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Affiliated with Gallup International
Pakistan's Foremost Social Research Lab

National Pulse on Nutrition

Pakistan in the Global Health Landscape

Executive Summary

In collaboration with the Worldwide Independent Network of Market Research (WIN), Gallup Pakistan conducted a nationally representative survey of 1,000 individuals to explore evolving trends in nutrition, health perceptions, and dietary habits across the country. This study, part of the global Worldviews Survey conducted in 40 countries, offers critical insights into how Pakistani citizens are responding to health-related challenges amid shifting economic and social landscapes.

Key Highlights:

1) Self-Perceived Health: While 78% of Pakistanis rate themselves as "healthy" or "very healthy," this marks a notable decline from previous years. The share of those describing themselves as "very healthy" dropped from 33% in 2018 to 16% in 2025, indicating more cautious self-assessments and increased awareness.

2) Vitamin Supplementation: Regular vitamin intake rose modestly from 20% in 2018 to 27% in 2025 but remains below the global average (34%). Supplement use is higher among older adults, those with advanced education, and full-time workers.

3) Dietary Shifts:

- **Reduction in Unhealthy Foods:** A significant portion of Pakistanis reported reducing consumption of packaged food (49%), sweets (48%), and fast food (53%). These changes suggest a growing awareness of diet-health connections.

Executive Summary

Mixed Trends in Healthier Foods: 44% reported increased intake of fruits and vegetables, and 33% increased dairy consumption—both above global averages. However, organic food consumption has dropped significantly, with 41% reporting a decline by 2025.

3) Dietary Shifts:

- **Low Sugar/Fat Products:** Once embraced, these products saw a reversal in popularity, with 41% of Pakistanis reducing their intake in 2025, triple the rate in 2019.
- **Meat Consumption:** While 27% increased meat intake, 42% reported a reduction, showing divergence in dietary behavior across income and age segments.

4) Demographic Insights: Healthier dietary behaviors are more prevalent among youth (18–24), highly educated individuals, and full-time workers. Women, retirees, and economically vulnerable groups show greater reductions in food categories, often driven by affordability rather than preference.

5) Global Context: Compared to the 40-country average, Pakistan shows stronger trends in reducing processed and sugary foods but lags in preventive health behaviors like vitamin usage. Economic stress and rising awareness are driving a cautious recalibration in national dietary habits.

This report underscores that while awareness around health and nutrition is growing in Pakistan, significant gaps remain in access, affordability, and consistency—particularly for vulnerable and less-educated populations. The data provides a foundation for targeted health campaigns and policies to promote healthier lifestyles nationwide.

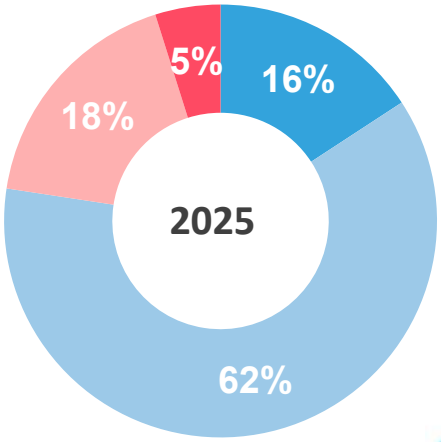
GENERAL HEALTH PERCEPTION

78% of Pakistanis rate themselves as “healthy” or “very healthy,” this marks a notable decline from previous years. The proportion of those describing themselves as “very healthy” dropped from 33% in 2018 to 16% in 2025

How do you consider your overall health in general?

Health self-perception - Overall

Very healthy | Healthy | Somewhat unhealthy | Unhealthy



Trend Analysis

2018	2019	2020	2021	2022/2023	2024	2025
33%	23%	47%	43%	37%	41%	16%
51%	59%	44%	48%	47%	43%	62%
12%	14%	7%	8%	13%	14%	18%
2%	1%	2%	2%	2%	2%	5%

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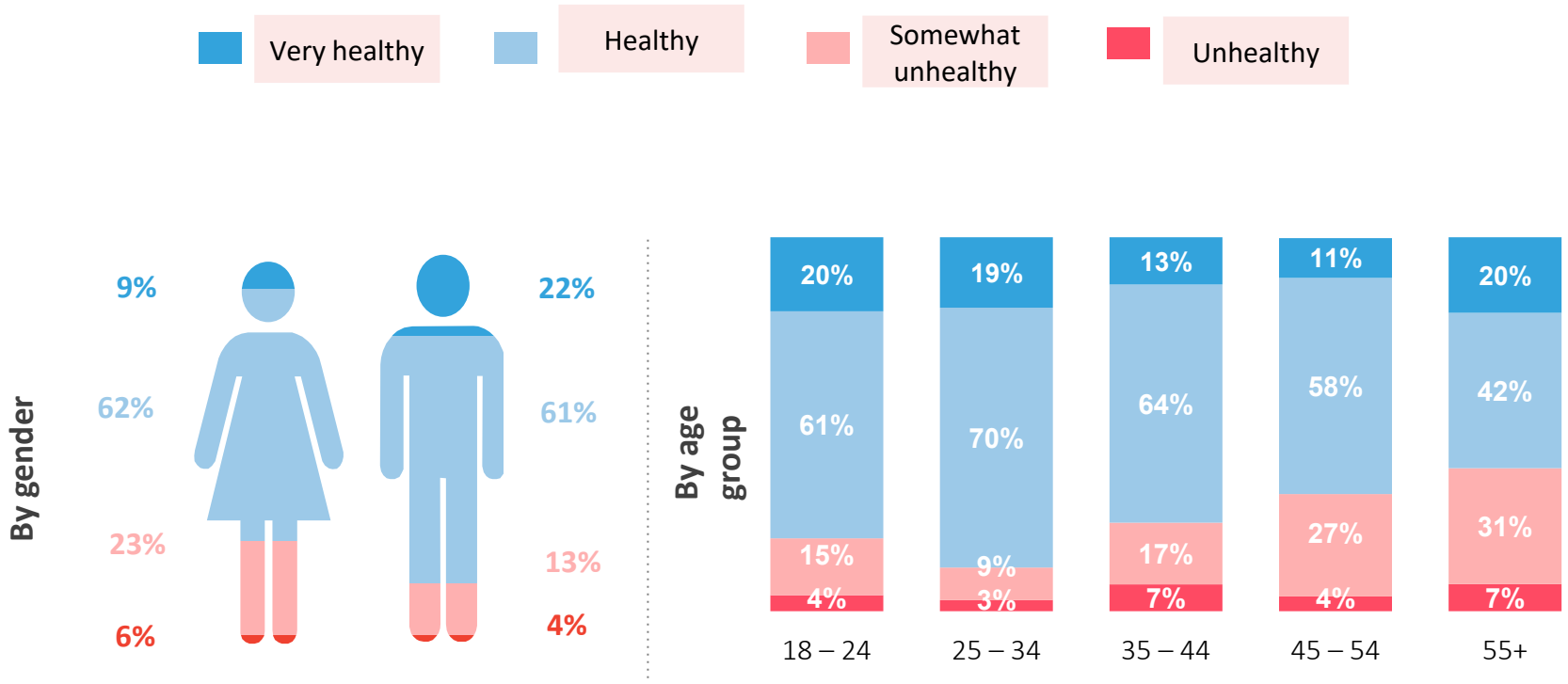
Source: Gallup Pakistan Base: 1000 cases. The percentages of DK / NR have not been plotted

Female respondents (71% rating their health as good) report lower health ratings than males (83%). Younger adults aged 18–24 report the highest positive health perception at 81%, while older adults aged 55+ are notably lower at 62%.

How do you consider your overall health in general?

Health self-perception - Overall



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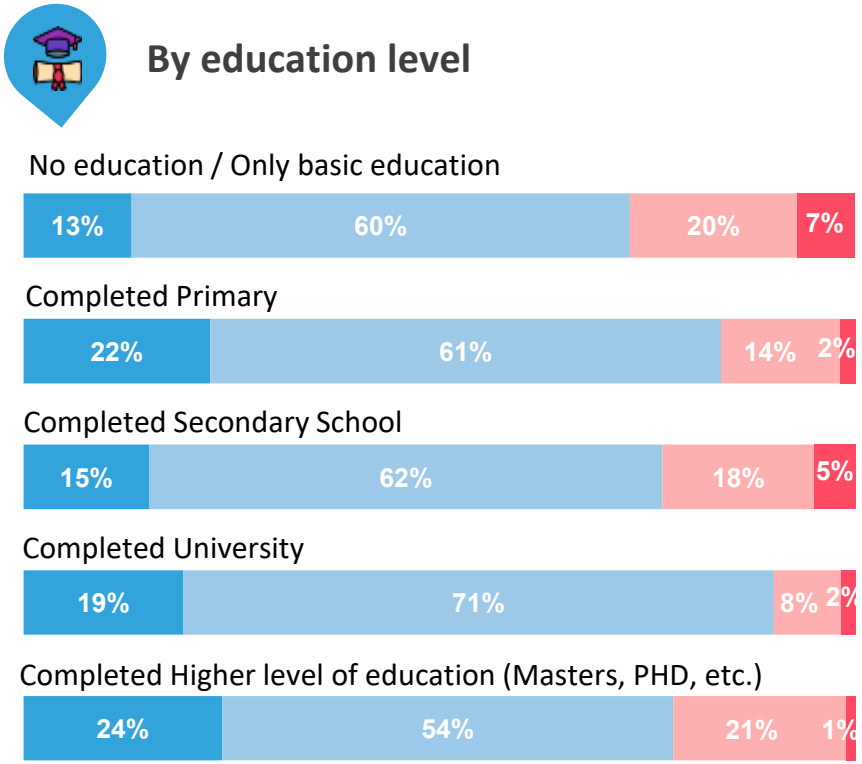
Source: Gallup Pakistan Base: 1000 cases. The percentages of DK / NR have not been plotted

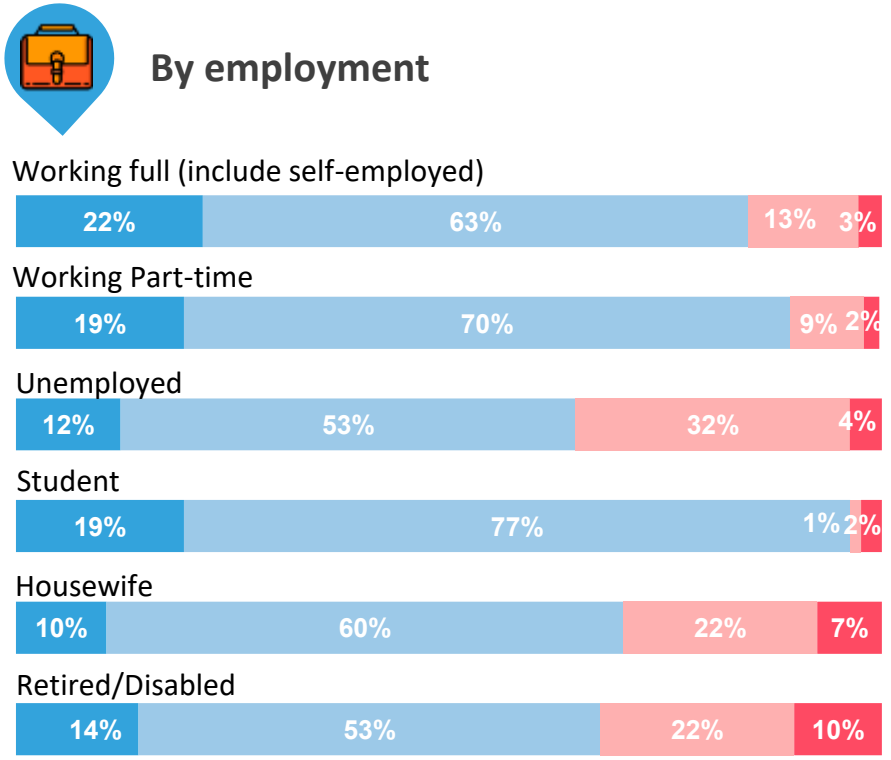
Education level is a key factor: 90% of those with a university degree or higher rate their health as good compared to just 73% of those with only basic education. By employment status, 85% of full-time workers report good health compared to 65% unemployed individuals and 70% housewives.

How do you consider your overall health in general?

By education level



By employment



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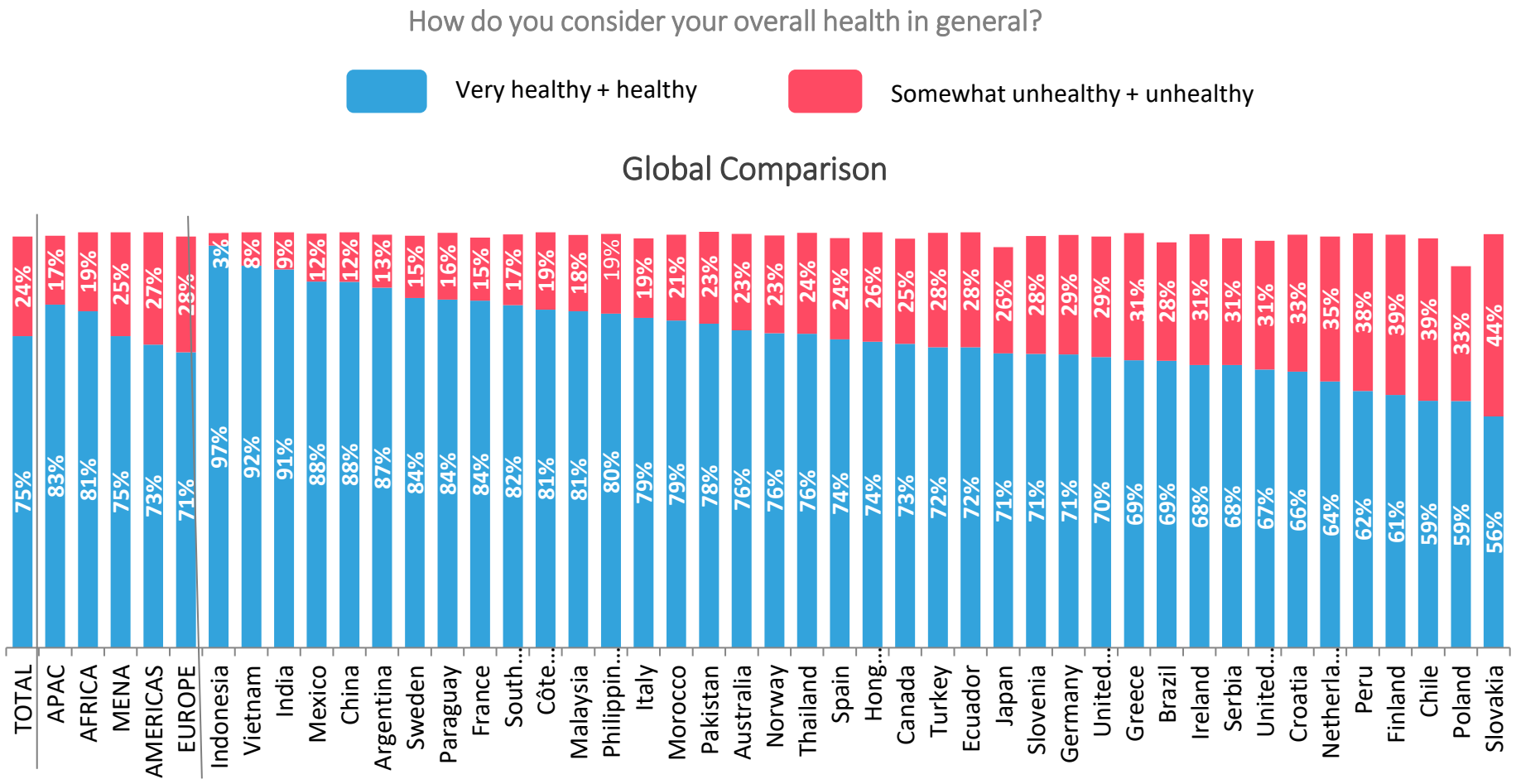
Source: Gallup Pakistan Base: 1000 cases. The percentages of DK / NR have not been plotted.

