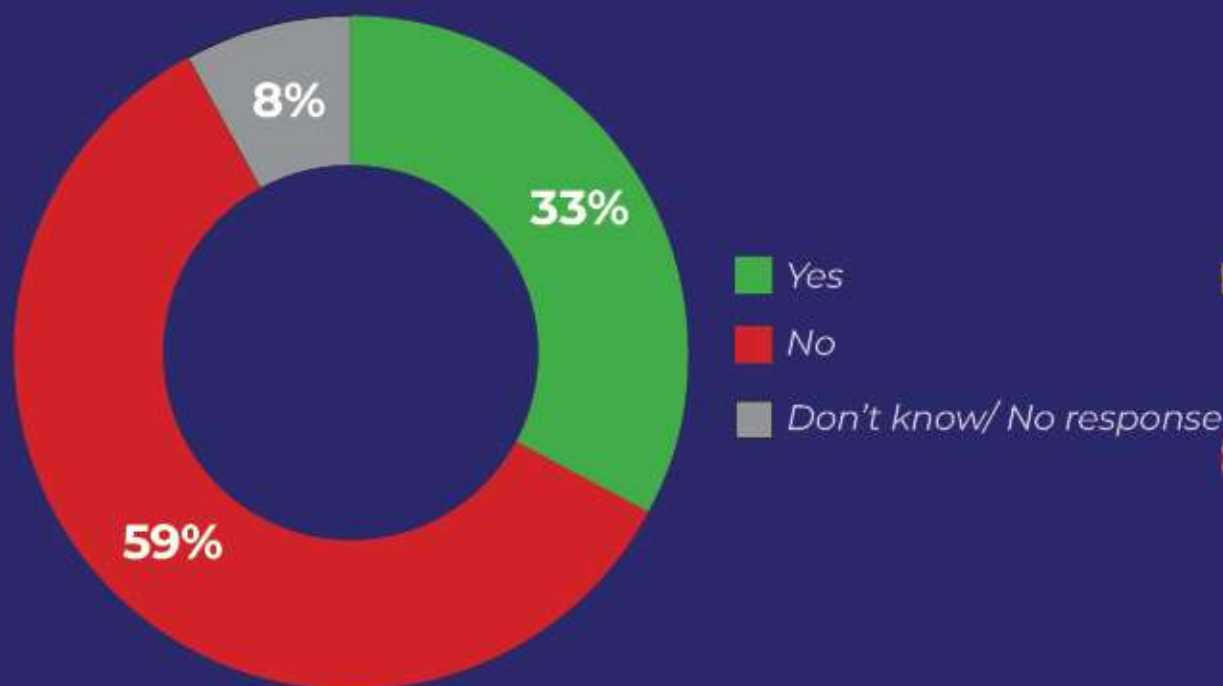


Soft Drinks Consumption: 1 in 3 Pakistanis (33%) reported consuming soft drinks in the past year. Among consumers, 69% say they drink them only occasionally or rarely; youth under 30 report the highest frequent consumption



Question: Please tell us if you have consumed the following items in the past year? - Soft drinks (like Coke, Pepsi, etc.)?





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll **Social Behavior** Eating Habits

