



PRESS RELEASE

Opinion Poll

Consumer/Commercial

Personal care

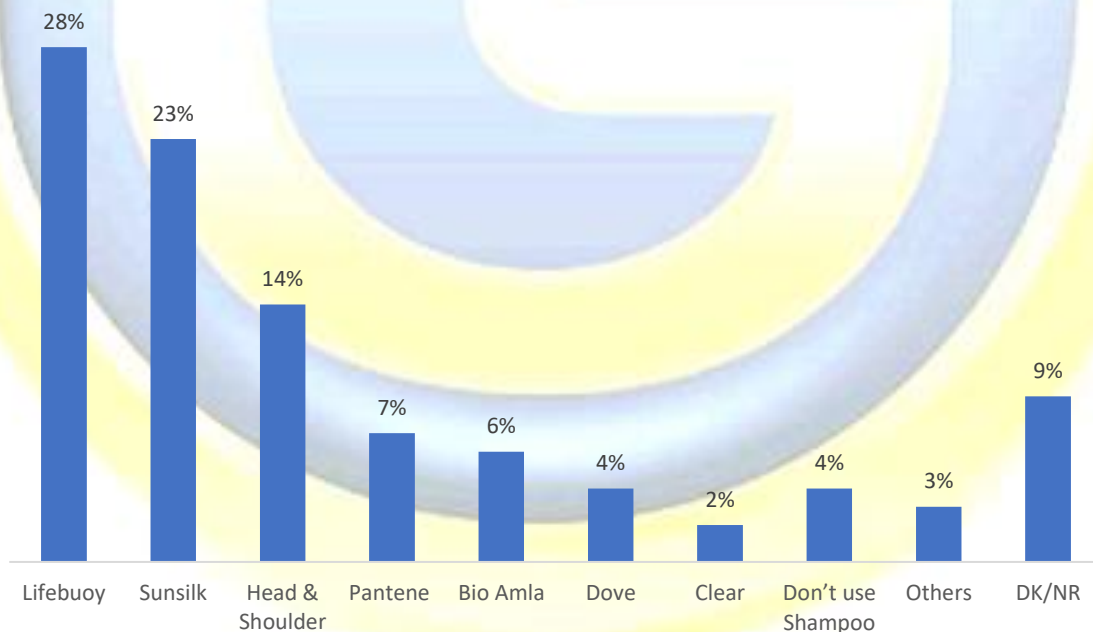
Consumer choice: Lifebuoy tops as Pakistan's most recognized shampoo brand cited by 28% respondents followed by Sunsilk (23%). Lifebuoy tops in rural areas (30%) while Sunsilk in urban areas (25%): Gallup & Gilani Pakistan

(Islamabad) 20th November, 2024

According to a survey conducted by Gallup & Gilani Pakistan, Lifebuoy tops as Pakistan's most recognized shampoo brand cited by 28% respondents followed by Sunsilk (23%). Survey findings indicate that a higher proportion of rural residents identified Lifebuoy, while urban residents more frequently named Sunsilk.

A nationally representative sample of adult men and women from across the country was asked the question, “When you think of shampoo, what brand name comes to your mind first?” In response, 28% said ‘Lifebuoy’, 23% said ‘Sunsilk’, 14% responded ‘Head & Shoulder’, 7% answered ‘Pantene’, 6% said ‘Bio Amla’, 4% said ‘Dove’, 2% said ‘Clear’, 4% mentioned ‘Don’t use’, 3% said ‘Others’, and 9% said they don’t know or gave no response.