Globally, 75% of respondents rated their health as "very healthy" or "healthy" in 2025, compared to 78% in Pakistan. Additionally, while 81% of respondents from Africa report good health, Pakistan lags behind despite similar economic challenges.



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Source: WIN 2025. Base: 35515 cases. The percentages of DK / NR have not been plotted.

Wide Gaps in Health Self-Perception Across Countries and Regions - Asia Leads in Self-Perceived Health, Europe Lags Behind

Health self-perception - Overall

% within the total population

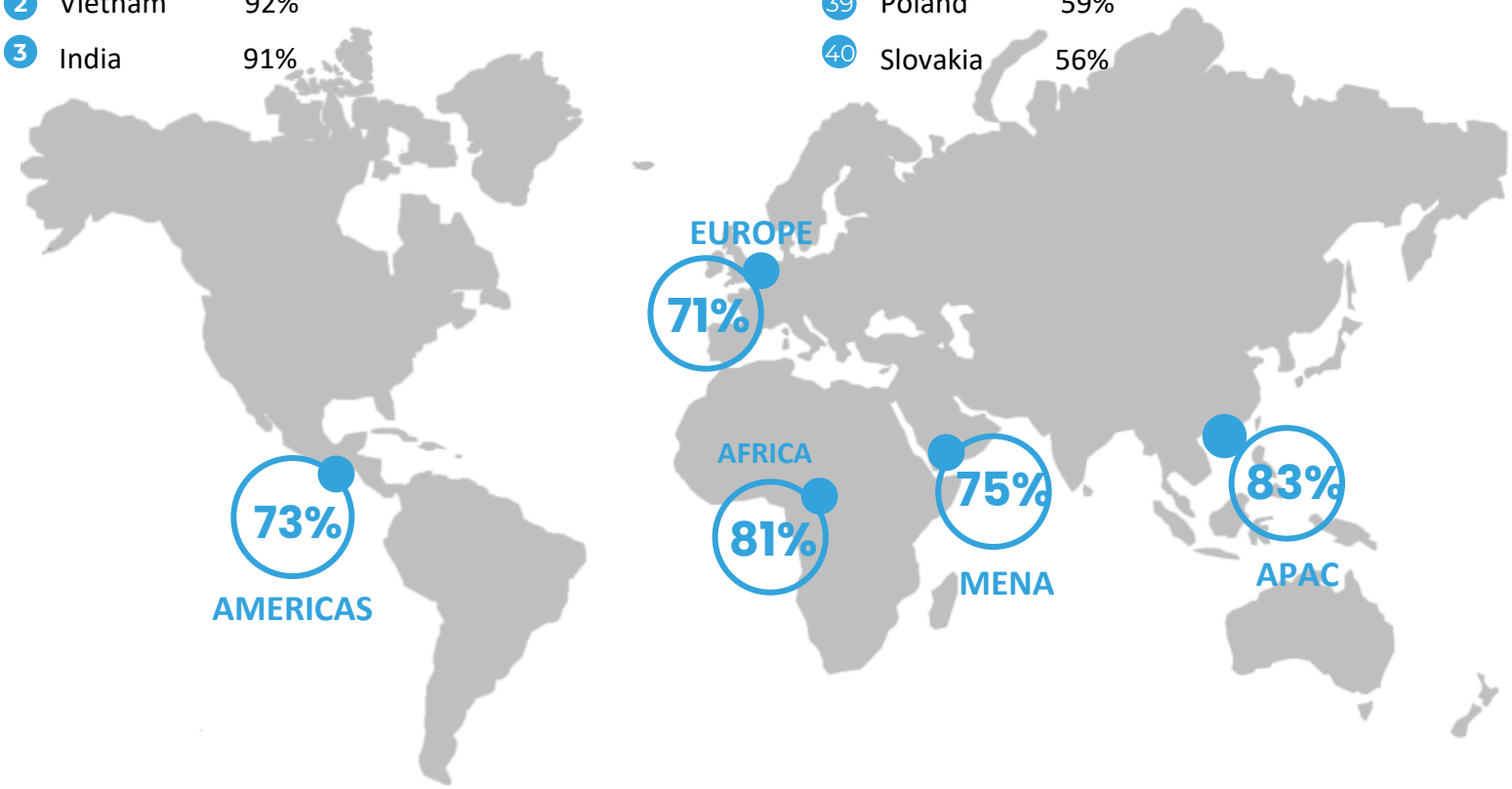
Very Healthy / Healthy

TOP 3 – 2025

1	Indonesia	97%
2	Vietnam	92%
3	India	91%

BOTTOM 3 -2025

38	Chile	59%
39	Poland	59%
40	Slovakia	56%



MENA has only 2 countries. Africa has only 1 country.

Source: WIN 2025. Base: 35515 cases. The percentages of DK / NR have not been plotted.

FOOD-RELATED HABITS

- *Take vitamin supplements* -

In 2025, 27% of Pakistanis reported taking vitamin supplements regularly (i.e., a lot or fairly often), 9% said they take them occasionally, while 62% rarely or never take them.

HOW OFTEN DO PEOPLE TAKE VITAMIN SUPPLEMENTS?

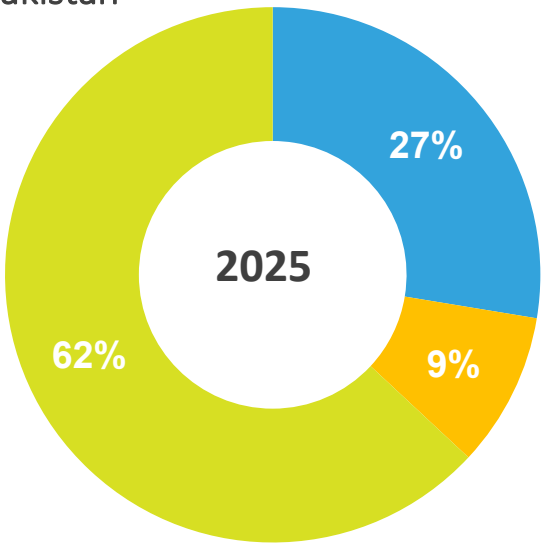
Take vitamin supplements

A lot/ very often / Moderately/ fairly often

A little/ Sometimes

Very little/ occasionally/ Never

All Pakistan



Vitamin supplement use in Pakistan rose from 20% in 2018 to 27% in 2025, showing modest growth in health awareness despite lagging behind global averages

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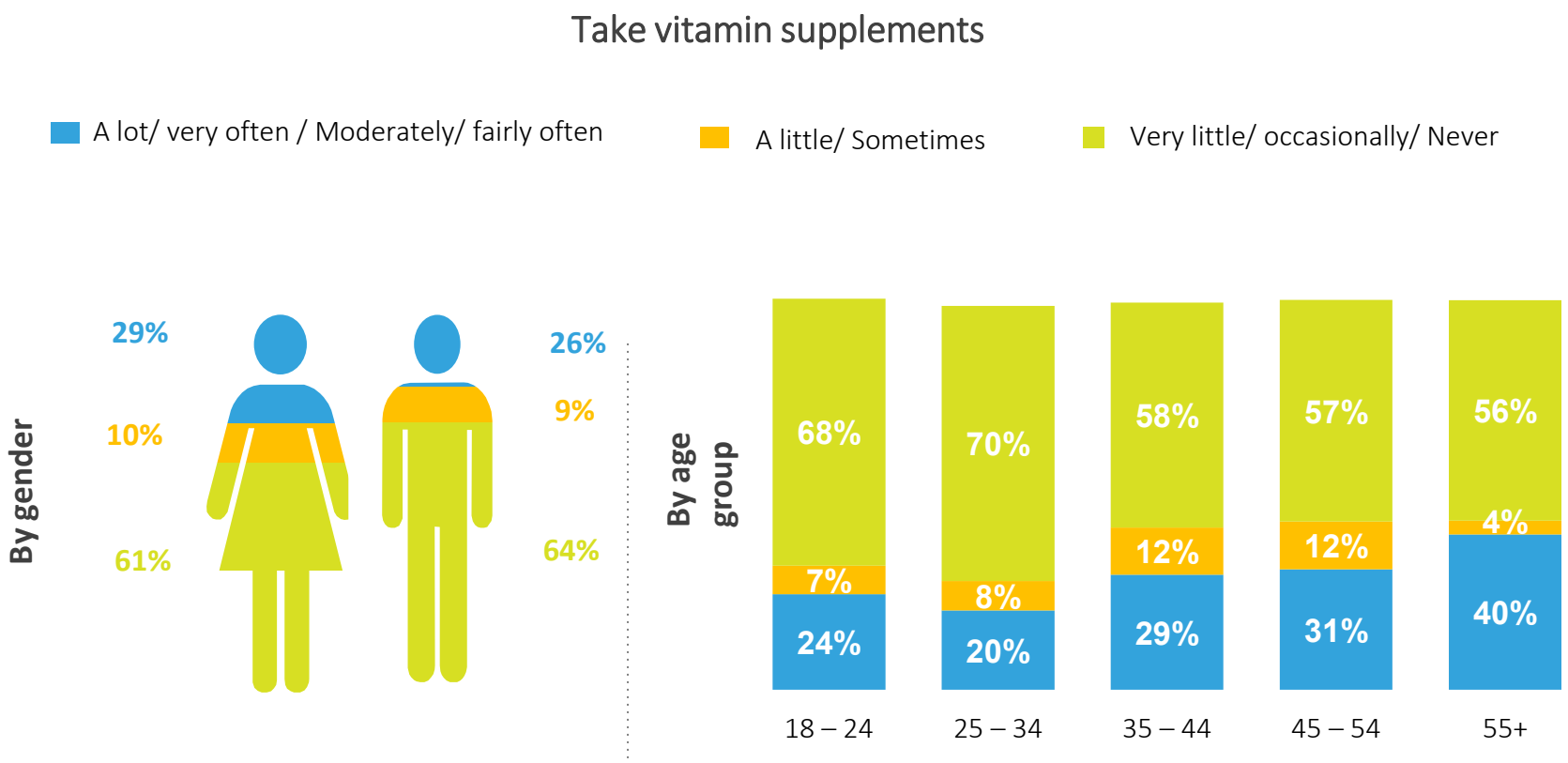
Source: Gallup Pakistan Base: 1000 cases. The percentages of DK / NR have not been plotted.

Women (29%) are slightly more likely than men (26%) to take supplements, though most report very low or no use (61% of women vs. 64% of men). Supplement intake is highest among ages 55+ (40%) and lowest among 25–34-year-olds (20%).

