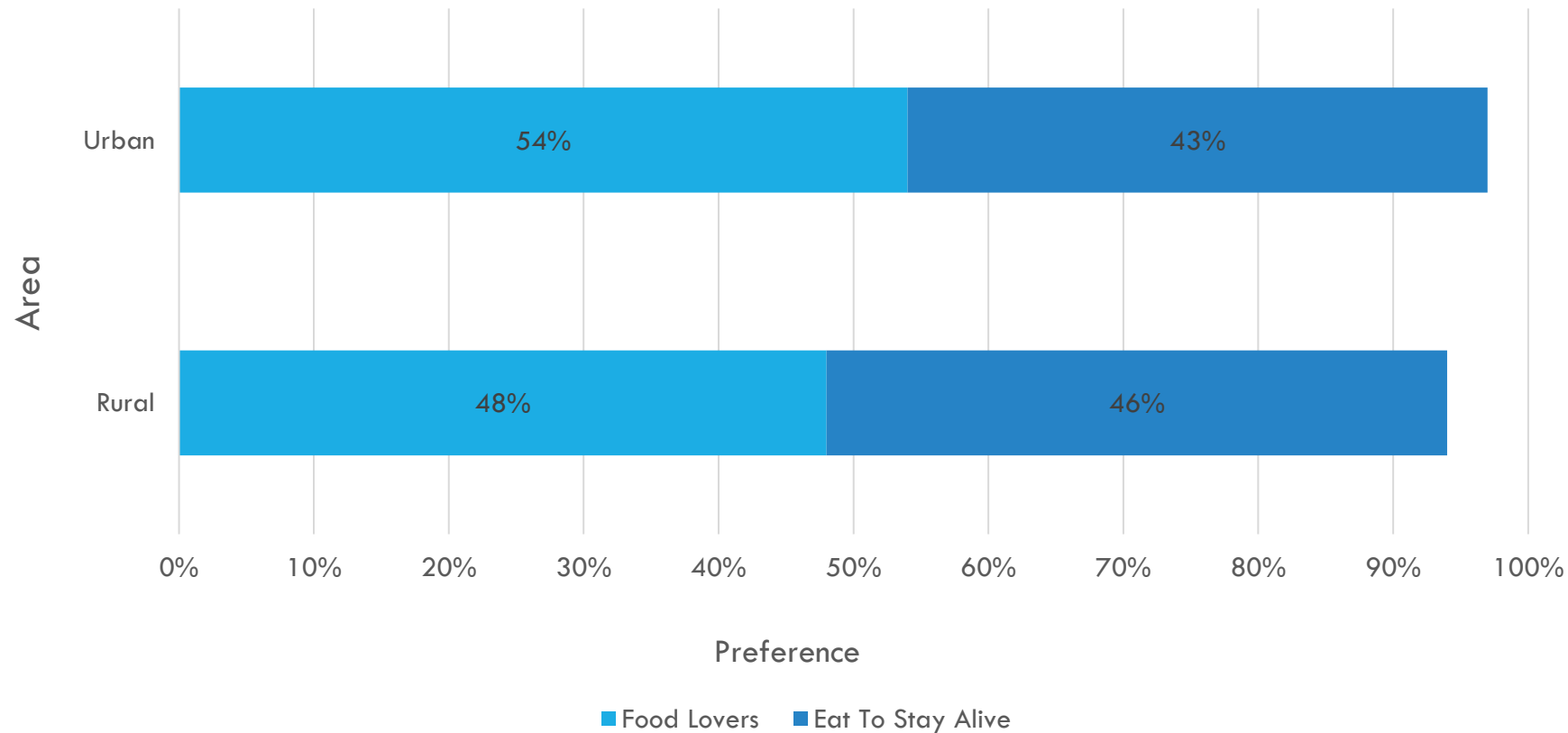
- 52% of male respondents identified as “Food Lovers” and 44% of the male respondents answered that “they only eat to survive.”
- 45% of the female respondents identified as “Food Lovers” and 51% of female respondents answered that “they only eat to survive”.



