

Consumer choice: Lipton is the most popular tea brand in Pakistan cited by 20% respondents followed by Tapal at 19%.

Tapal top consumer choice in urban areas (30%);
Supreme in rural areas (23%)



Others: 14% | Don't Know/No response: 6%

Question: When you think of tea, what brand name comes to your mind first?





PRESS RELEASE

Opinion Poll

Consumer/Commercial

Drink

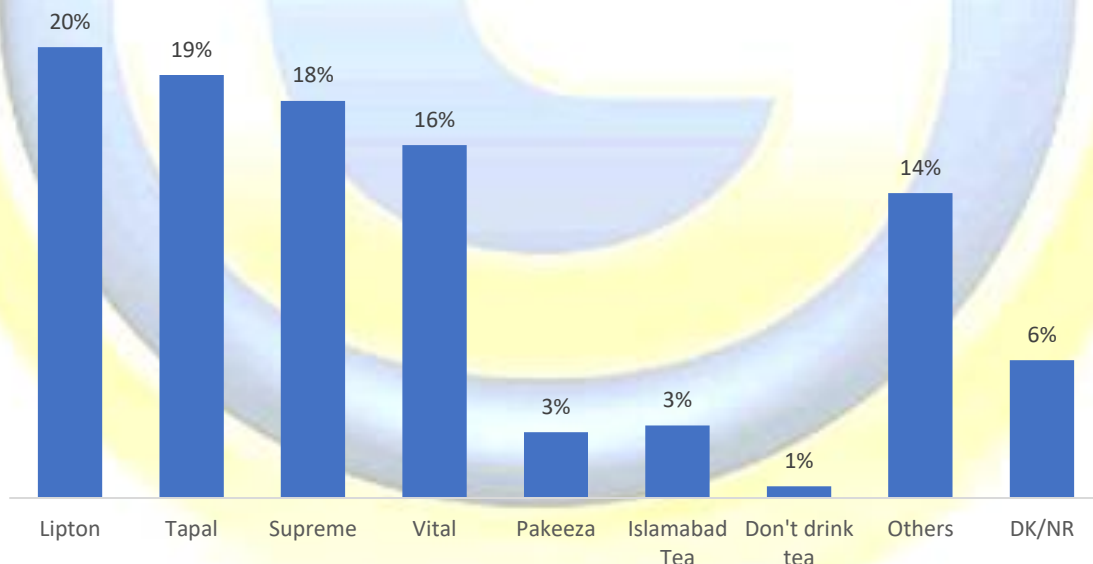
Consumer choice: Lipton is the most popular tea brand in Pakistan cited by 20% respondents followed by Tapal at 19%. Tapal top consumer choice in urban areas (30%); Supreme in rural areas (23%): Gallup & Gilani Pakistan

(Islamabad) 19th November, 2024

According to a survey conducted by Gallup & Gilani Pakistan, Lipton is the most popular tea brand in Pakistan cited by 20% respondents followed by Tapal at 19%. Survey findings revealed that Tapal is 17% more recognized among urban residents than rural ones, while Supreme stands out 14% more among rural residents compared to urban ones.

A nationally representative sample of adult men and women from across the country was asked the question, “When you think of tea, what brand name comes to your mind first?” In response, 20% said ‘Lipton’, 19% said ‘Tapal’, 18% responded ‘Supreme’, 16% answered ‘Vital’, 3% said ‘Pakeeza’, 3% said ‘Islamabad Tea’, 1% said ‘They don’t drink tea’, 14% said ‘Others’, and 6% said they don’t know or gave no response.