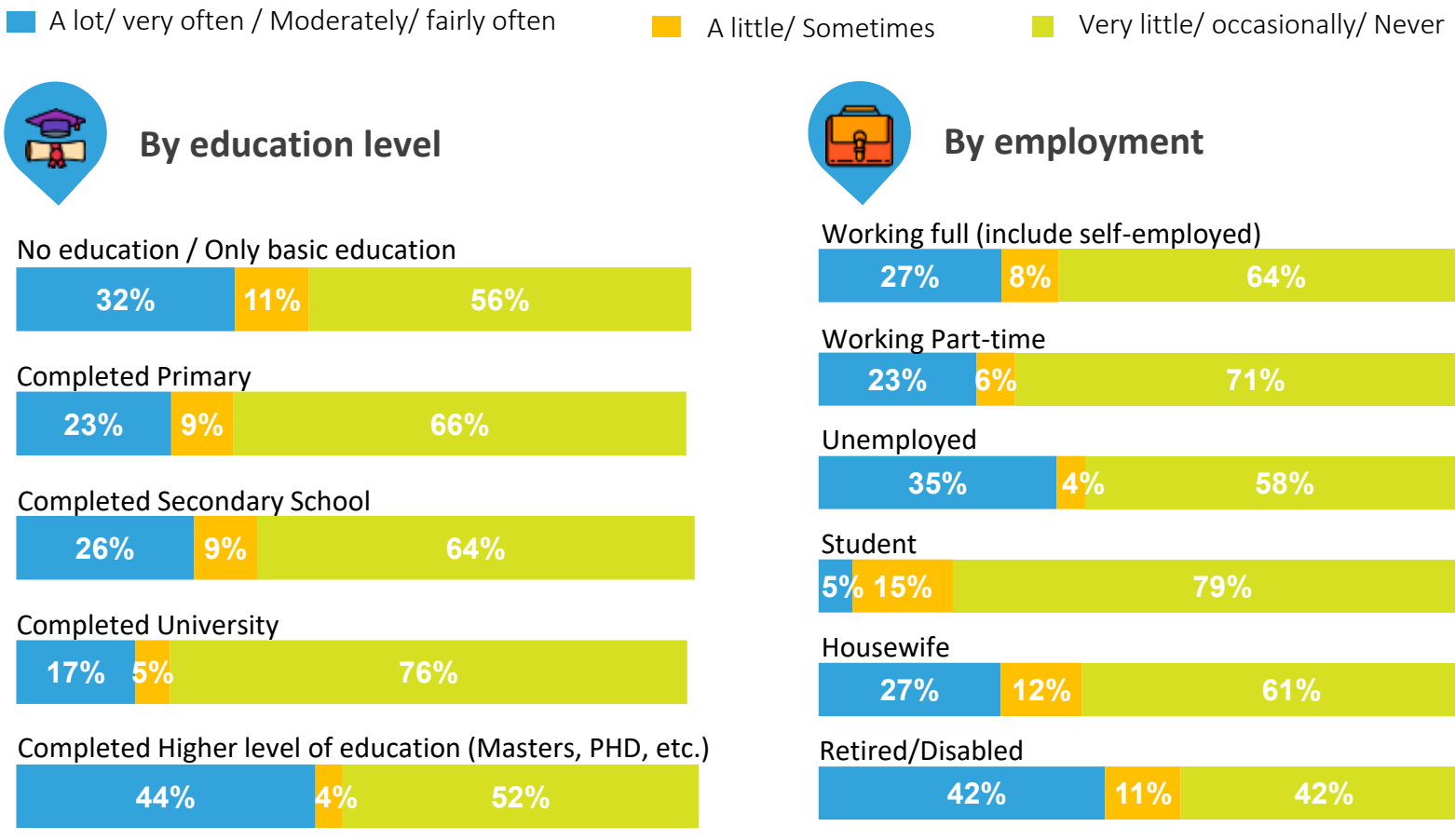
HOW OFTEN DO PEOPLE TAKE VITAMIN SUPPLEMENTS?



Source: Gallup Pakistan Base: 1000 cases. The percentages of DK / NR have not been plotted.

Among those with higher education (Masters or PhD), 44% report taking supplements regularly, compared to just 32% of those with only basic education. Supplement intake is more prevalent among retired or disabled individuals (42%), whereas students are more likely to report infrequent or no usage.

HOW OFTEN DO PEOPLE TAKE VITAMIN SUPPLEMENTS?



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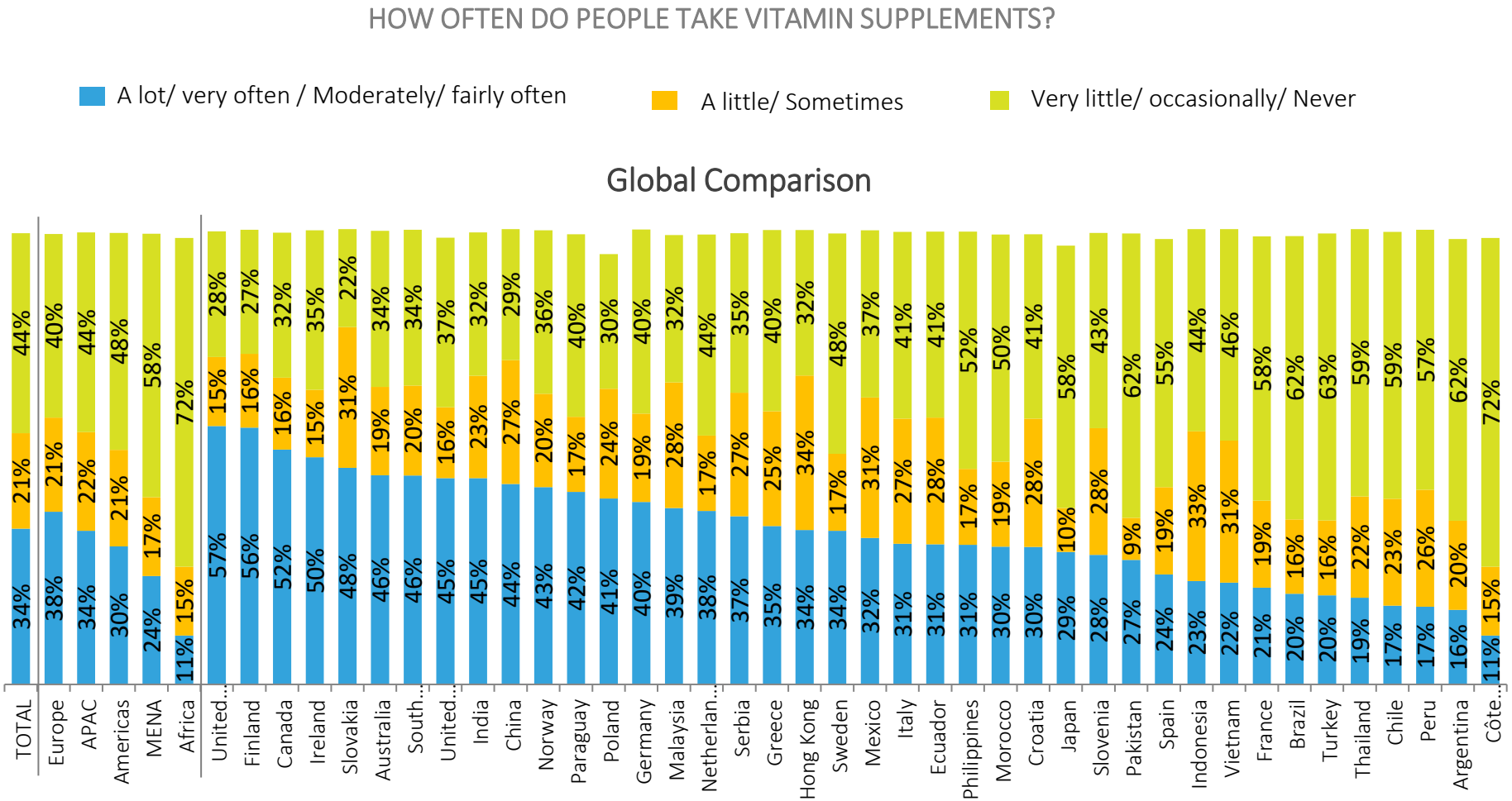
Source: Gallup Pakistan Base: 1000 cases. The percentages of DK / NR have not been plotted.

Globally, 34% of respondents report taking vitamins regularly, which is higher than Pakistan's 27%. The United States (57%) and Finland (56%) lead in this regard. In comparison, the Asia-Pacific (APAC) region averages 34%, putting Pakistan slightly below even the regional average



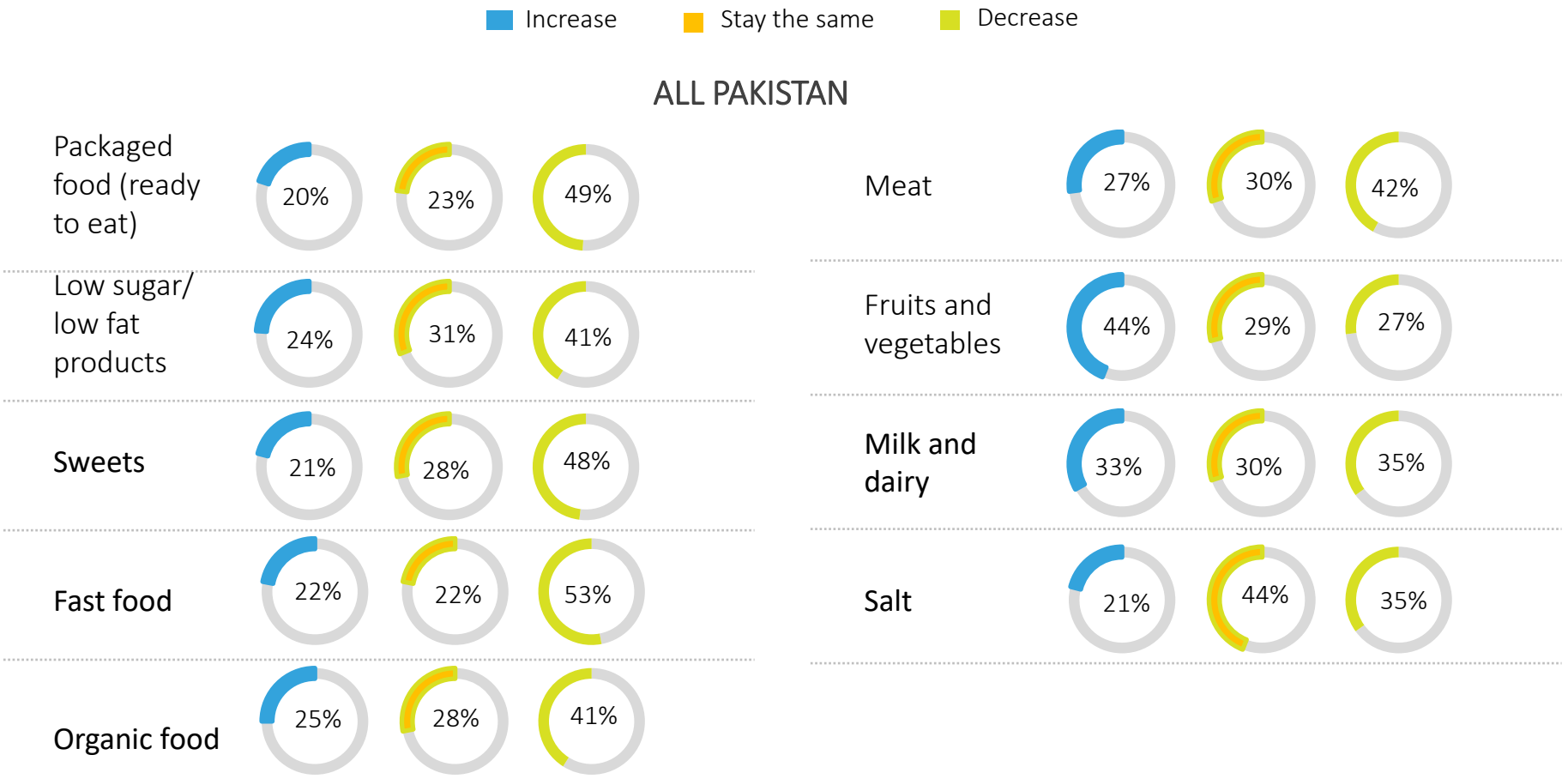
MENA has only 2 countries. Africa has only 1 country.

Source: WIN 2025. Base: 35515 cases. The percentages of DK / NR have not been plotted.

FOOD CONSUMPTION

A significant portion of Pakistanis reported reducing consumption of packaged food (49%), sweets (48%), and fast food (53%). Healthier choices such as fruits and vegetables (44%), and milk and dairy (33%) have risen, though organic and low sugar/fat product use has declined sharply. Meat consumption shows mixed trends, with 42% reducing and 27% increasing intake.

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?



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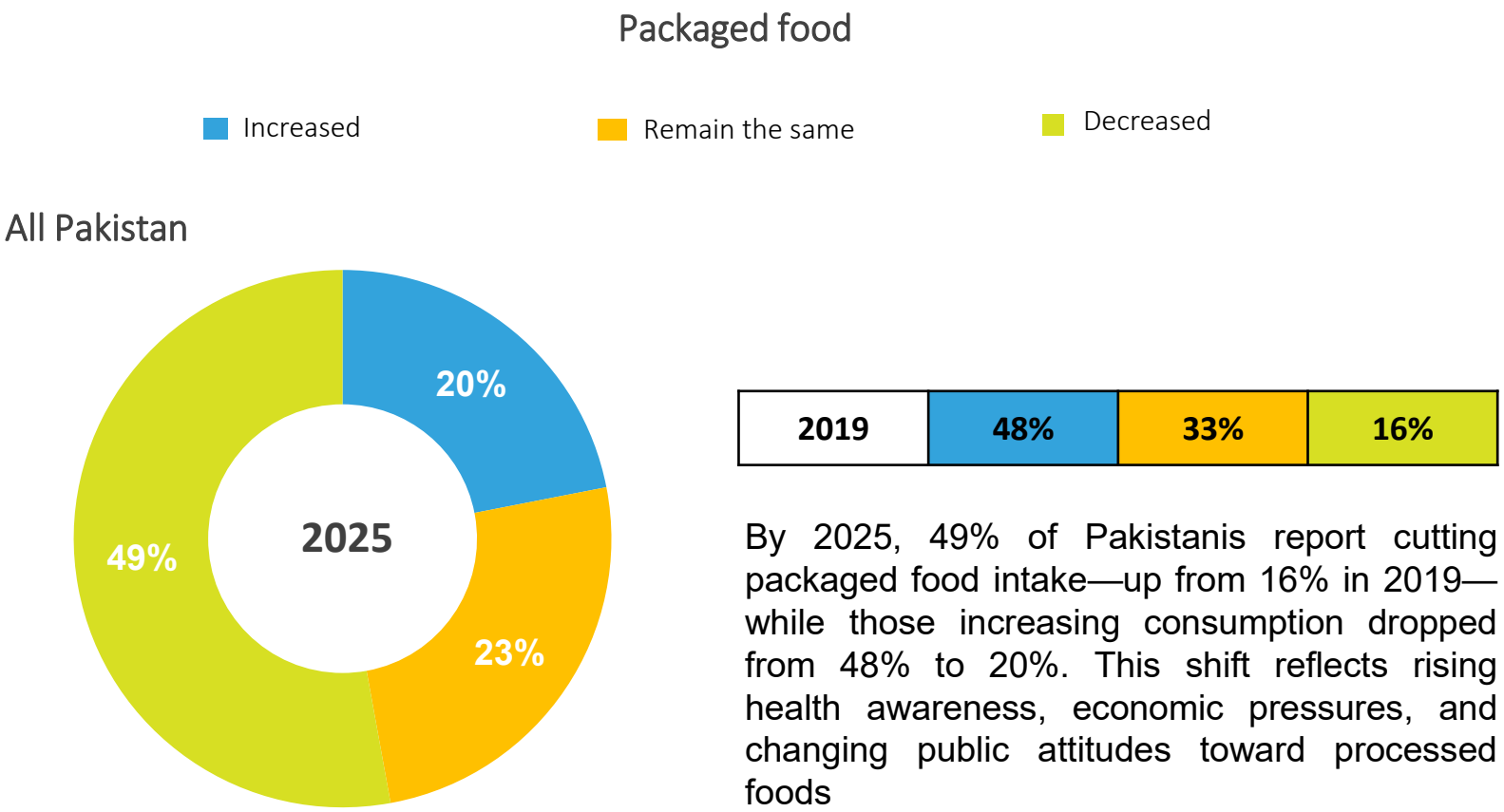
Source: Gallup Pakistan Base: 1000 cases. The percentages of DK / NR have not been plotted.