THE FOOD LANDSCAPE: A RURAL URBAN PICTURE

- 48% of Pakistanis who identified as “Food Lovers” hailed from rural areas, whereas 54% of Pakistanis who identified as “Food Lovers” were from Urban areas.
- 46% of Pakistanis who answered that they “only eat to stay alive” were from Rural areas, whereas 43% of Pakistanis who answered that they “only eat to stay alive” were from Urban areas

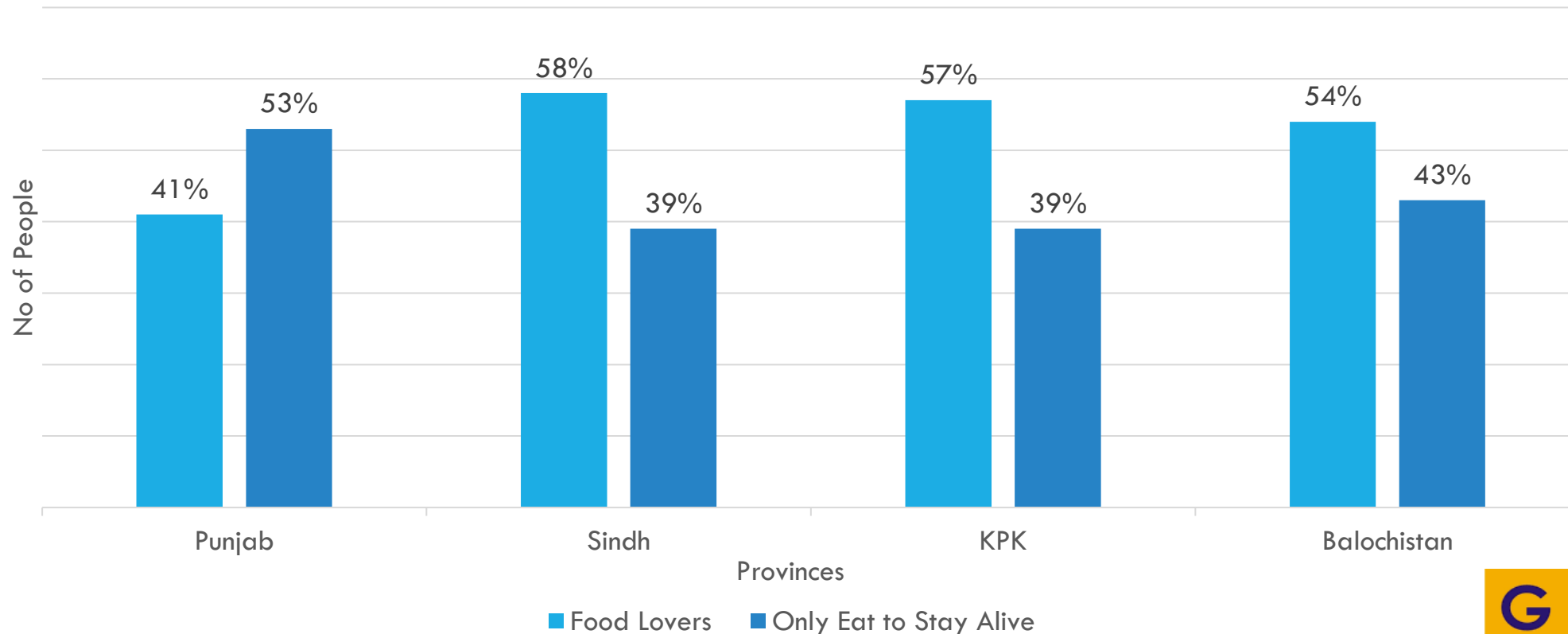
THE RURAL URBAN PICTURE: VISUAL REPRESENTATION



FOOD: PREFERENCES ACROSS PROVINCES

- 41% of Pakistanis from Punjab who participated in the survey identified as “Food Lovers”.
- 53% of Pakistanis from Punjab who participated in the survey said, “they only eat to stay alive”.
- 58% of Pakistanis from Sindh who participated in the survey identified as “Food Lovers”.
- 39% of Pakistanis from Sindh who participated in the survey said, “they only eat to stay alive”.
- 57% of Pakistanis from KP who participated in the survey identified as “Food Lovers”.
- 39% of Pakistanis from KP who participated in the survey said, “they only eat to stay alive”.
- 54% of Pakistanis from Baluchistan who participated in the survey identified as “Food Lovers”.
- 43% of Pakistanis from Baluchistan who participated in the survey said, “they only eat to stay alive”.

