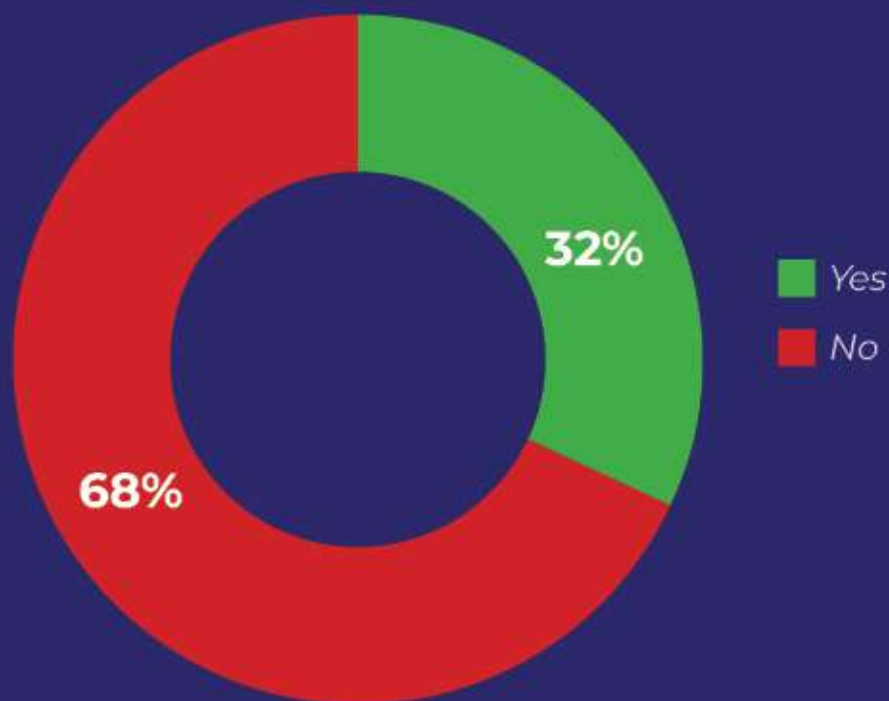


Habit of using perfume/ deodorant limited to a third Pakistanis (32%)

higher use reported among younger (40%) and high school or better educated individuals (55%)



Question: Did you use perfume, scent, deodorant, or similar products yesterday?





PRESS RELEASE
Opinion Poll
Consumer
Commercial
Personal Care
Perfume/Talcum powder

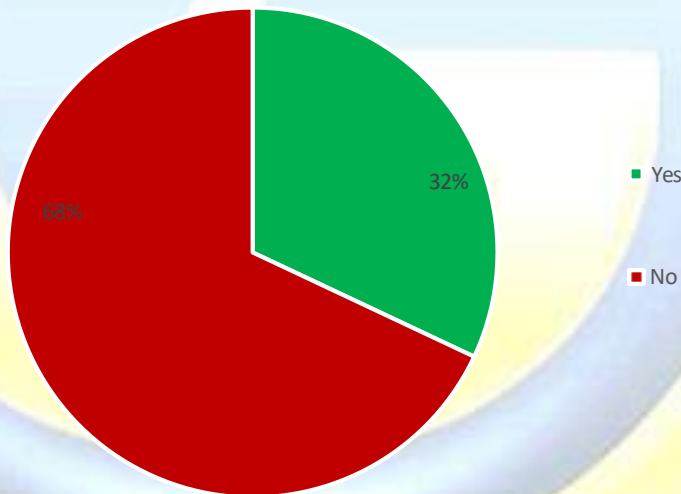
Habit of using perfume/ deodorant limited to a third Pakistanis (32%), higher use reported among younger (40%) and high school or better educated individuals (55%): Gallup & Gilani Pakistan

(Islamabad) 27th January, 2025

According to a survey conducted by Gallup & Gilani Pakistan, habit of using perfume/deodorant limited to a third Pakistanis (32%), higher use reported among younger individuals (40%) and high school or better educated individuals (55%).

A nationally representative sample of adult men and women from across the country was asked the question, “*Did you use perfume, scent, deodorant, or similar products yesterday?*” “In response, 32% said ‘Yes’, 68% said ‘No’.