FOOD CONSUMPTION

-Packaged Food-

In 2025, 49% of Pakistanis report reducing their consumption of packaged food, only 20% say their packaged food intake has increased, while 23% report no change.

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: PACKAGED FOOD

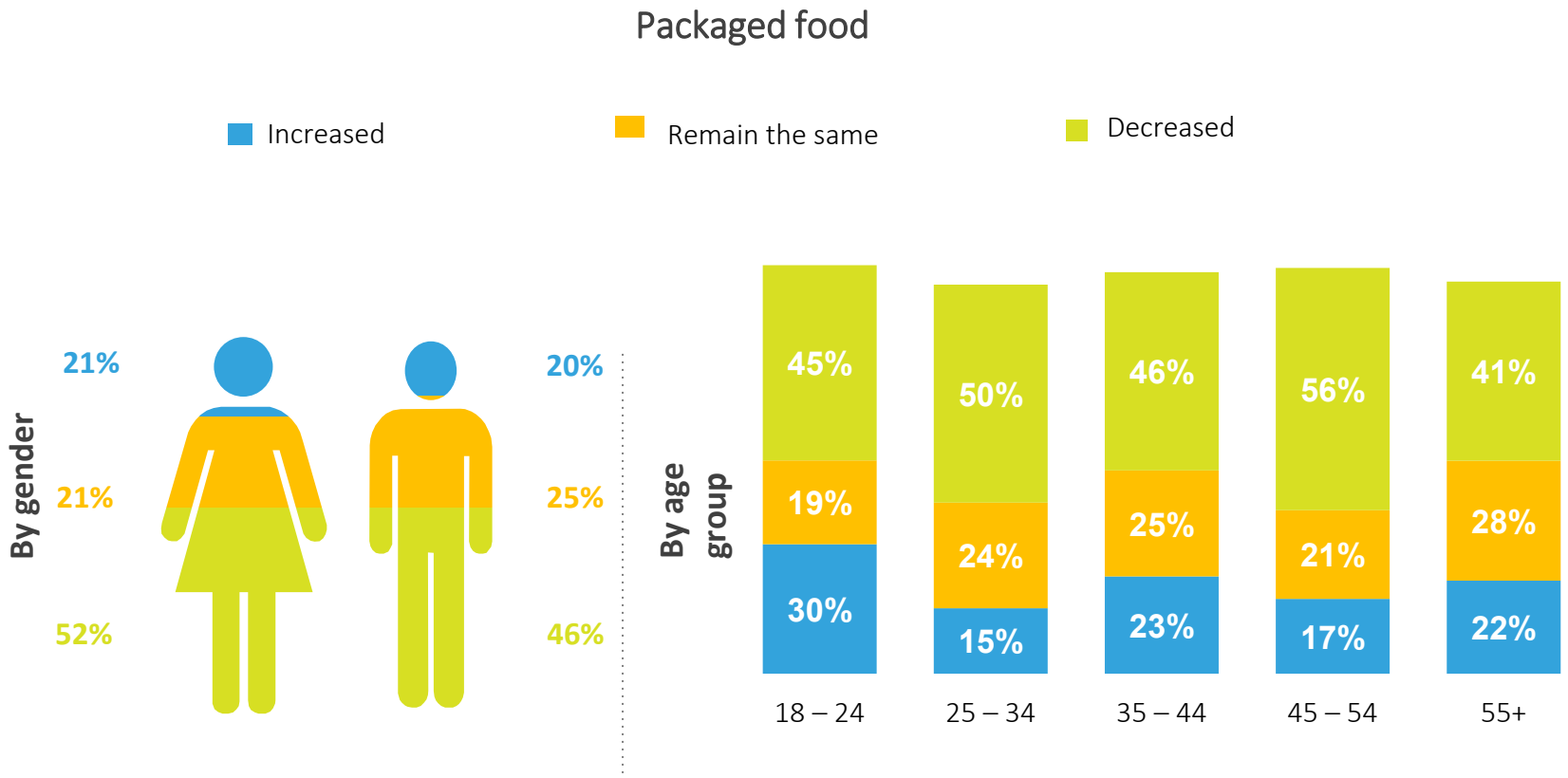


By 2025, 49% of Pakistanis report cutting packaged food intake—up from 16% in 2019—while those increasing consumption dropped from 48% to 20%. This shift reflects rising health awareness, economic pressures, and changing public attitudes toward processed foods

Source: Gallup Pakistan Base: 1000 cases. The percentages of DK / NR have not been plotted.

Gender-wise, women are slightly more likely than men to reduce packaged food consumption (52% vs. 46%). Among age groups, reduction is highest in the 45 to 54 age bracket (56%).

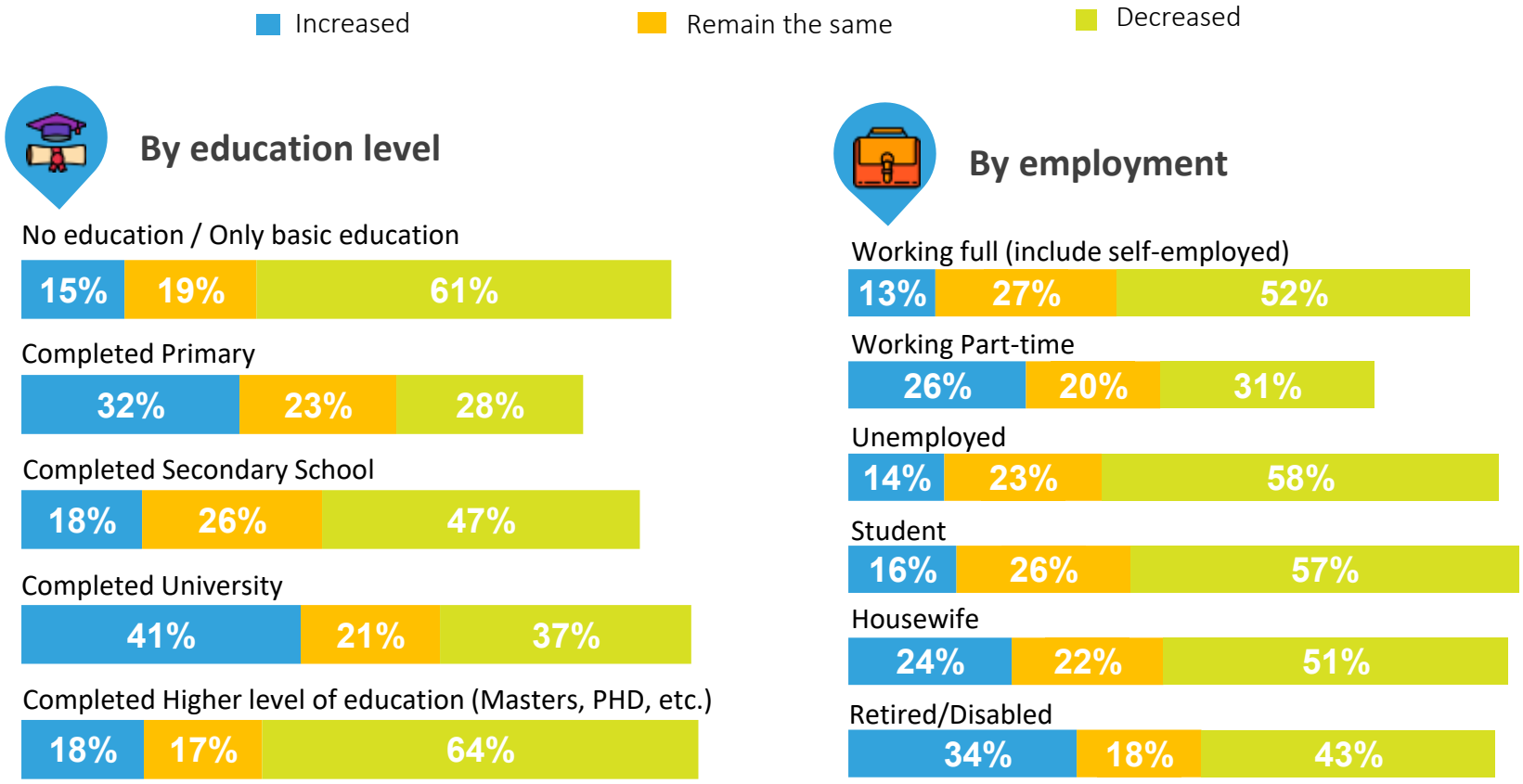
IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: PACKAGED FOOD



Source: Gallup Pakistan Base: 1000 cases. The percentages of DK / NR have not been plotted.

Education affects packaged food reduction: 64% with higher degrees cut back vs. 28% with primary education. Employment also matters, with 58% unemployed and 57% students reducing intake, compared to 31% part-time workers

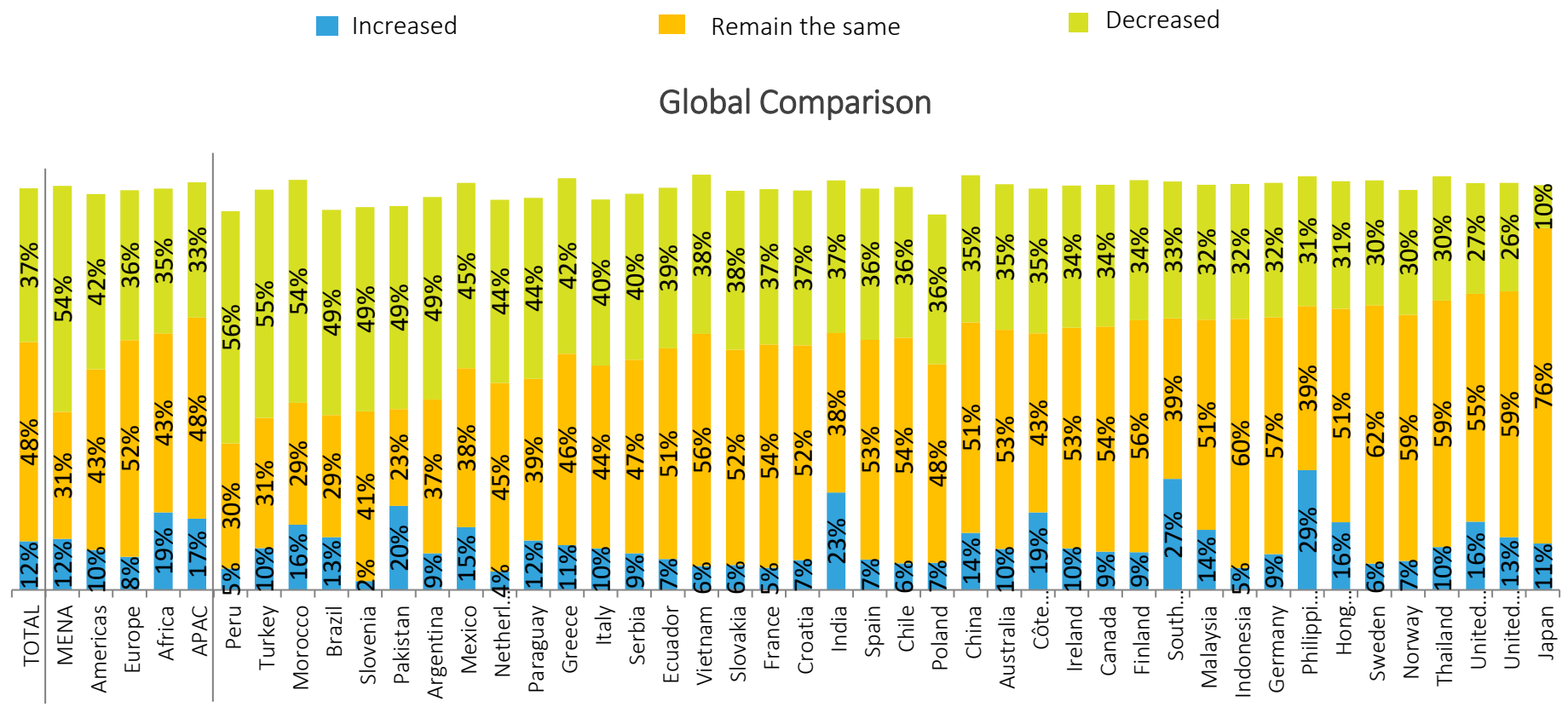
IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED? : PACKAGED FOOD



Source: Gallup Pakistan Base: 1000 cases. The percentages of DK / NR have not been plotted.

Globally, 37% of people report that they are reducing their consumption of packaged food. In contrast, Pakistan's reduction rate stands at a significantly higher 49%, ranking among the top countries cutting back on processed foods. Only a few countries, such as Peru (56%), Turkey (55%) and Morrocco (54%) report higher levels of reduction.

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: PACKAGED FOOD



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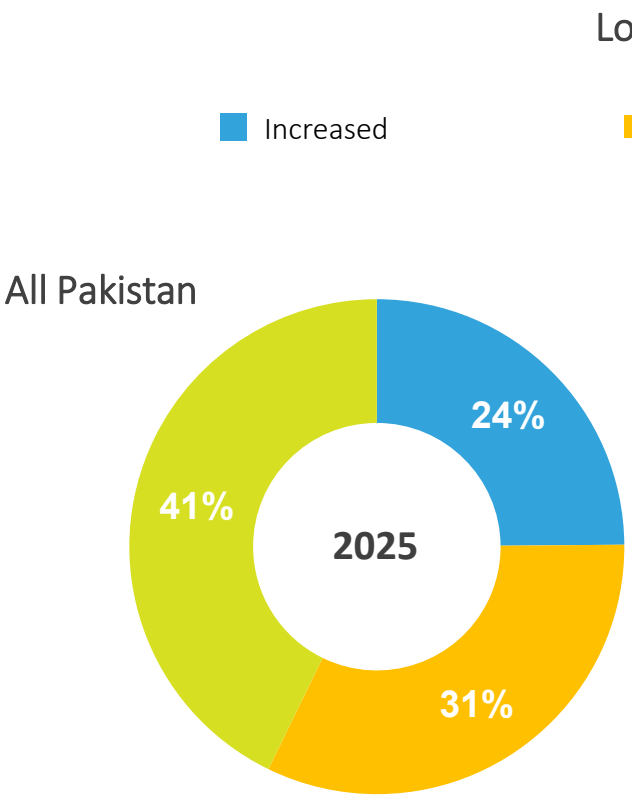
Source: WIN 2025. Base: 35515 cases. The percentages of DK / NR have not been plotted.

