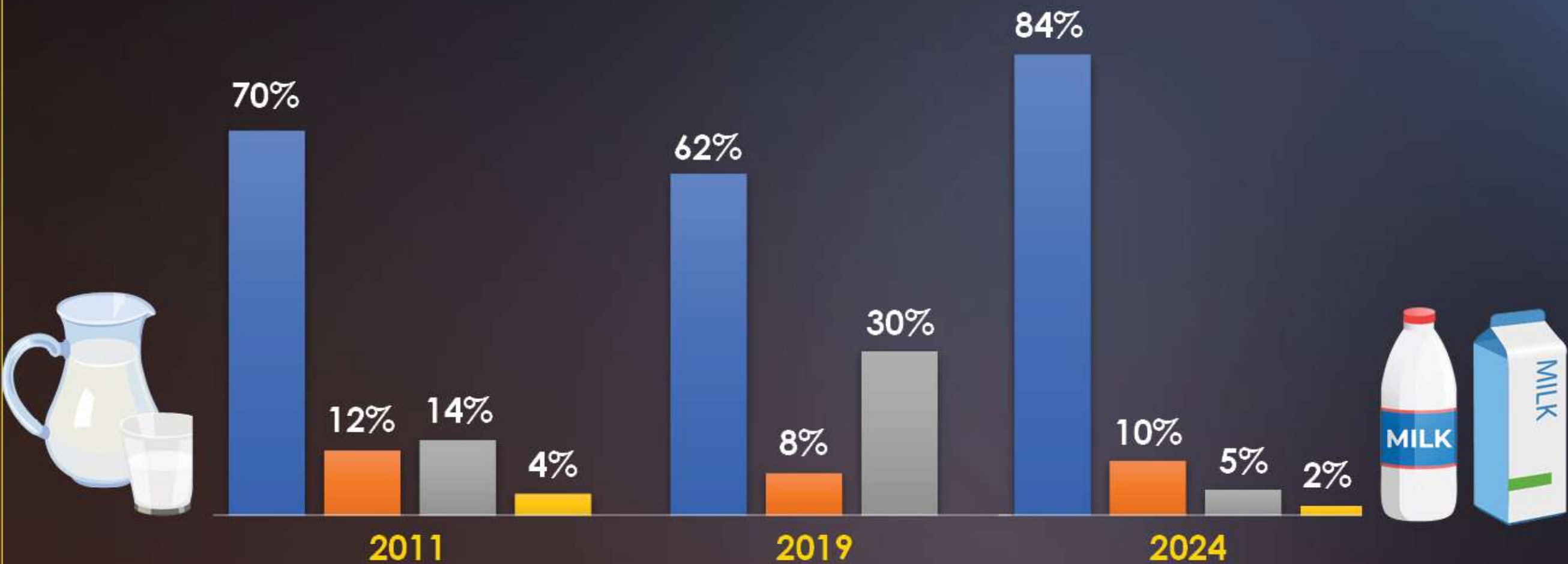


13-Year Milk Trend: Fresh Milk still dominates at 84% in 2024, rising from 70% share in 2011, packaged milk is stagnant with only 12% saying they use packaged milk exclusively: Gallup & Gilani History Project findings

Question: Please tell me, what is normally used in your household - fresh milk, packaged milk, or both?

■ Fresh Milk ■ Packaged Milk ■ Both ■ No Response





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll

History Poll

Social

13-Year Milk Trend: Fresh Milk still dominates at 84% in 2024, rising from 70% share in 2011, packaged milk is stagnant with only 12% saying they use packaged milk exclusively: Gallup & Gilani History Project findings

(Islamabad) 9th October, 2024

According to a survey conducted by Gallup & Gilani Pakistan, fresh milk remains the preferred choice for the majority of consumers, with 4 out of 5 respondents indicating its use in 2024. Gallup Pakistan has been asking nationally representative samples of adult men and women for the past one and a half decades the following question: “Some people use fresh milk while others use packaged milk. What is normally used in your household – fresh milk, packaged milk, or both?” Over the years, the choice of milk has fluctuated significantly since Gallup began tracking.

Comparative Picture: In 2024, 84% of respondents said they use fresh milk, 10% indicated using packaged milk, 5% reported using both, and 2% did not respond.

Trend Analysis: In 2011, 70% of respondents said they exclusively used fresh milk, 12% said they used packaged milk, and 14% said they used both. The trend continued, with fresh milk at 62%, packaged at 8% in 2019, and 30% reported using both. In 2024, fresh milk increased to 84%, while packaged milk remained stagnant at 10%, with just 5% choosing both.