PREFERENCES ACROSS PROVINCES: VISUAL REPRESENTATION

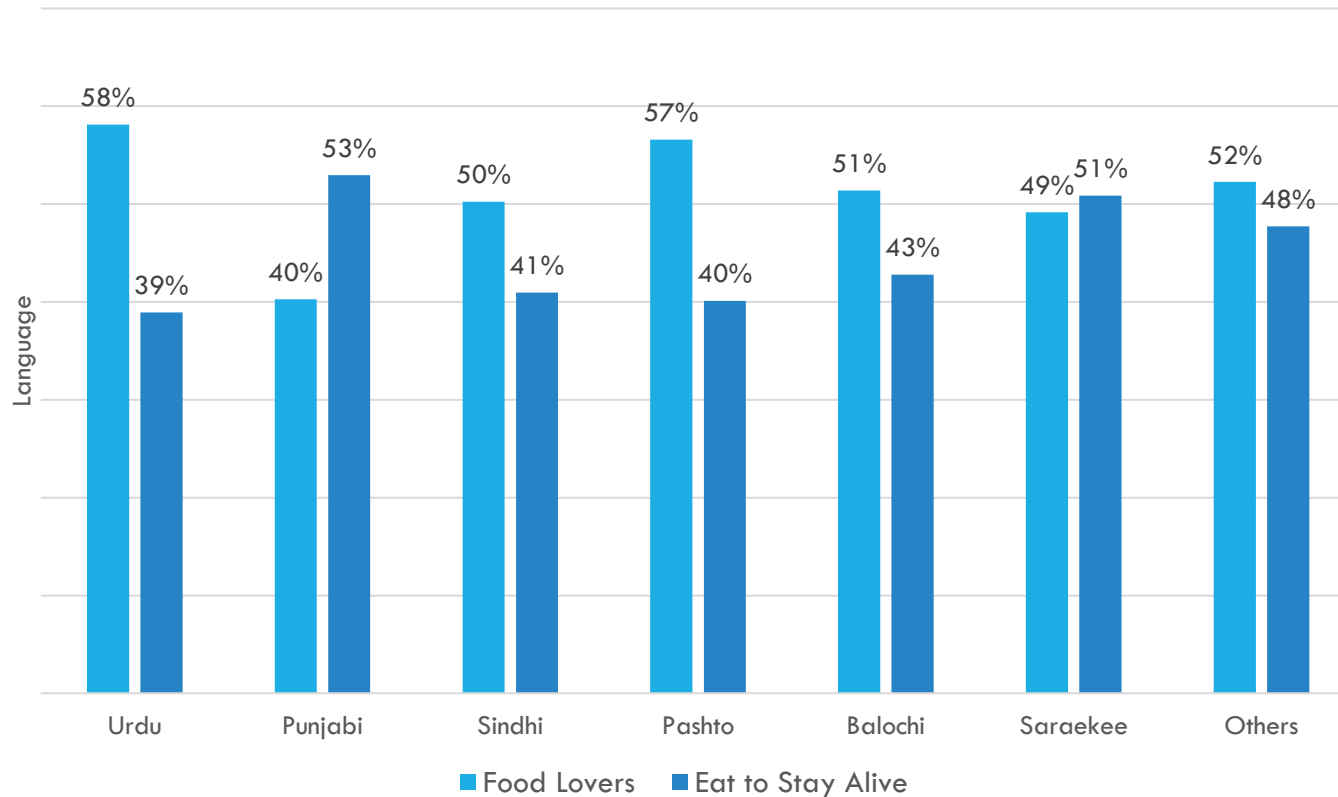


WHICH PAKISTANI PROVINCE LOVES FOOD THE MOST?

Contrary to what most would expect, Sindhis love food the most!