FOOD CONSUMPTION

- Low sugar/low fat products-

In 2025, 41% of Pakistanis report reducing their intake of low sugar/low fat products, only 24% report increased consumption and 31% say their consumption remained the same.

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: LOW SUGAR/LOW FAT PRODUCTS

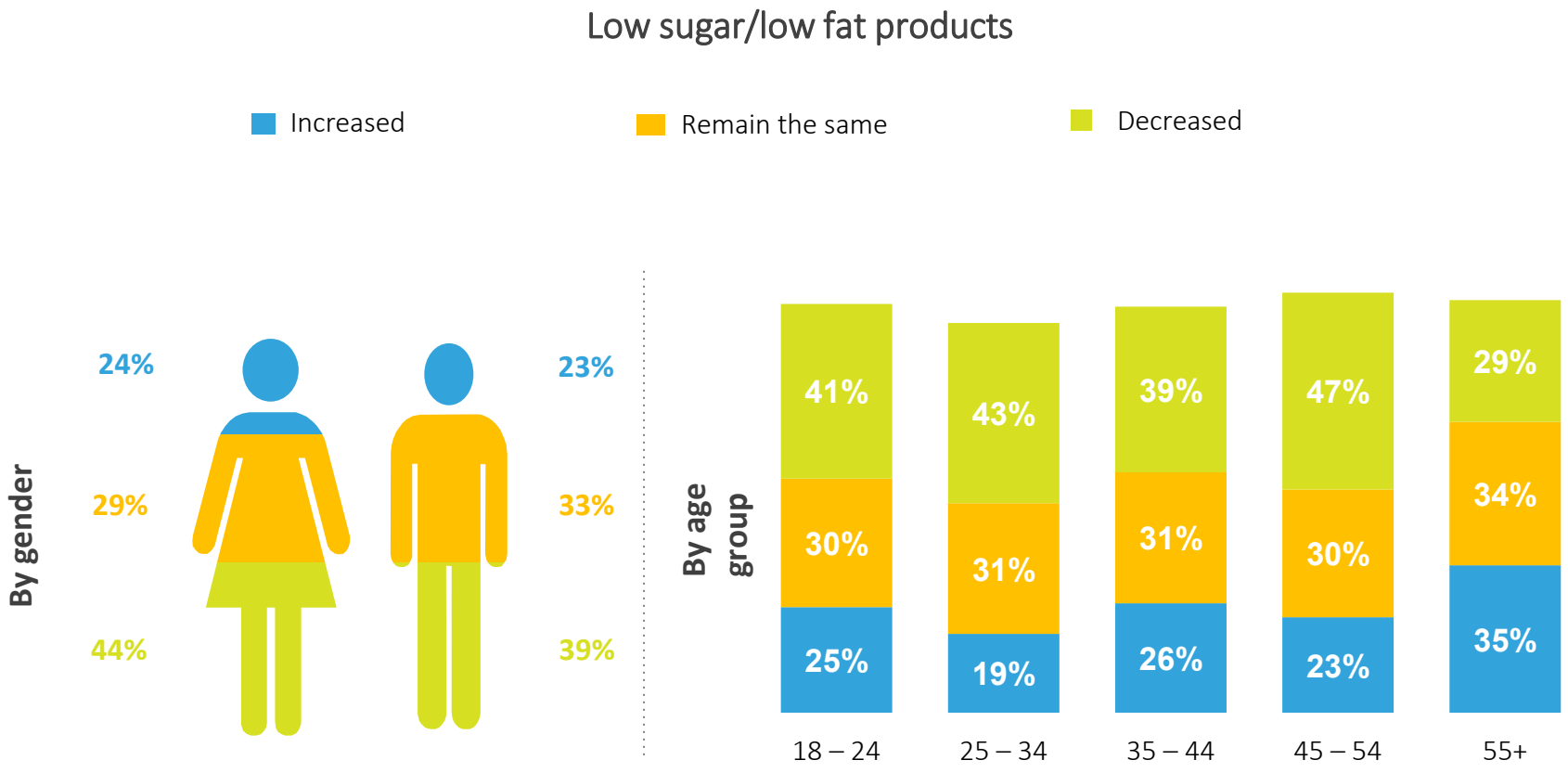


A closer look at the trends reveals a sharp shift from 2019 to 2025: while 46% of Pakistanis reported increasing their intake of low sugar/low fat products in 2019, only 24% did so in 2025. Meanwhile, the proportion of people reducing their intake more than tripled, rising from just 13% in 2019 to 41% in 2025.

Source: Gallup Pakistan Base: 1000 cases. The percentages of DK / NR have not been plotted.

Women and men show similar trends, with 24% of women and 23% of men reporting increased consumption. By age groups, the highest increase is seen in the 55+ age group (35%).

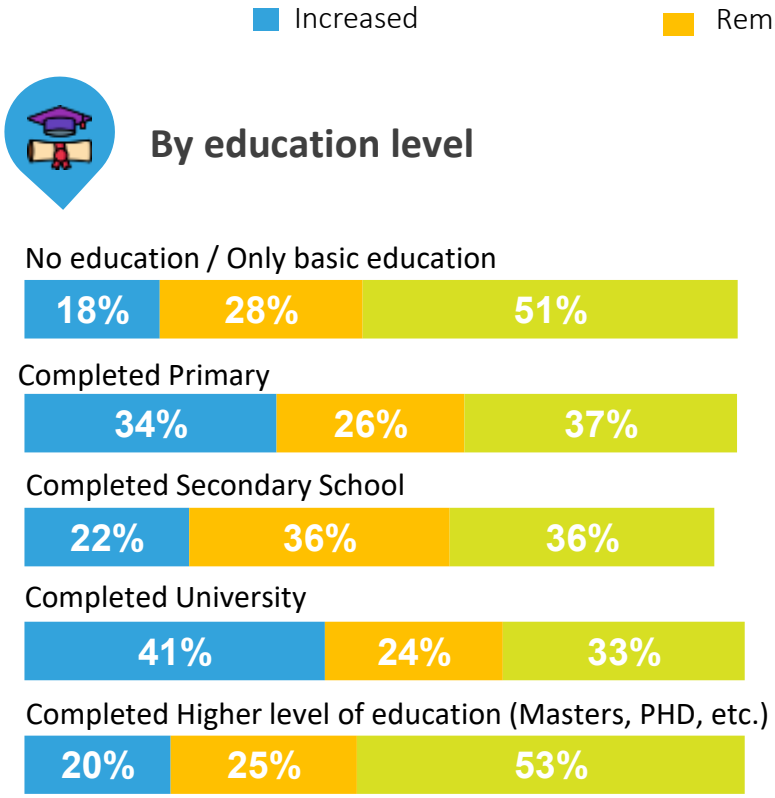
IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: LOW SUGAR/LOW FAT PRODUCTS

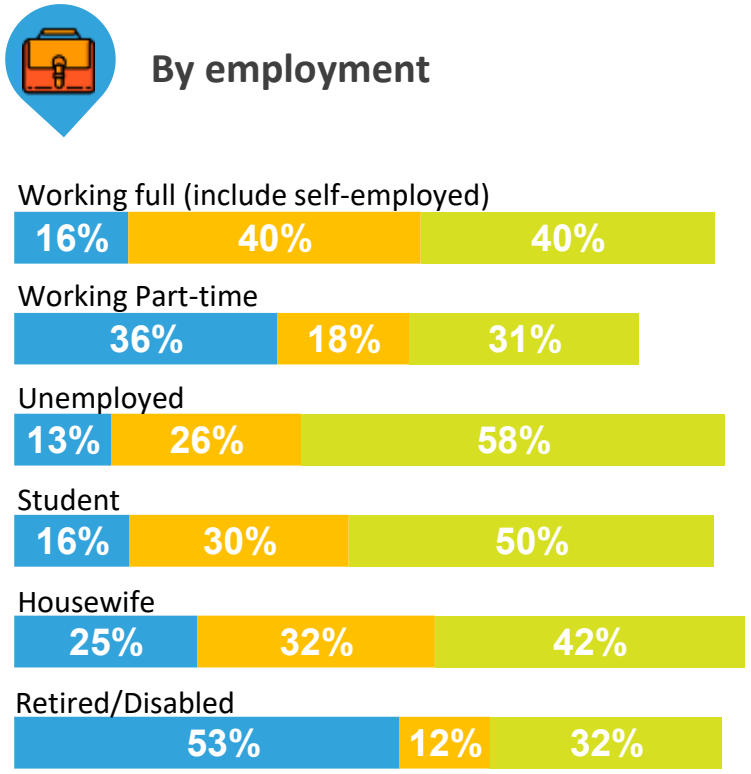


Source: Gallup Pakistan Base: 1000 cases. The percentages of DK / NR have not been plotted.

University graduates (41%) and those with primary education (34%) are more likely to increase low sugar/fat food consumption, while 53% with advanced degrees reduce it. Retired/disabled individuals show the highest increase (53%), whereas 58% of unemployed reduce intake, highlighting varied responses influenced by education and economic factors.

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: LOW SUGAR/LOW FAT PRODUCTS

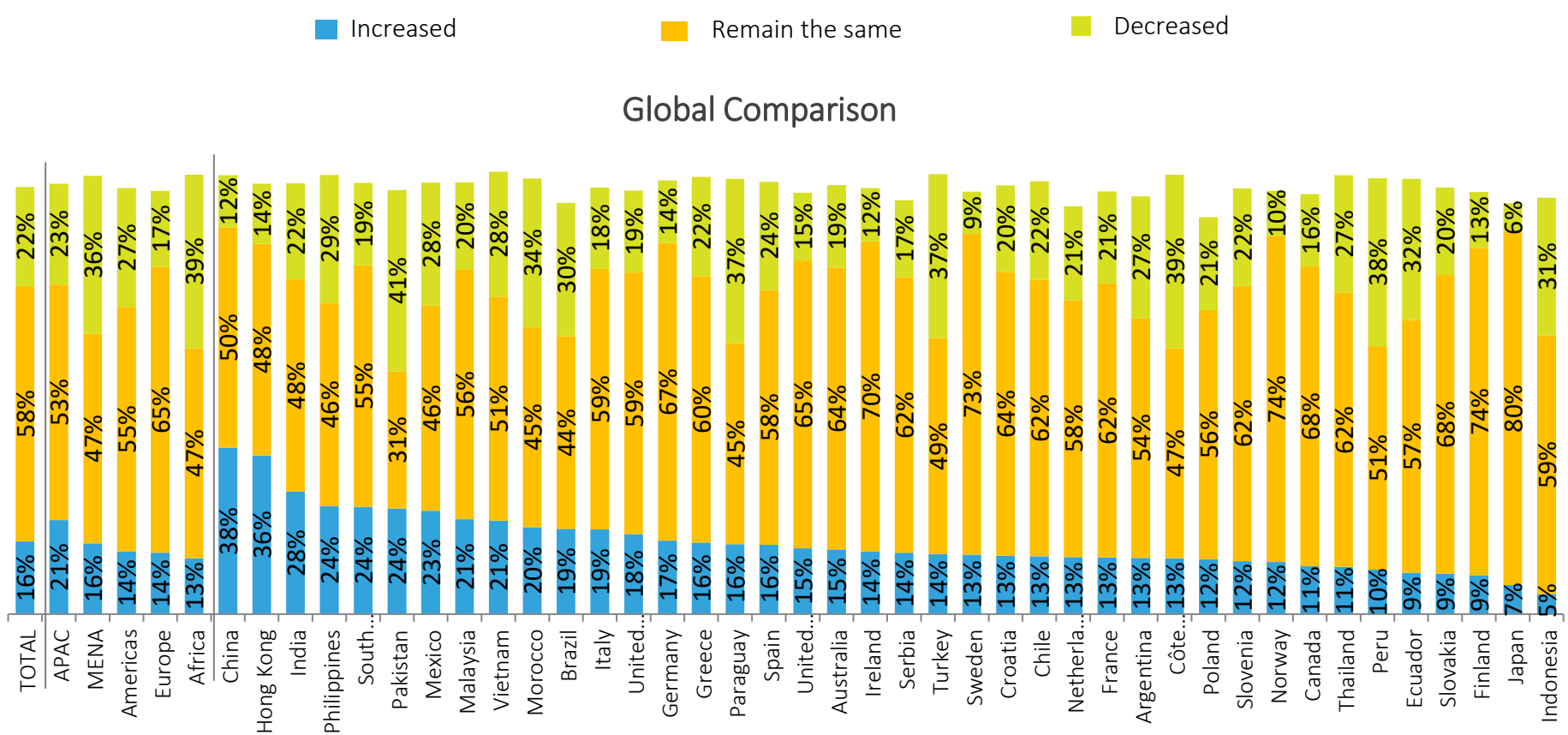




Source: Gallup Pakistan Base: 1000 cases. The percentages of DK / NR have not been plotted.

Globally, only 22% of respondents reported reducing their intake of low sugar/low fat products in 2025, compared to 41% in Pakistan. This places Pakistan well above the global average in terms of cutting back on these product types. Conversely, the global average for increased consumption of these items is 16%, significantly lower than Pakistan's 24%.

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED? : LOW SUGAR/LOW FAT PRODUCTS



MENA has only 2 countries. Africa has only 1 country.