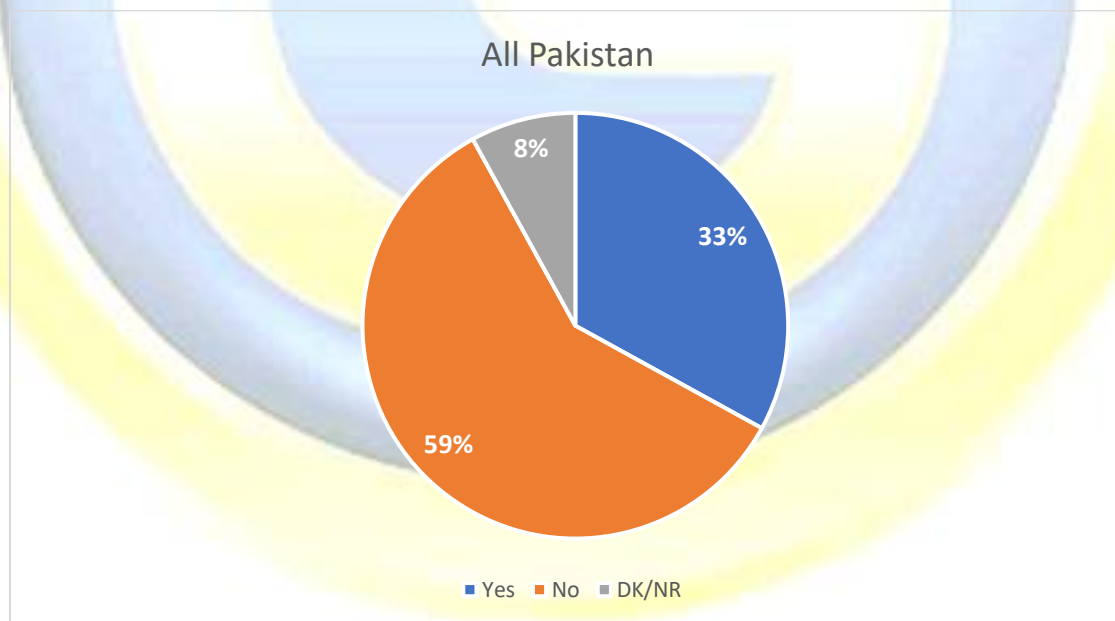
Soft Drinks Consumption: 1 in 3 Pakistanis (33%) reported consuming soft drinks in the past year. Among consumers, 69% say they drink them only occasionally or rarely; youth under 30 report the highest frequent consumption (Gallup & Gilani Survey)

(Islamabad), 24th June 2025

According to a survey conducted by Gallup & Gilani Pakistan, 1 in 3 Pakistanis (33%) reported consuming soft drinks in the past year. Among consumers, 69% say they drink them only occasionally or rarely; youth under 30 report the highest frequent consumption.

A nationally representative sample of adult men and women from across the country was asked the question, *“Please tell us if you have consumed the following items in the past year? - Soft drinks (like Coke, Pepsi, etc.)?”*. In response to this question, 33% said ‘yes’, 59% said ‘no’, while 8% didn’t know or didn’t respond.

Question: Please tell us if you have consumed the following items in the past year? - Soft drinks (like Coke, Pepsi, etc.)?