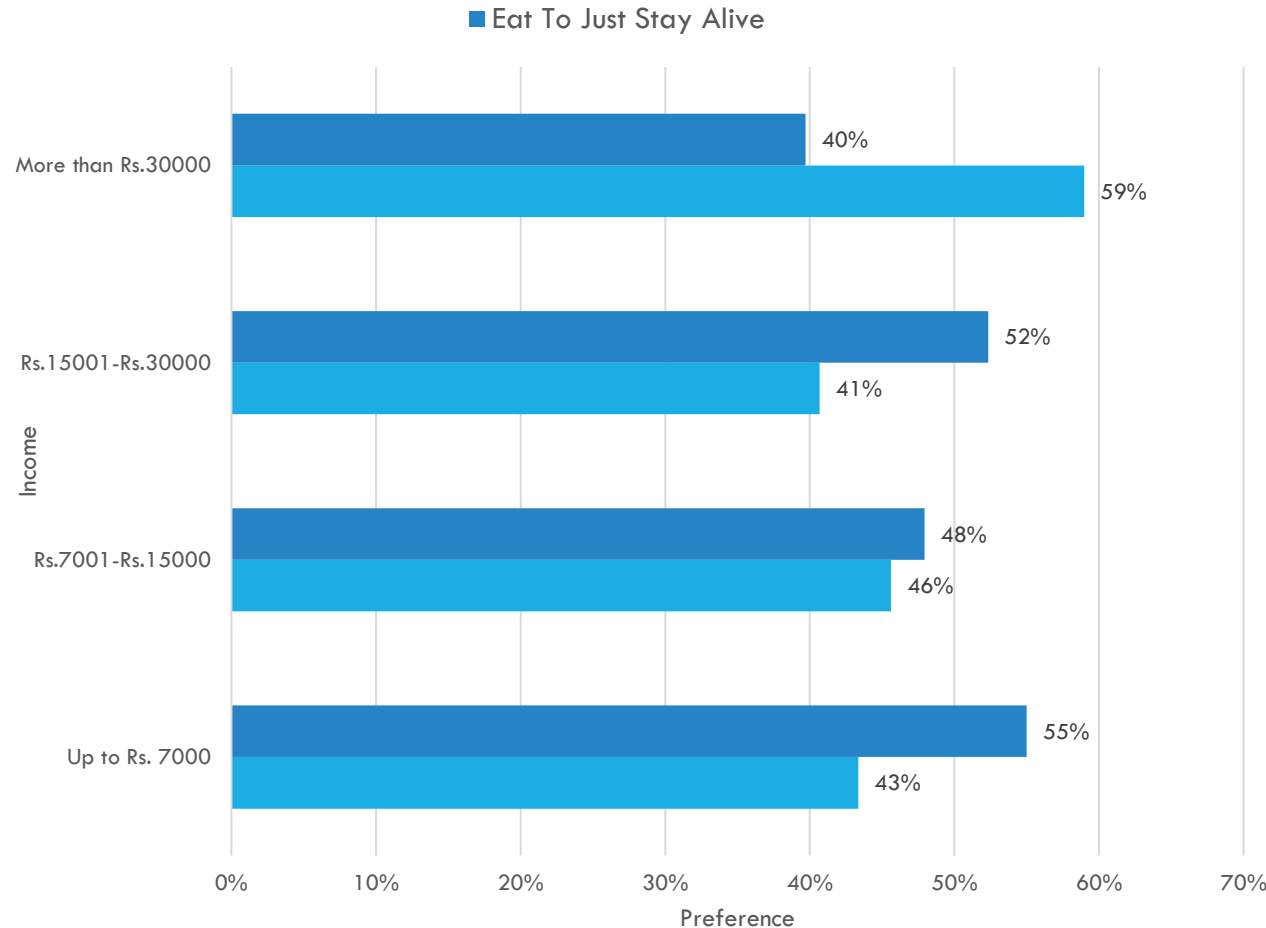
Our research shows that 58% of Sindhis are food lovers. This is followed by KP with 57% of the participants from the province being food lovers. Moreover, 54% of Baluchistan's population identifies as food lovers, whereas, Punjab has the lowest number of food lovers (41%).