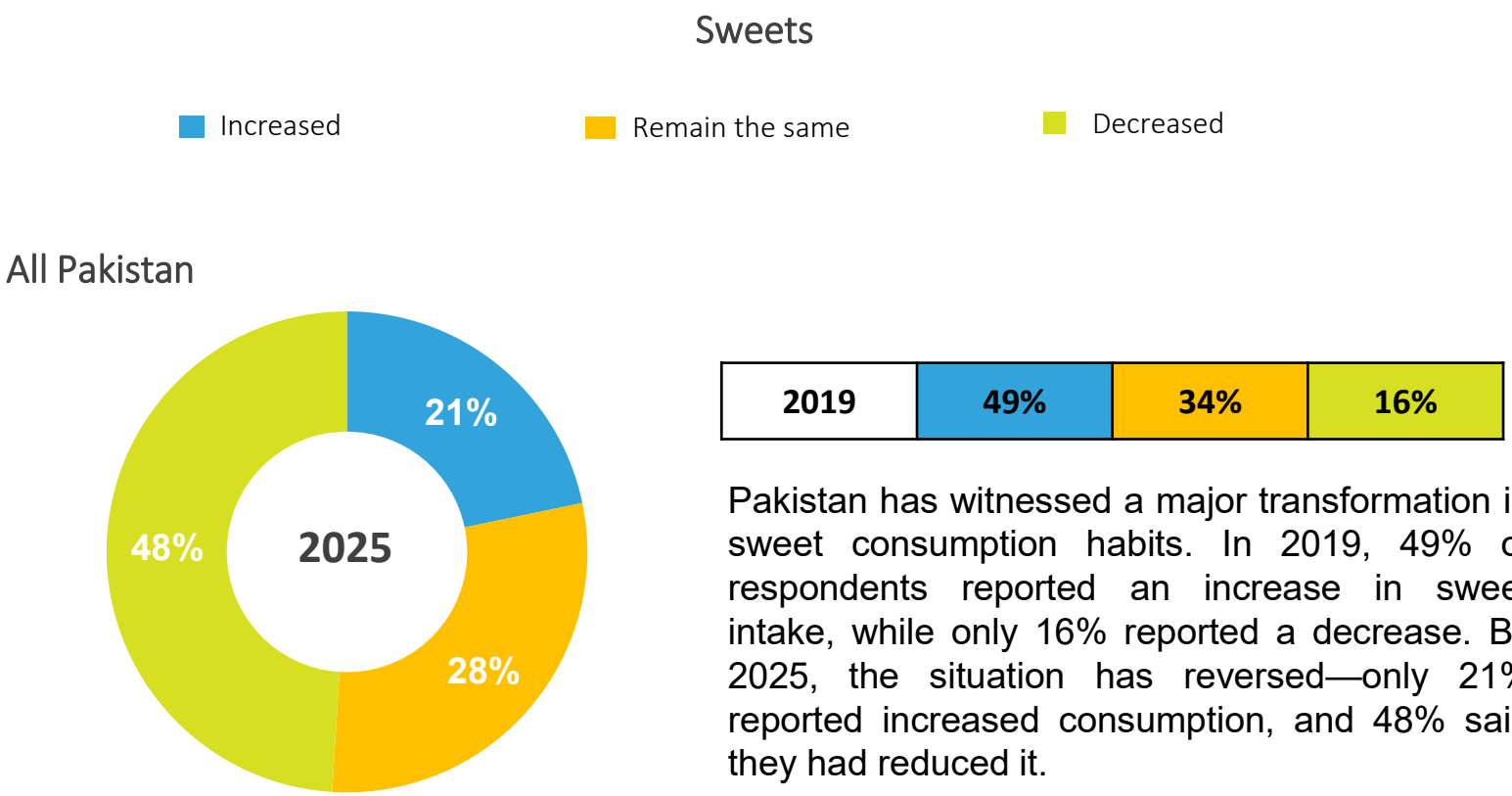
Source: WIN 2025. Base: 35515 cases. The percentages of DK / NR have not been plotted.

FOOD CONSUMPTION

- Sweets -

In 2025, 48% of Pakistanis report reducing their intake of sweets, only 21% report increased consumption and 28% say their consumption remained the same.

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: SWEETS

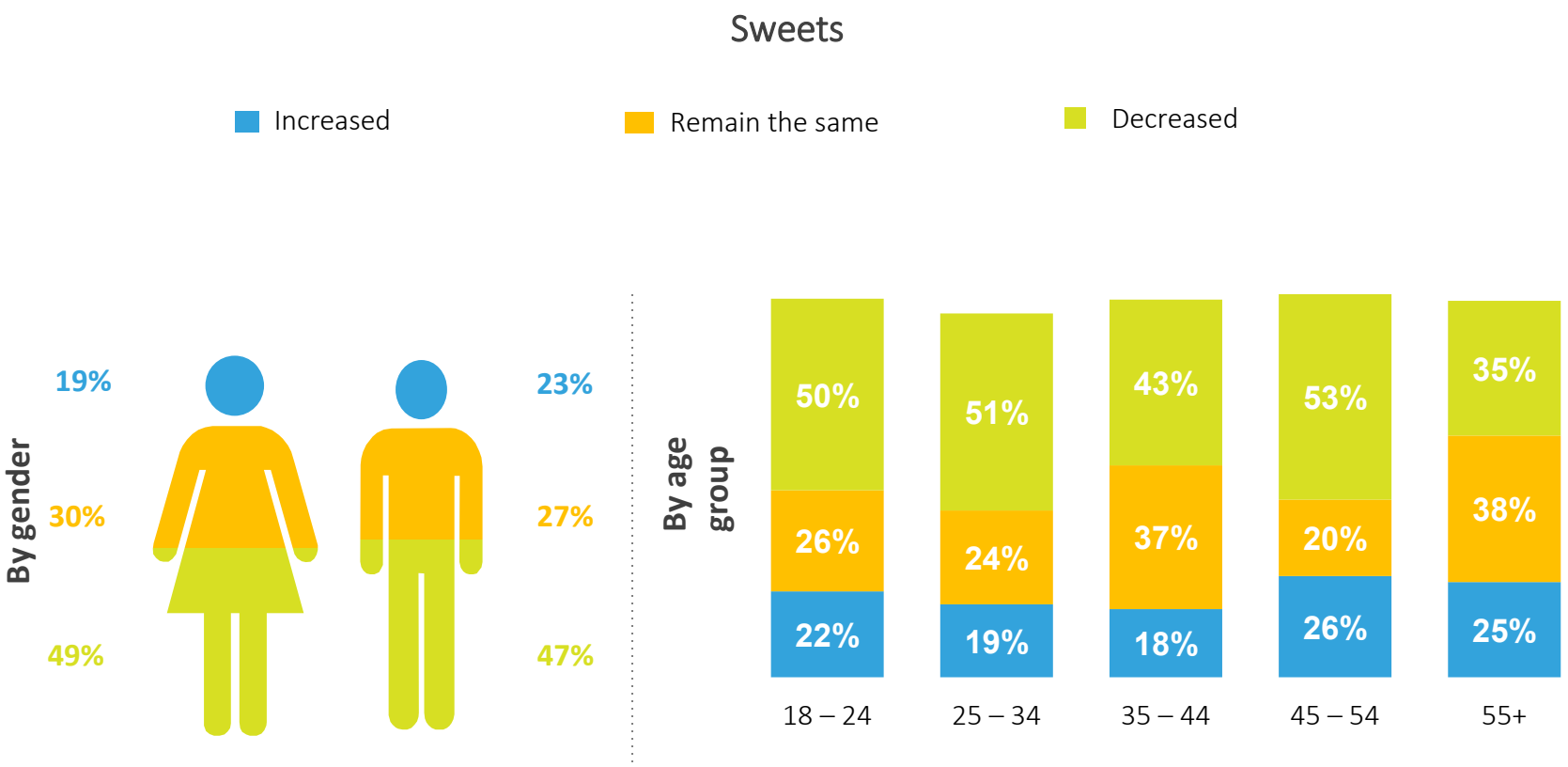


Pakistan has witnessed a major transformation in sweet consumption habits. In 2019, 49% of respondents reported an increase in sweet intake, while only 16% reported a decrease. By 2025, the situation has reversed—only 21% reported increased consumption, and 48% said they had reduced it.

Source: Gallup Pakistan Base: 1000 cases. The percentages of DK / NR have not been plotted.

Gender-wise, women (49%) are slightly more likely than men (47%) to reduce sweet intake. Notably, the 45–54 age group exhibits both the highest reduction (53%) and the highest increase (26%) in sweet intake, indicating diverse behavior within the same demographic segment.

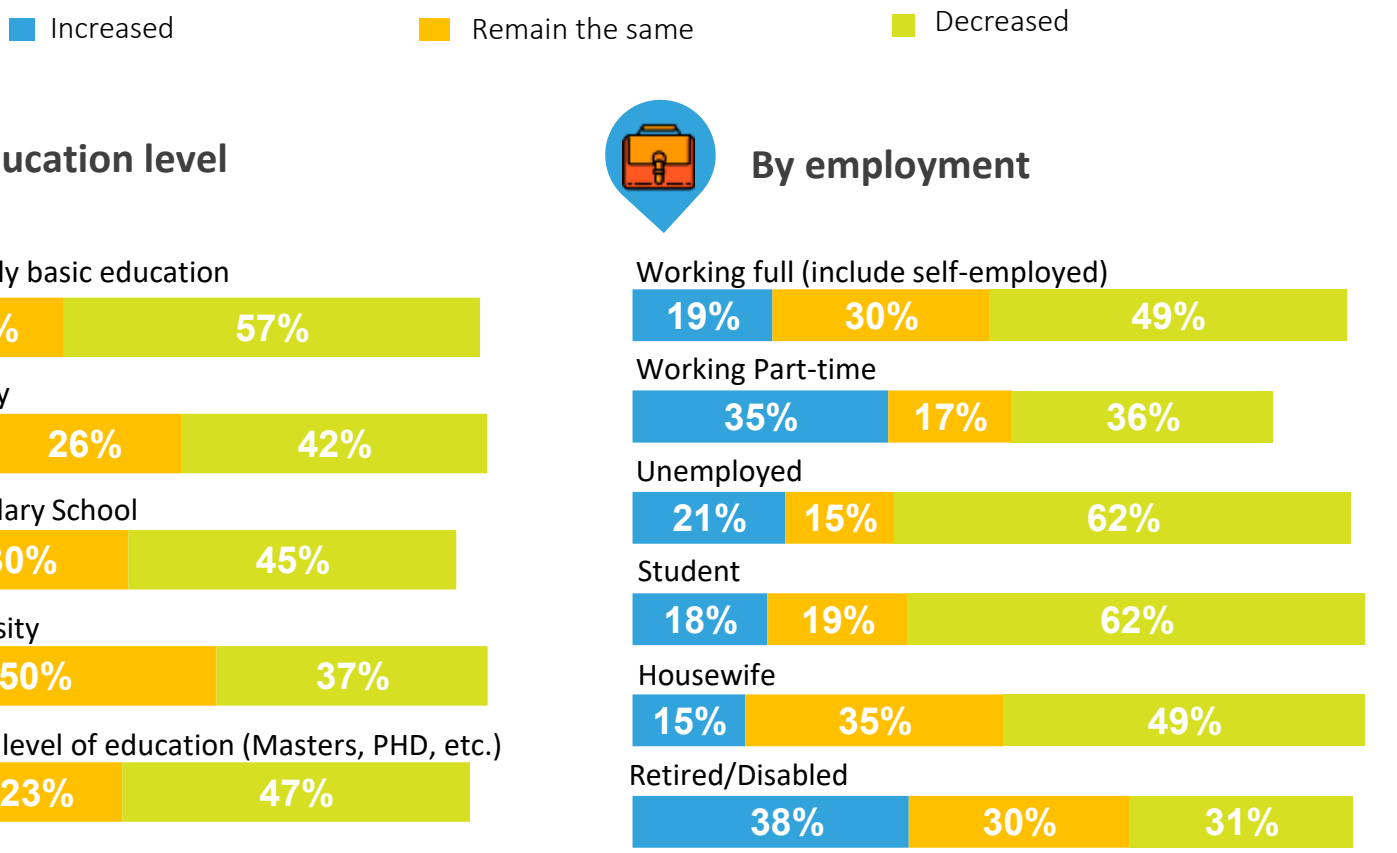
IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED? : SWEETS



Source: Gallup Pakistan Base: 1000 cases. The percentages of DK / NR have not been plotted.

Educational attainment shapes behavior as well, with 57% without education reducing consumption versus 37% of graduates, while primary-educated individuals show the highest increase (31%). Unemployed and students reduce sweets most (62%), whereas part-time workers report the highest increase (35%).

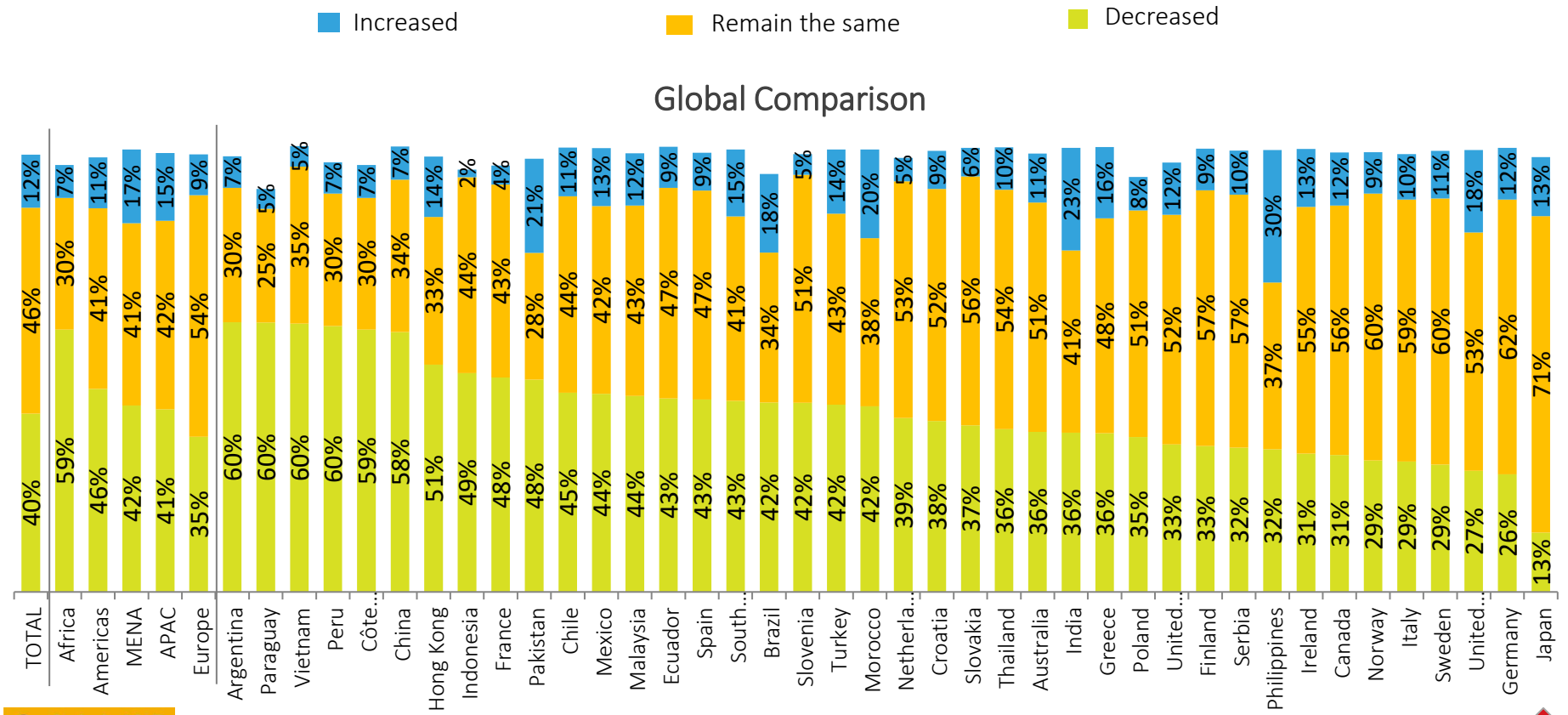
IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED? : SWEETS



Source: WIN 2025. Base: 35515 cases. The percentages of DK / NR have not been plotted.