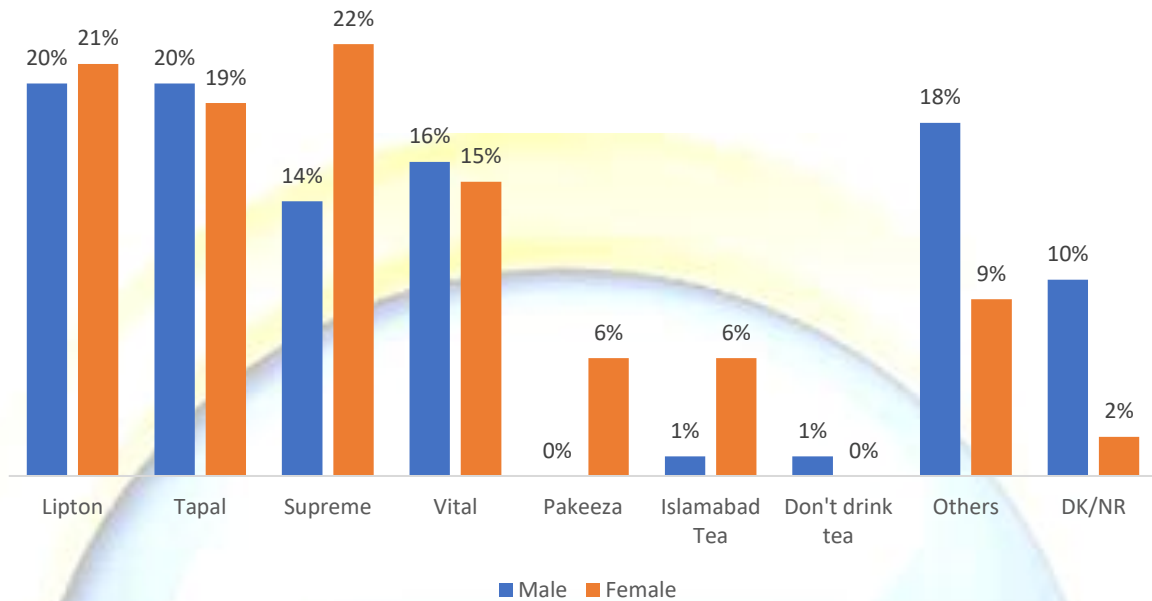
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Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

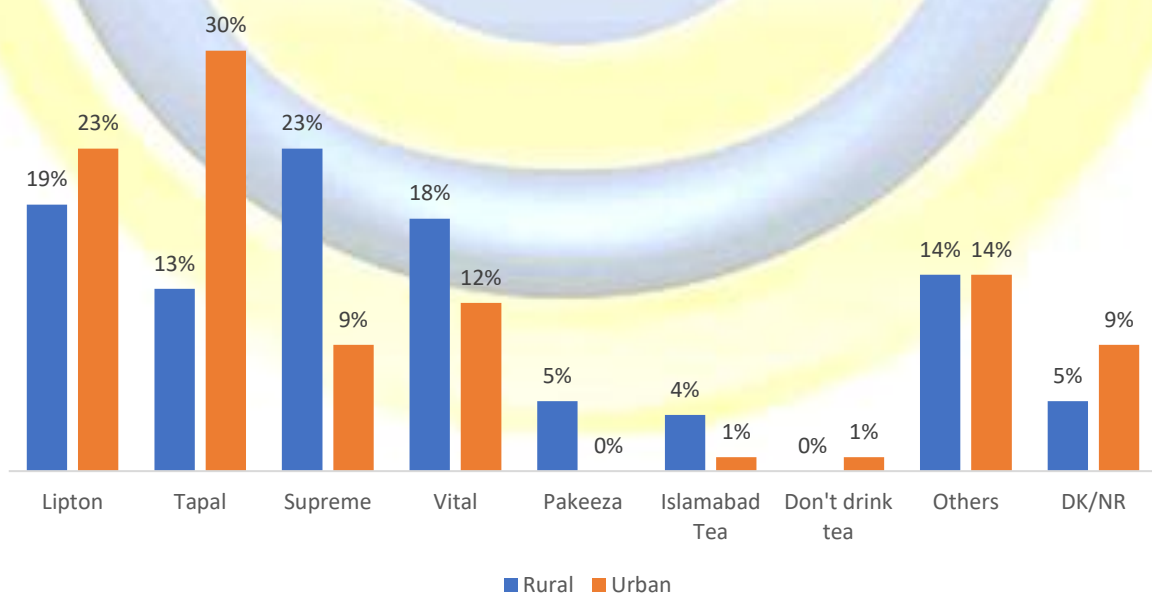
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1089 men and women in urban and rural areas of all four provinces of the country, conducted from 12th September - 11th October 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: 1/5 of men and women said Lipton came to mind when they thought of a tea brand. Additionally, significant percentage of women mentioned Supreme (22%) compared (14%) of men.



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

Across rurality: There is a 4% gap in Lipton's brand recall between rural and urban areas, with Tapal showing stronger recognition in urban areas (30%) than rural (13%), surpassing Lipton. Meanwhile, Supreme is more popular among rural residents (23%) compared to urban (9%).



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
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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)