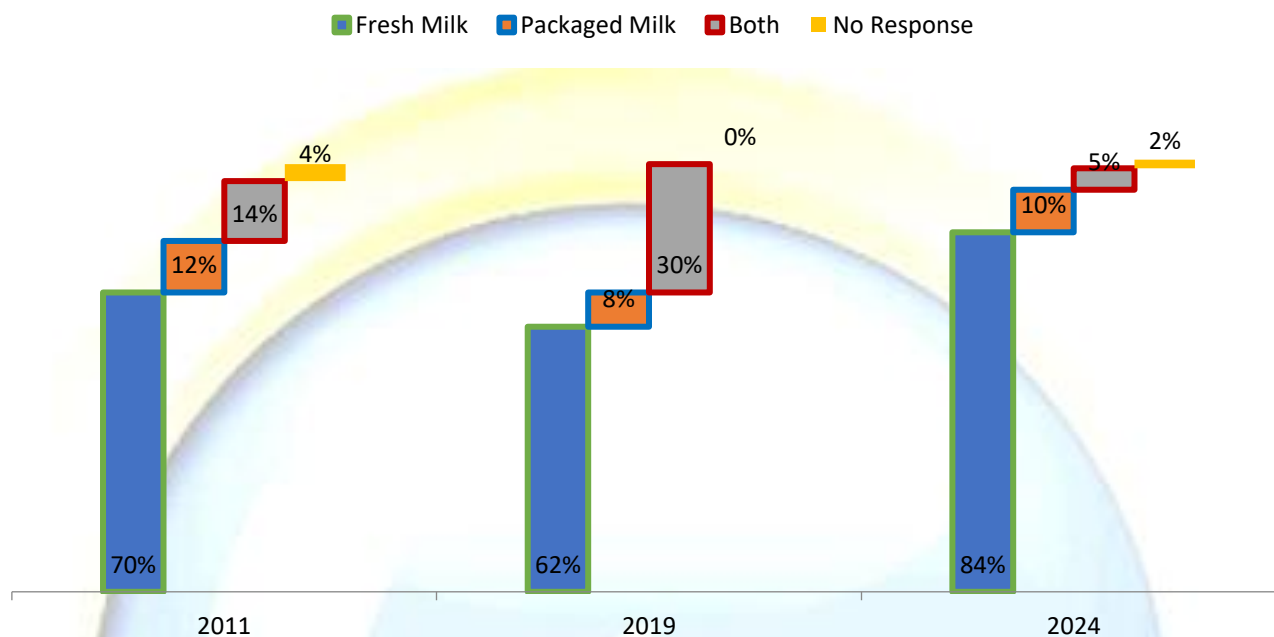
A different version of the same question earlier in 1999 showed that 90% of respondents opted for fresh milk and 5% went for packaged milk. The data therefore shows that change in the milk market in Pakistan is fairly slow and there is evidence that fresh milk has made a comeback. The recent spike in inflation can be one factor why affording packaged milk has become challenging. Consciousness about the side effects of packaged food and the general benefits of fresh food might also be another factor explaining the rebound in fresh milk use and the stagnant packaged milk market. The fluctuation in the use of both packaged and fresh milk (packaged milk for children and tea and fresh milk for other purposes such as lassi and foods like kheer) is also an interesting phenomenon that needs more research.

Milk is an important food expenditure in Pakistan with as much as 10% of food expenses by a regular Pakistani household going towards milk consumption.

This press release has been made as part of the Gallup Pakistan History Project which aims to release historical empirical polling data to wider audiences. The objective is to sustain and encourage empirical decision-making in Pakistan.



Question: Please tell me, what is normally used in your household - fresh milk, packaged milk, or both?



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

The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 769 men and women in urban and rural areas of all four provinces of the country, conducted from 28th June - 10th July 2024. The error margin is estimated to be $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).



Aim and Rationale for Gallup Pakistan History Project

Bilal I Gilani, who is the Executive Director at Gallup Pakistan, and the Director of Gallup Pakistan History Project explains the aim of the Project as follows: “Gallup Pakistan has been polling in Pakistan since 1979 (over 40 years). During this time, millions of Pakistanis have been surveyed by over a thousand interviewers of Gallup. In 2014, Gallup Pakistan decided to release historical Public Opinion data, and this Press Release is part of Gallup Pakistan’s History Project. This endeavor is dedicated to all those who hope for a more empirical understanding of Pakistani Issues.” For more information about the Gallup History Project, please contact caf@gallup.com.pk



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Wednesday, 9th October, 2024

(4 Pages, English Version Only)

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 about Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see the website: www.gallup-international.com



History Poll
2024



of Gallup Pakistan
(1980-2024)