Globally, 40% of respondents reported reducing their sweet intake in 2025, which is lower than Pakistan's 48%. On the other hand, the global average for increased sweet consumption stands at 12%, significantly lower than Pakistan's 21%.

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED? : SWEETS



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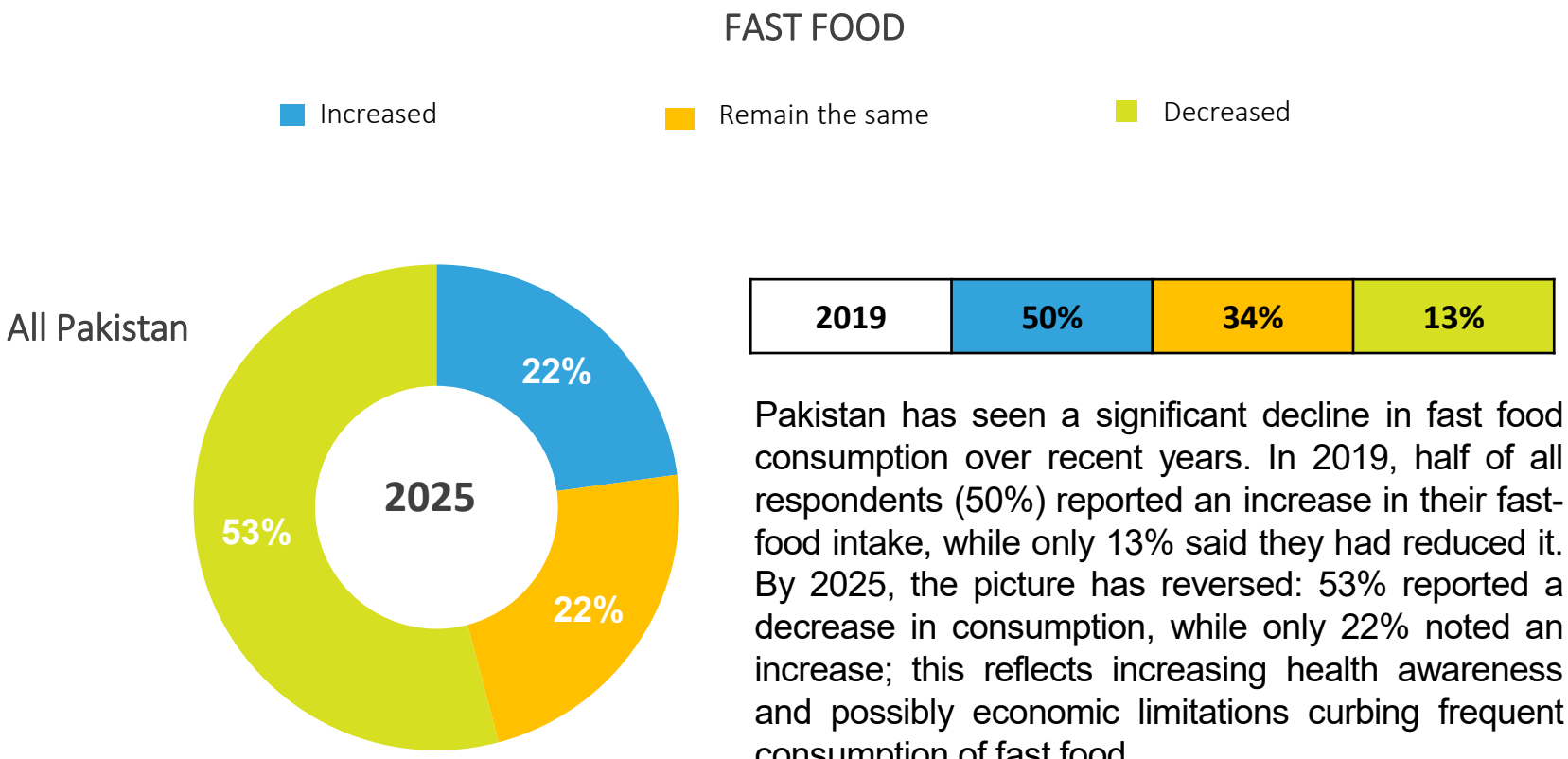
Source: WIN 2025. Base: 35515 cases. The percentages of DK / NR have not been plotted.

FOOD CONSUMPTION

- Fast Food-

In 2025, 53% of Pakistanis report reducing fast-food consumption, only 22% report increased consumption and 22% say their consumption remained the same.

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: FAST FOOD

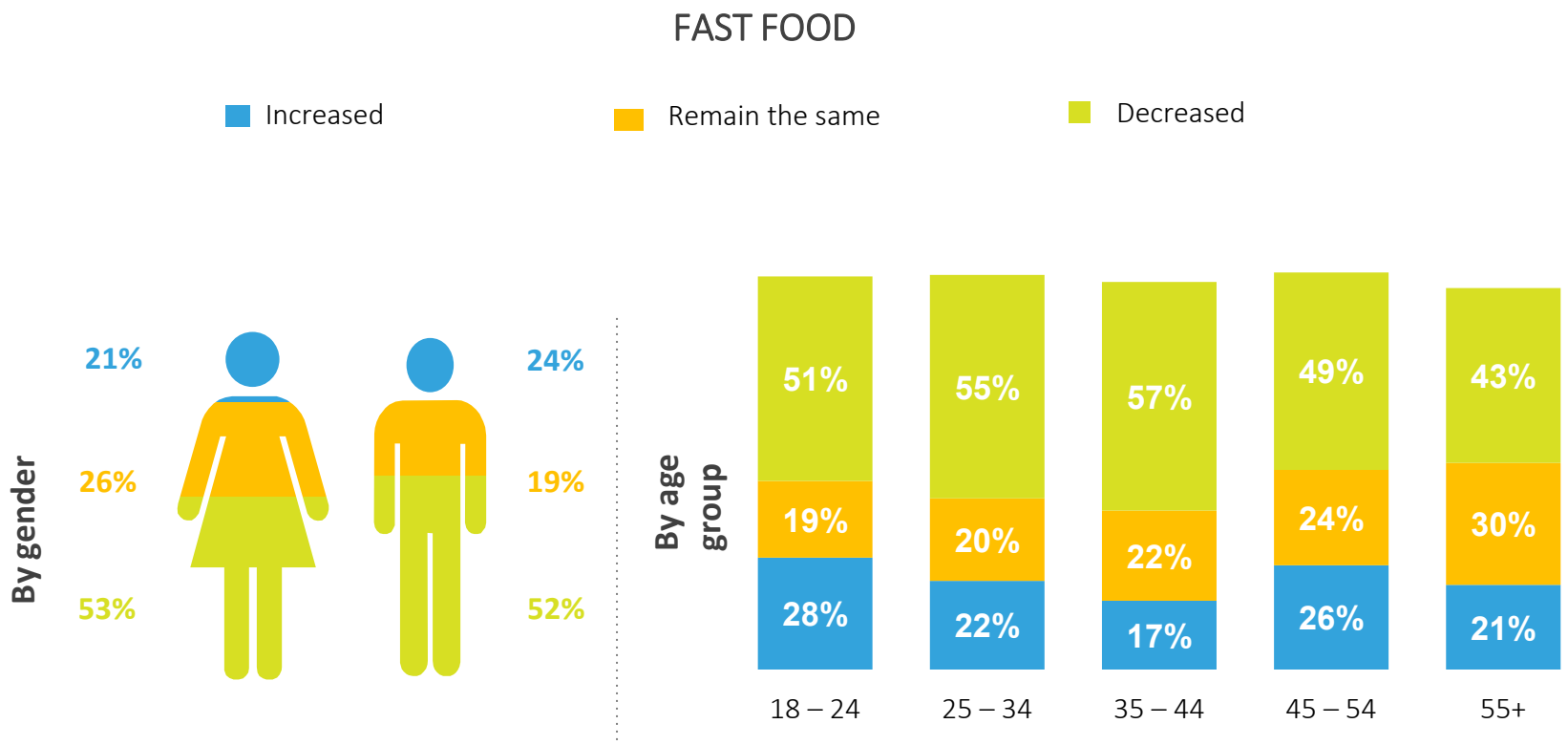


Pakistan has seen a significant decline in fast food consumption over recent years. In 2019, half of all respondents (50%) reported an increase in their fast-food intake, while only 13% said they had reduced it. By 2025, the picture has reversed: 53% reported a decrease in consumption, while only 22% noted an increase; this reflects increasing health awareness and possibly economic limitations curbing frequent consumption of fast food

Source: Gallup Pakistan Base: 1000 cases. The percentages of DK / NR have not been plotted.

By gender, women and men report almost identical rates of reduction (53% and 52% respectively), though men are slightly more likely to have increased their intake (24% vs 21%). The highest rates of decrease are found in middle-aged groups—35 to 44 (57%) and 25 to 34 (55%).

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: FAST FOOD

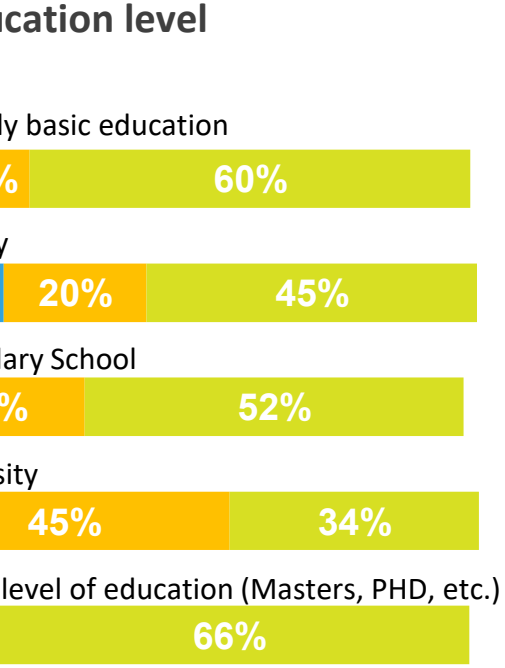


Source: Gallup Pakistan Base: 1000 cases. The percentages of DK / NR have not been plotted.

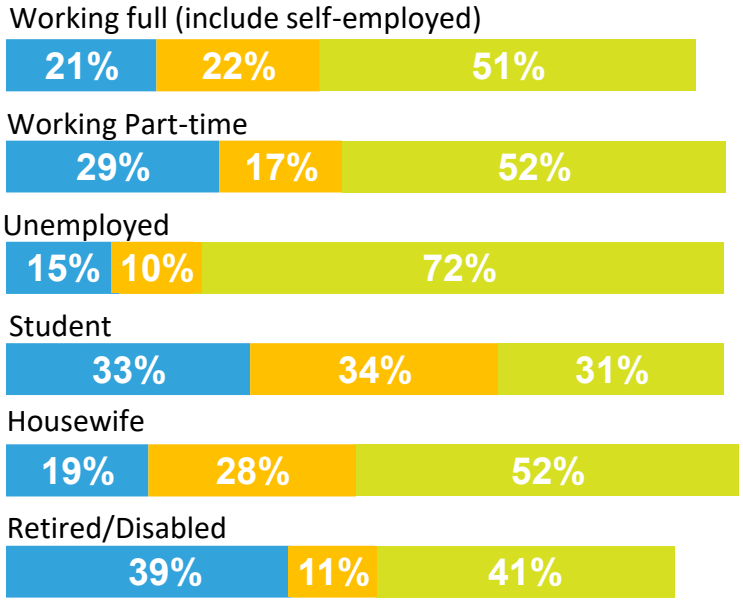
Postgraduates show the highest reduction in fast food consumption (66%), while those with primary education report the highest increase (34%). By employment, unemployed (72%) report the greatest declines, whereas retired show the highest increase (39%), reflecting differences in access, mobility, and age.