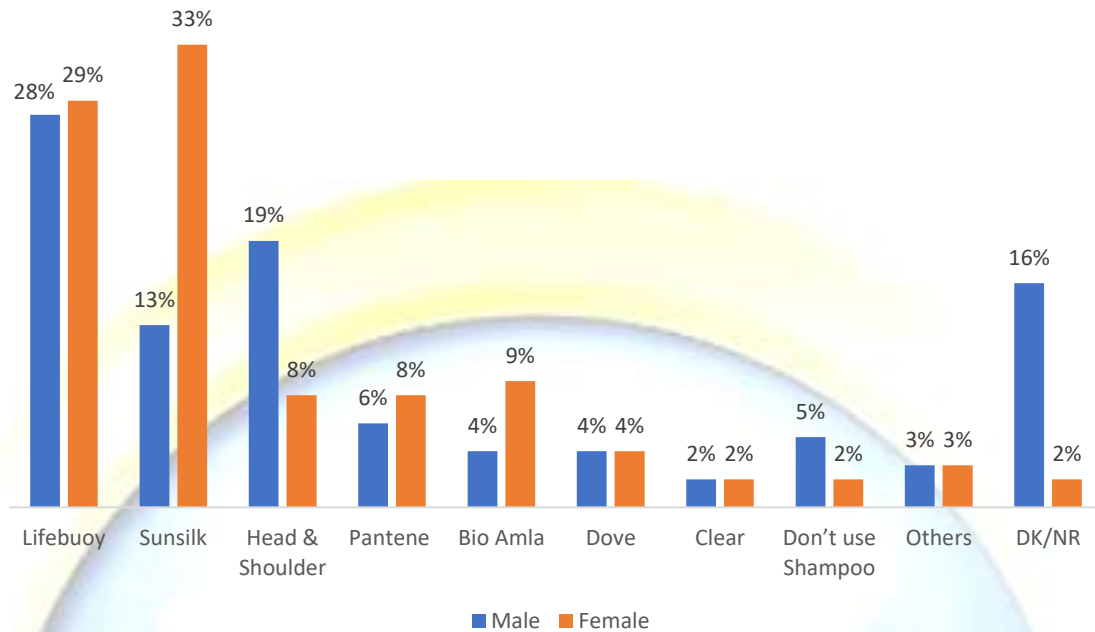
Question: When you think of shampoo, what brand name comes to your mind first?



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

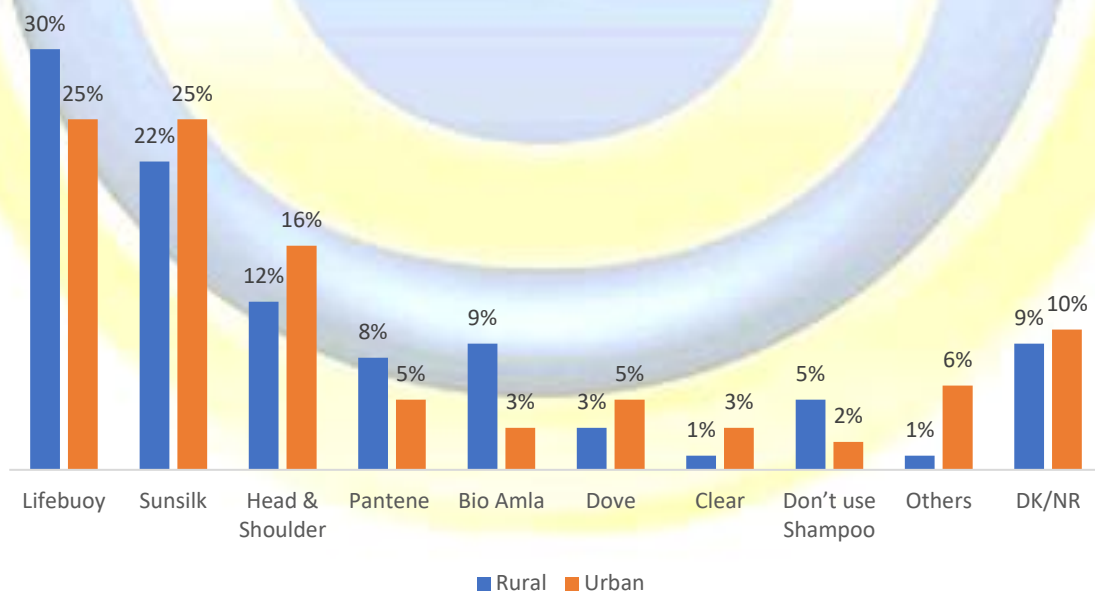
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1089 men and women in urban and rural areas of all four provinces of the country, conducted from 12th September - 11th October 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: Lifebuoy is equally recognized by men (28%) and women (29%), while Sunsilk is more popular among women (33%) than men (13%).



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

Across rurality: Lifebuoy is more recognized in rural areas (30%) than in urban areas (25%). Sunsilk, however, has more recognition in urban (25%) than rural (22%) areas.



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)