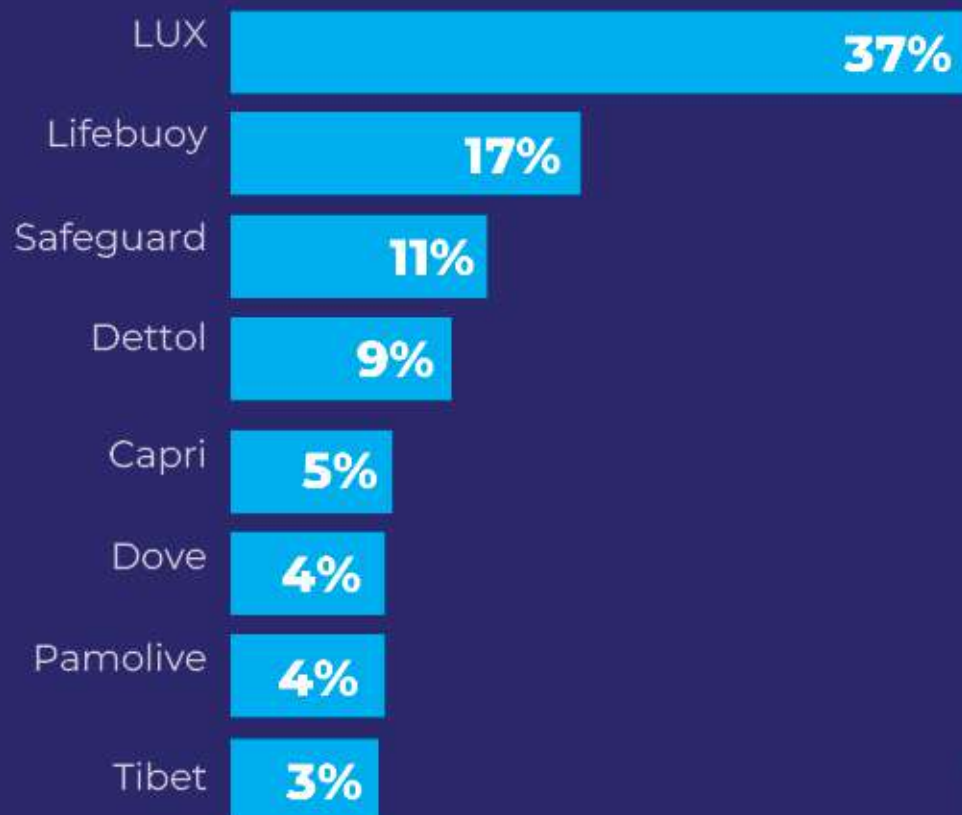


Nearly 2 in 5 Pakistanis (37%) chose LUX as the top soap brand in the country

leading among women at 45%



Others: 5% | Don't Know/No response: 4%

Question: When you think of soap (hand or face wash), what brand name comes to mind first?





PRESS RELEASE

Opinion Poll

Consumer/Commercial

Homecare

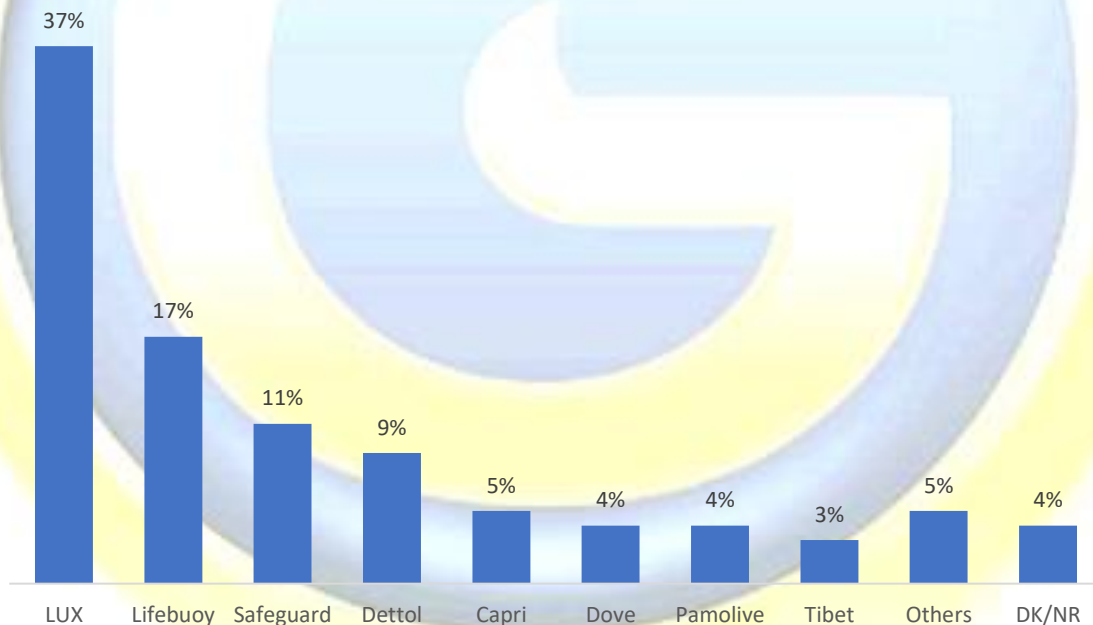
Nearly 2 in 5 Pakistanis (37%) chose LUX as the top soap brand in the country, leading among women at 45%: Gallup & Gilani Pakistan