FOOD: ACROSS LANGUAGES



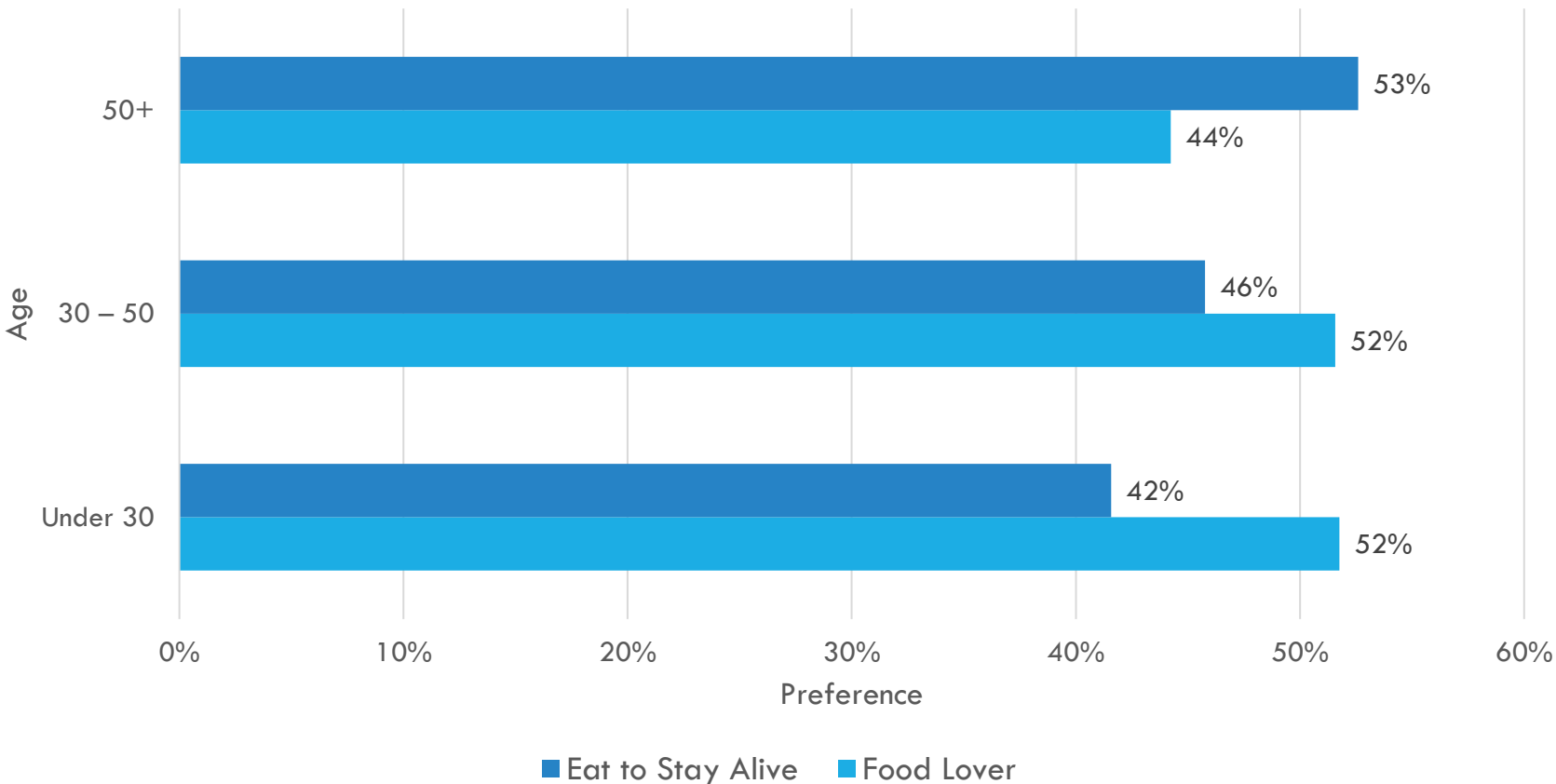
- Urdu-speaking population of the country had the highest number of food lovers (58%).
- Pashto-speakers had the second highest number of food lovers (57%), followed by Balochi (51%), Sindh (50%), and Saraekee (49%).
- Punjabi-speakers had the lowest number of food lovers (40%).