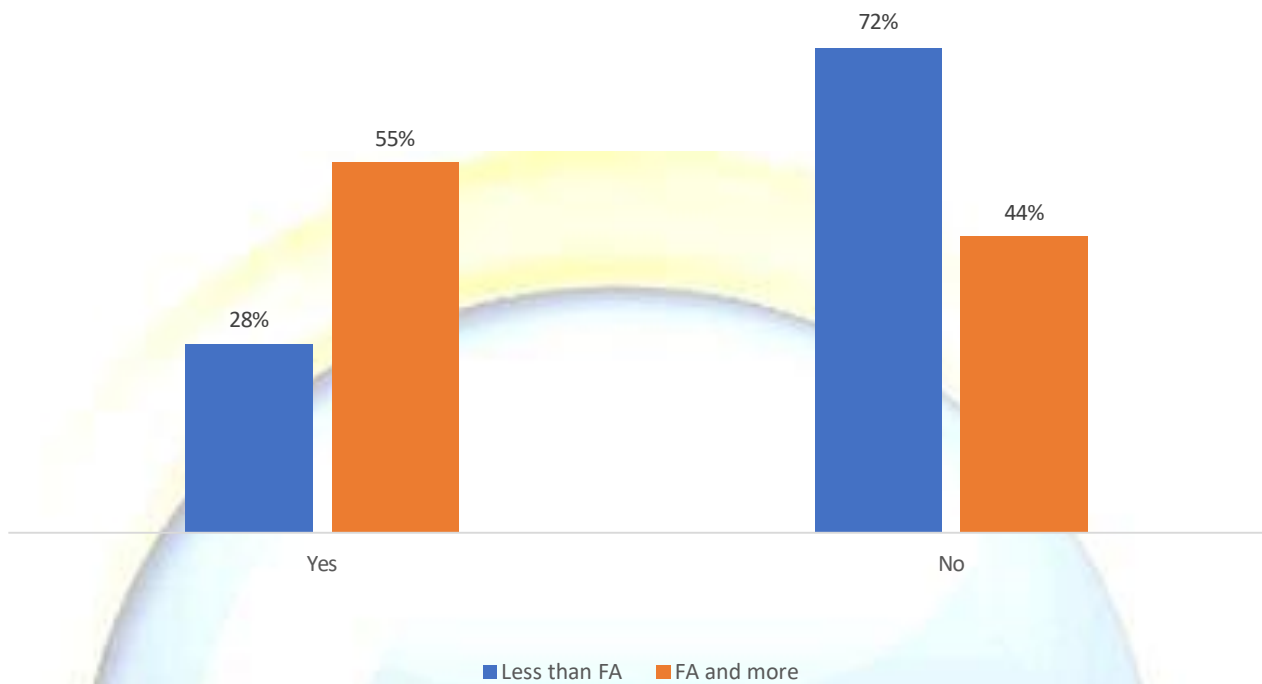
Question: Did you use perfume, scent, deodorant, or similar products yesterday?



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

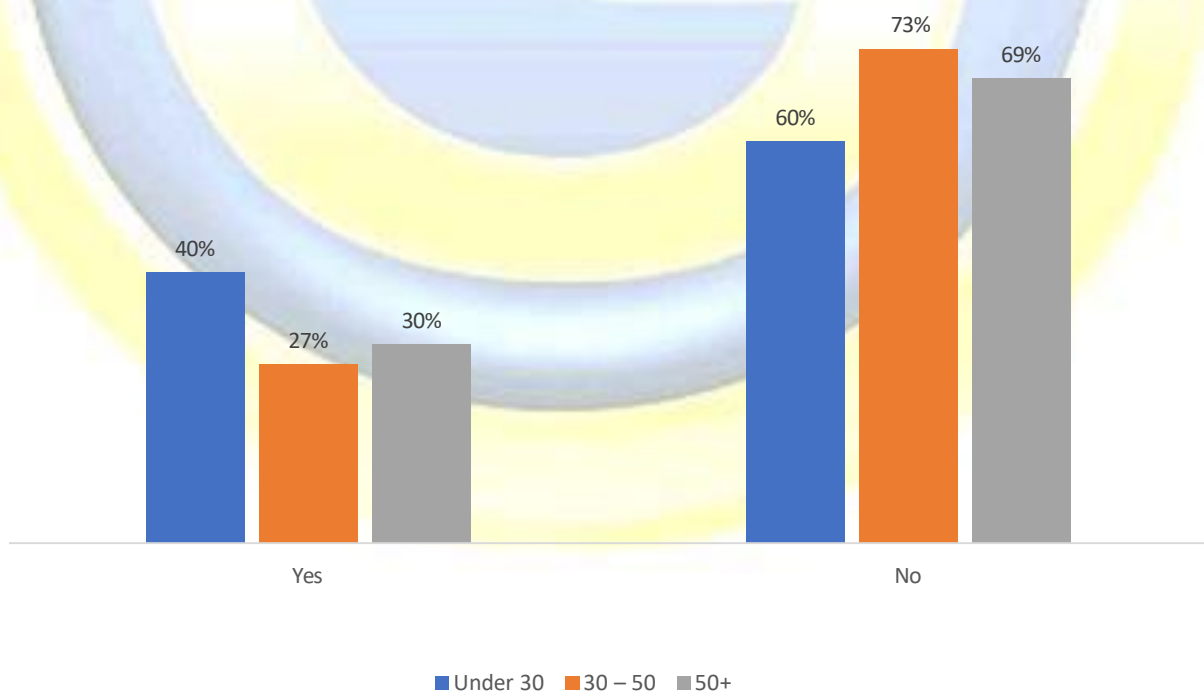
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 458 men and women in urban and rural areas of all four provinces of the country, conducted from 7th January – 12th January 2025. 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 education: Individuals with more than 12 years of education were more likely to use these products yesterday (55%), while 28% of those with 12 years or less of education did not use them.



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

Across age: 40% individuals under 30 reported using the products yesterday, compared to 27% of those aged 30–50 and 30% of those over 50, indicating that usage is highest among the younger age group.



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*



Monday, 27th January, 2025

(3 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*

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Daily Gilani Poll
2025



of Gallup Pakistan
(1980-2025)