(Islamabad) 15th November, 2024

According to a survey conducted by Gallup & Gilani Pakistan, nearly 2 in 5 Pakistanis (37%) chose LUX as the top soap brand in the country. Survey findings reveal that 15% more women than men identified Lux as the first brand that came to their mind.

A nationally representative sample of adult men and women from across the country was asked the question, “When you think of soap (hand or face wash), what brand name comes to mind first?” In response, 37% said ‘LUX’, 17% said ‘Lifebuoy’, 11% responded ‘Safeguard’, 9% answered ‘Dettol’, 5% said ‘Capri’, 4% said ‘Dove’, 4% responded ‘Palmolive’, 3% said ‘Tibet’, 5% said ‘Others’, and 4% said they don’t know or gave no response.

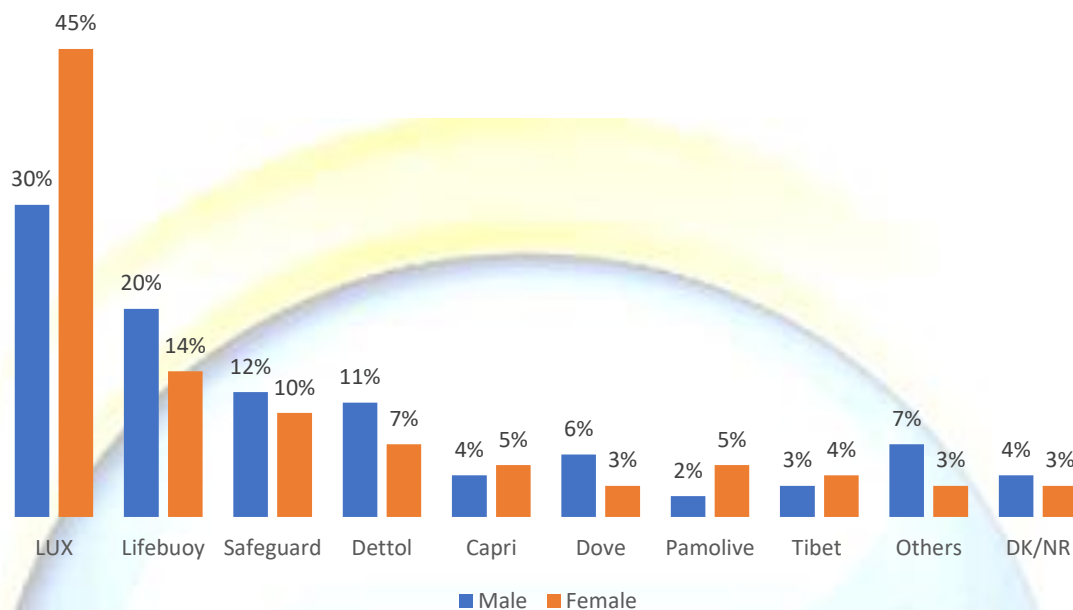
Question: When you think of soap (hand or face wash), what brand name comes to mind first?



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 1089 men and women in urban and rural areas of all four provinces of the country, conducted from 12th September - 11th October 2024. 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).

Across gender: Women are more likely to name LUX when asked about a soap brand, with 45% mentioning it compared to 30% of men. Men, on the other hand, are slightly more likely to name Lifebuoy, with 20% mentioning it compared to 14% of women.



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



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Friday, 15th November, 2024

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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
2024



of Gallup Pakistan
(1980-2024)