FOOD: ACROSS INCOME



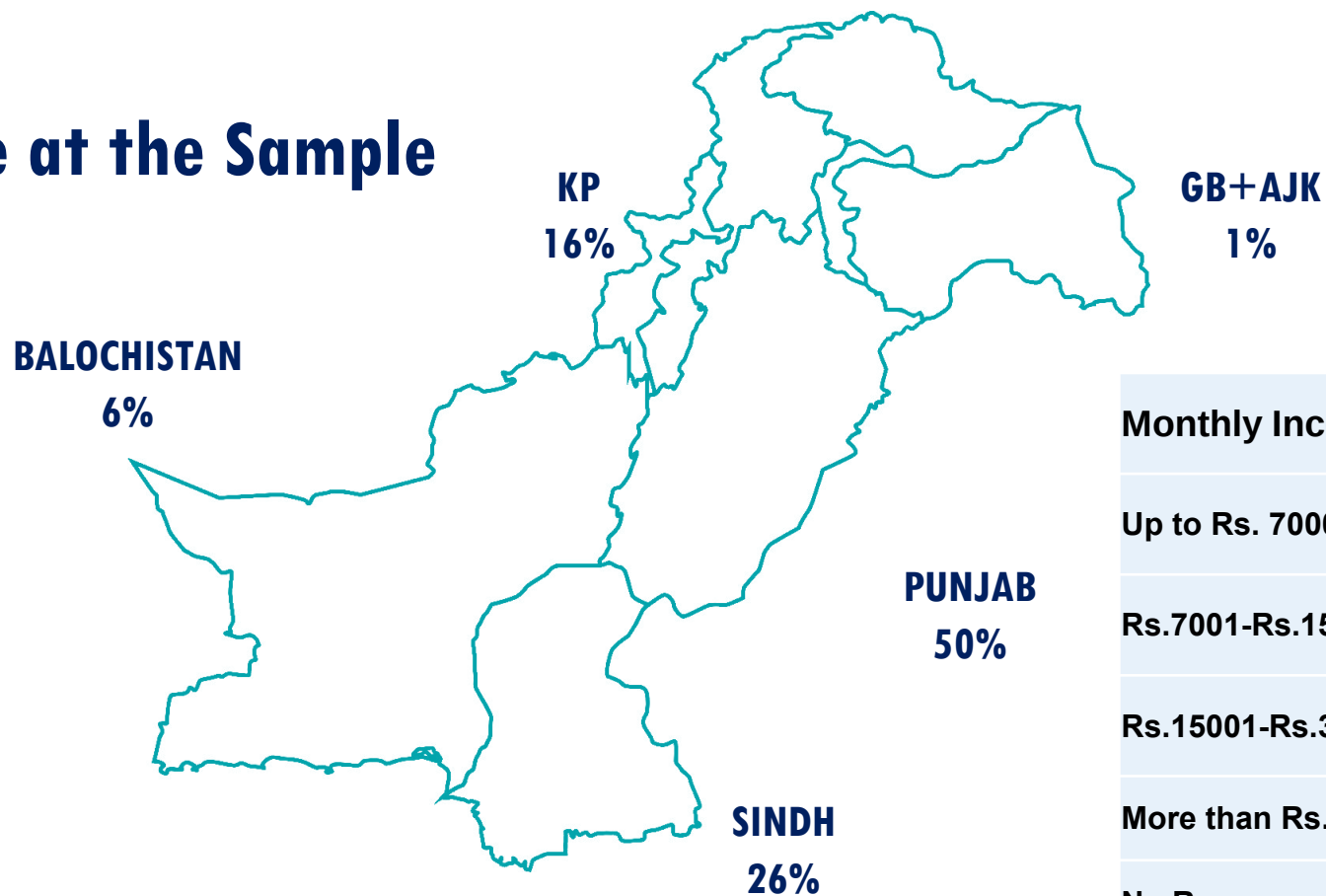
- The data shows that the highest number (55%) of people who “eat to stay alive” hail from lowest income bracket i.e. up to Rs 7000.
- The data shows that the highest number of food lovers (59%) hail from the highest income bracket i.e. more than 30,000.

FOOD: ACROSS AGE



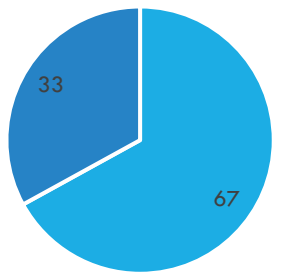
- The data shows that 50+ (age) respondents had the highest number (53%) of people who “eat to stay alive”, whereas under 30 respondents had the lowest number (42%) of people who eat to stay alive.
- 50+ respondents had the lowest number (44%) of food lovers as well.

A Glimpse at the Sample Profile



Monthly Income	Percentage
Up to Rs. 7000	8%
Rs.7001-Rs.15000	23%
Rs.15001-Rs.30000	28%
More than Rs.30000	19%
No Response	22%

Gender Distribution



Male Female

SAMPLE SIZE: 1503



URBAN
38%



RURAL
62%

METHODOLOGY

The study was 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 616 men and women in urban and rural areas of all four provinces of the country, during April 24, 2021 – May 15, 2021. The error margin is estimated to be approximately $\pm 2\text{-}3$ percent at the 95% confidence level. The methodology used for data collection was CATI.



In case of any queries, you may contact Bilal Gilani, Executive Director Gallup Pakistan.

[Email: bilal.gilani@gallup.com.pk](mailto:bilal.gilani@gallup.com.pk)

Phone: 051 2655630