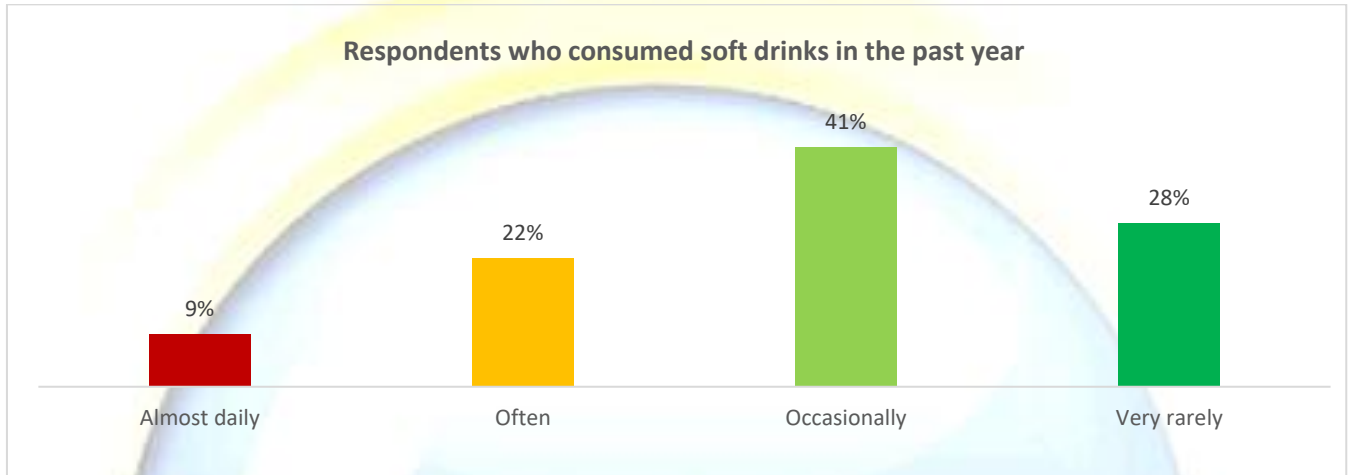


Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

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 724 men and women in urban and rural areas of all four provinces of the country, conducted from 16th April to 30th April 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).

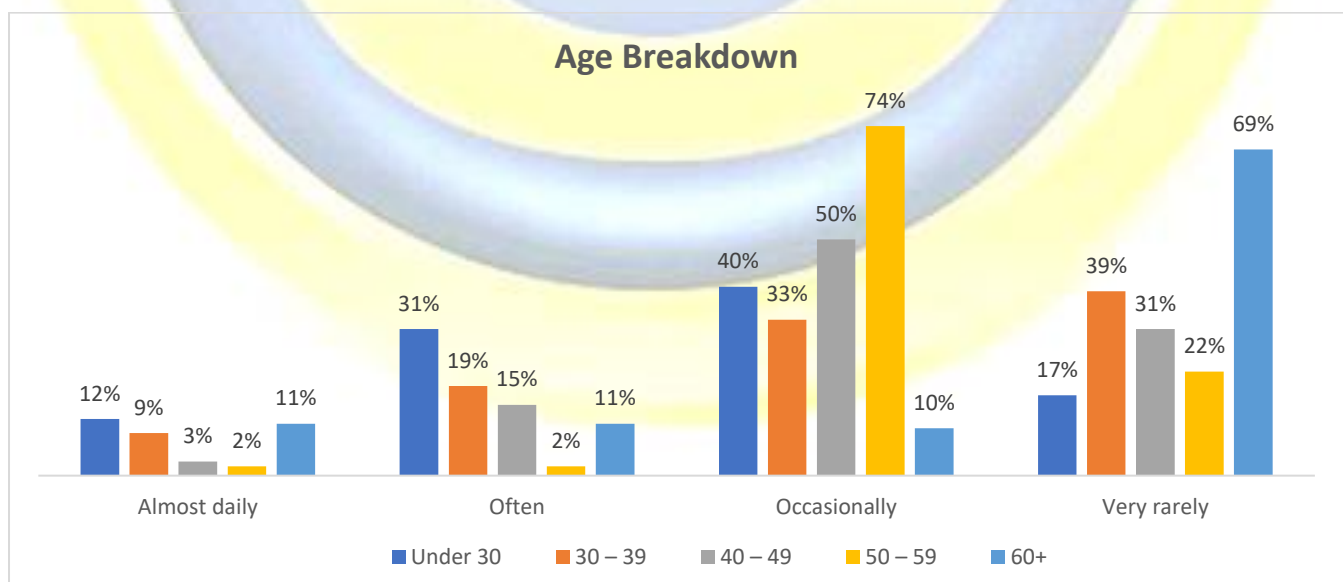
A sub-sample of adult men and women from across the country who consumed soft drinks in the past year was further asked the question, ***“Please tell us how frequently you have consumed these items? - Soft drinks (like Coke, Pepsi, etc.)?”*** In response, 9% said ‘almost daily’, 22% said ‘often’, 41% said ‘occasionally’, 28% said ‘very rarely’.

Question: Please tell us how frequently you have consumed these items? - Soft drinks (like Coke, Pepsi, etc.)?



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

Age Breakdown: Youth under 30 reported the highest frequent consumption of soft drinks, with 43% consuming them almost daily or often. In contrast, older age groups reported very low frequent consumption, with the majority consuming them only occasionally or very rarely. Notably, 96% of respondents aged 50–59 and 79% of those 60+ said they consume soft drinks occasionally or very rarely.



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

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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
2025



of Gallup Pakistan
(1980-2025)