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: FAST FOOD

By education level



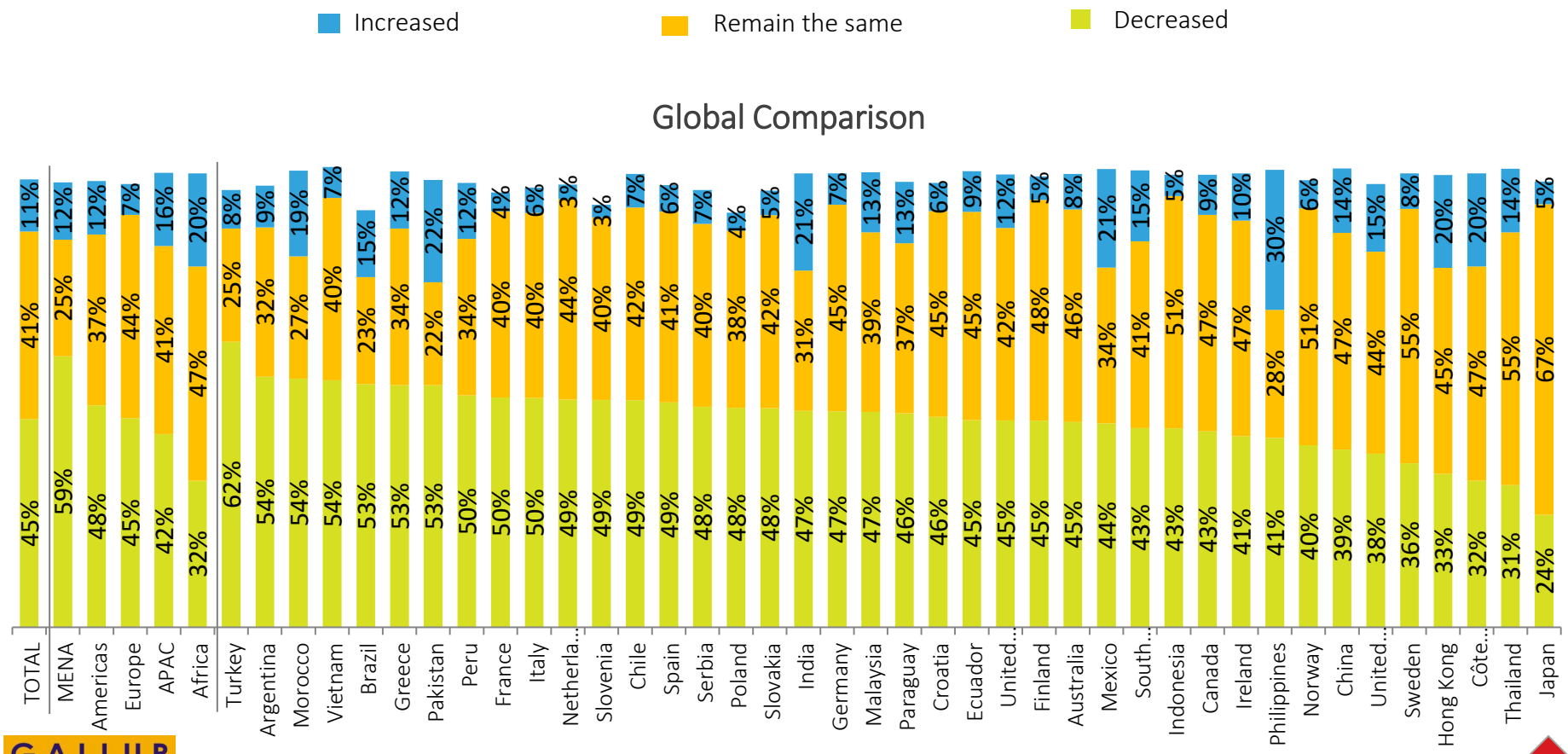
By employment



Source: Gallup Pakistan Base: 1000 cases. The percentages of DK / NR have not been plotted.

Globally, 45% of respondents reported reducing fast food consumption in 2025. Pakistan, with 53% reporting a decrease, surpasses the global average and reflects one of the strongest downward shifts in the region.

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: FAST FOOD



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MENA has only 2 countries. Africa has only 1 country.

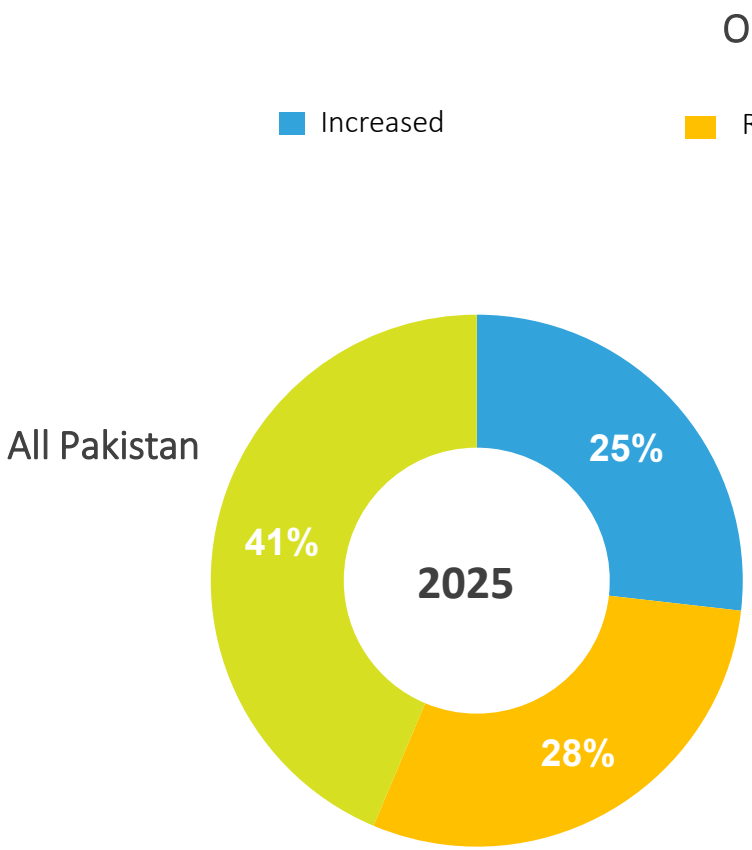
Source: WIN 2025. Base: 35515 cases. The percentages of DK / NR have not been plotted.

FOOD CONSUMPTION

-Organic Food-

In 2025, 41% of Pakistanis report reducing organic food consumption, 25% report increased consumption and 28% say their consumption remained the same.

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: ORGANIC FOOD

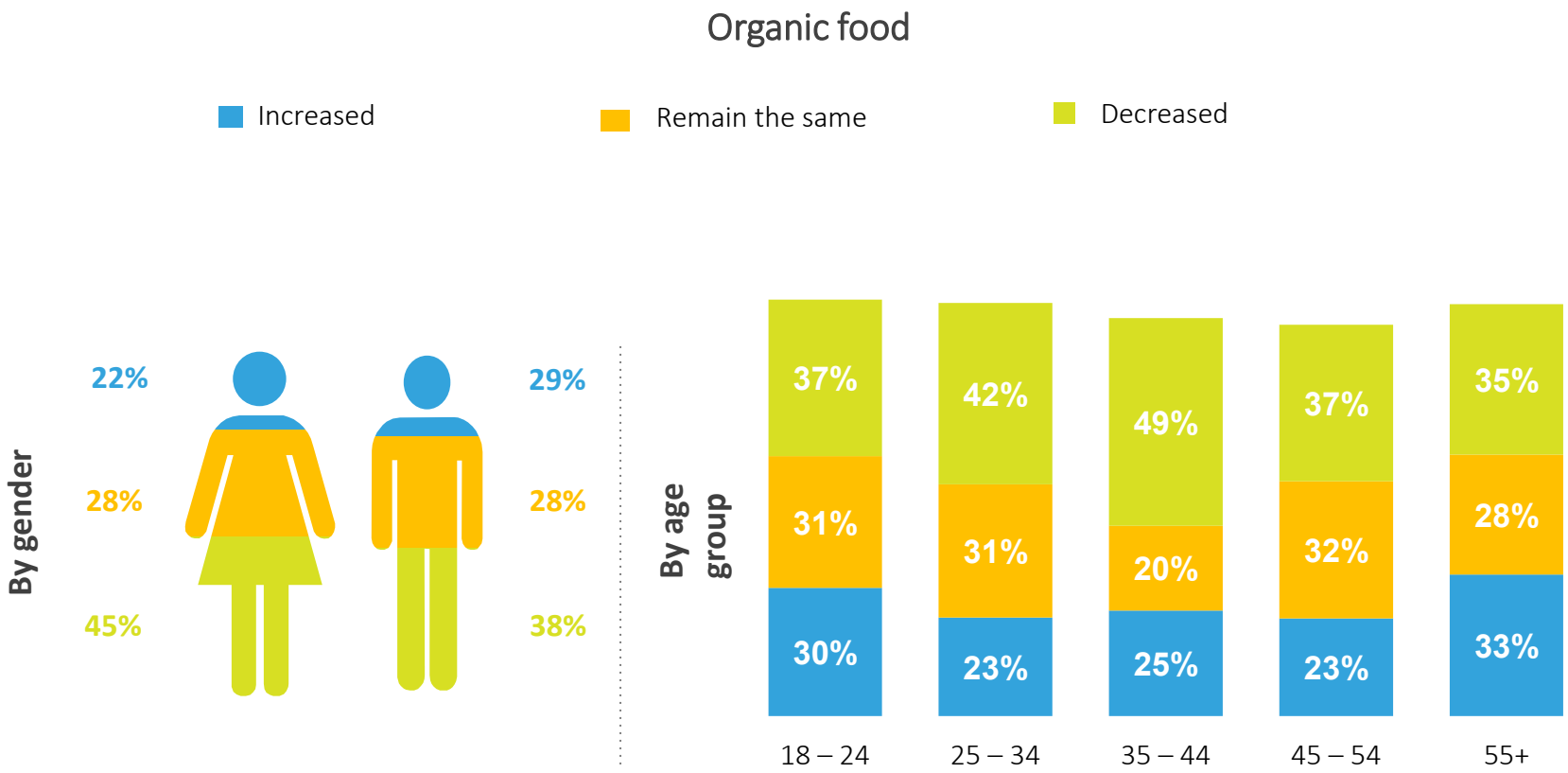


Between 2019 and 2025, Pakistan has witnessed a reversal in organic food consumption trends. In 2019, 43% of people reported increased consumption of organic food, while only 12% reported a decrease. By 2025, only 25% say their intake has increased, while 41% report a decrease—signaling a notable drop in momentum.

Source: Gallup Pakistan. Base: 1000 cases. The percentages of DK / NR have not been plotted.

More men (29%) than women (22%) reported increased organic food intake, while women showed higher reductions (45% vs. 38%). Among age groups, the highest decrease was among those aged 35–44 (49%), while the 55+ and 18–24 groups reported the highest increases (33% and 30%).

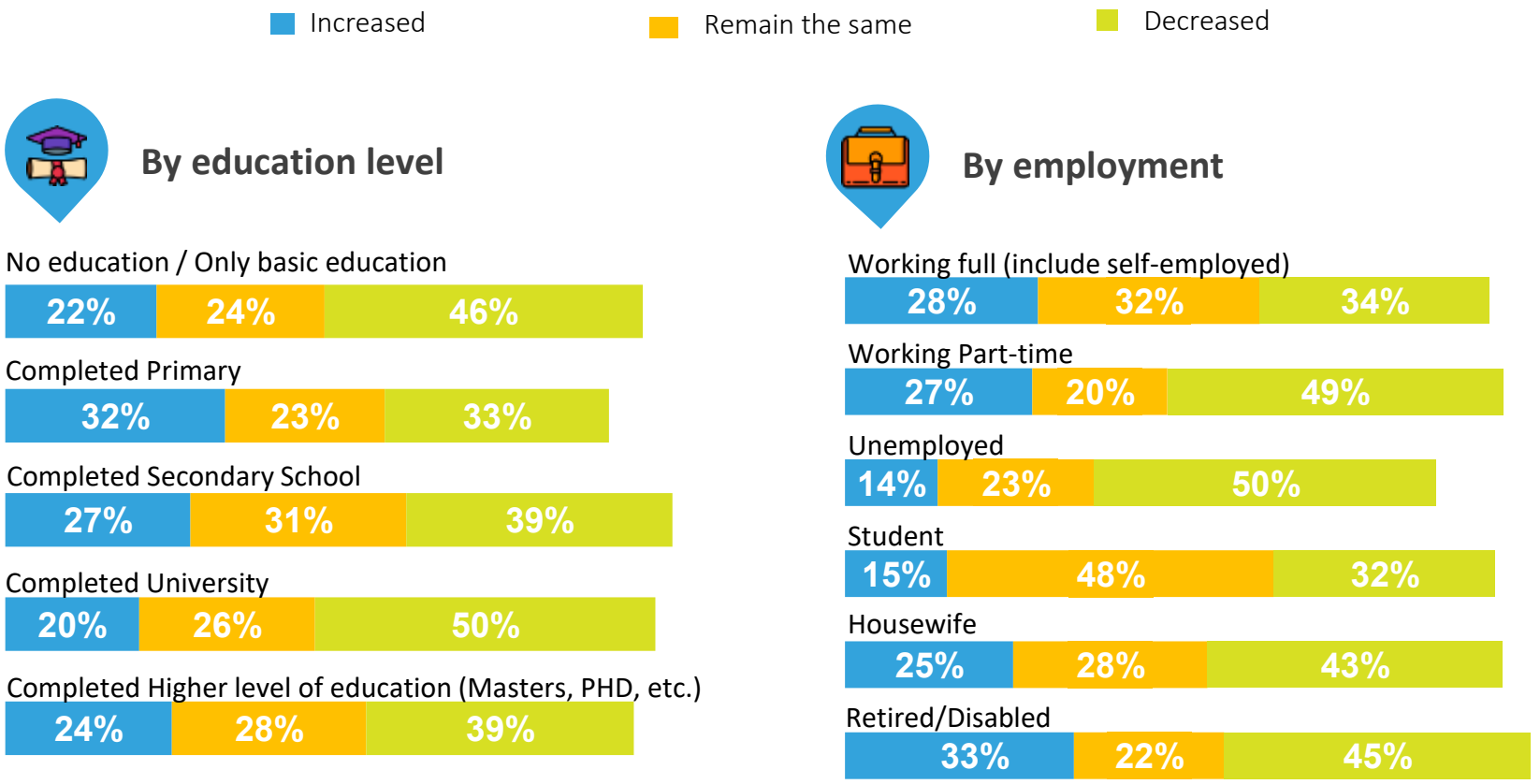
IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: ORGANIC FOOD



Source: Gallup Pakistan. Base: 1000 cases. The percentages of DK / NR have not been plotted.

Primary school graduates show the highest increase in organic food consumption (32%), while 50% of university graduates report a reduction. Among employment, retired (33%) and full-time workers (28%) have the highest increases, whereas unemployed (50%) and part-time workers (49%) report the most declines, indicating affordability and access barriers.

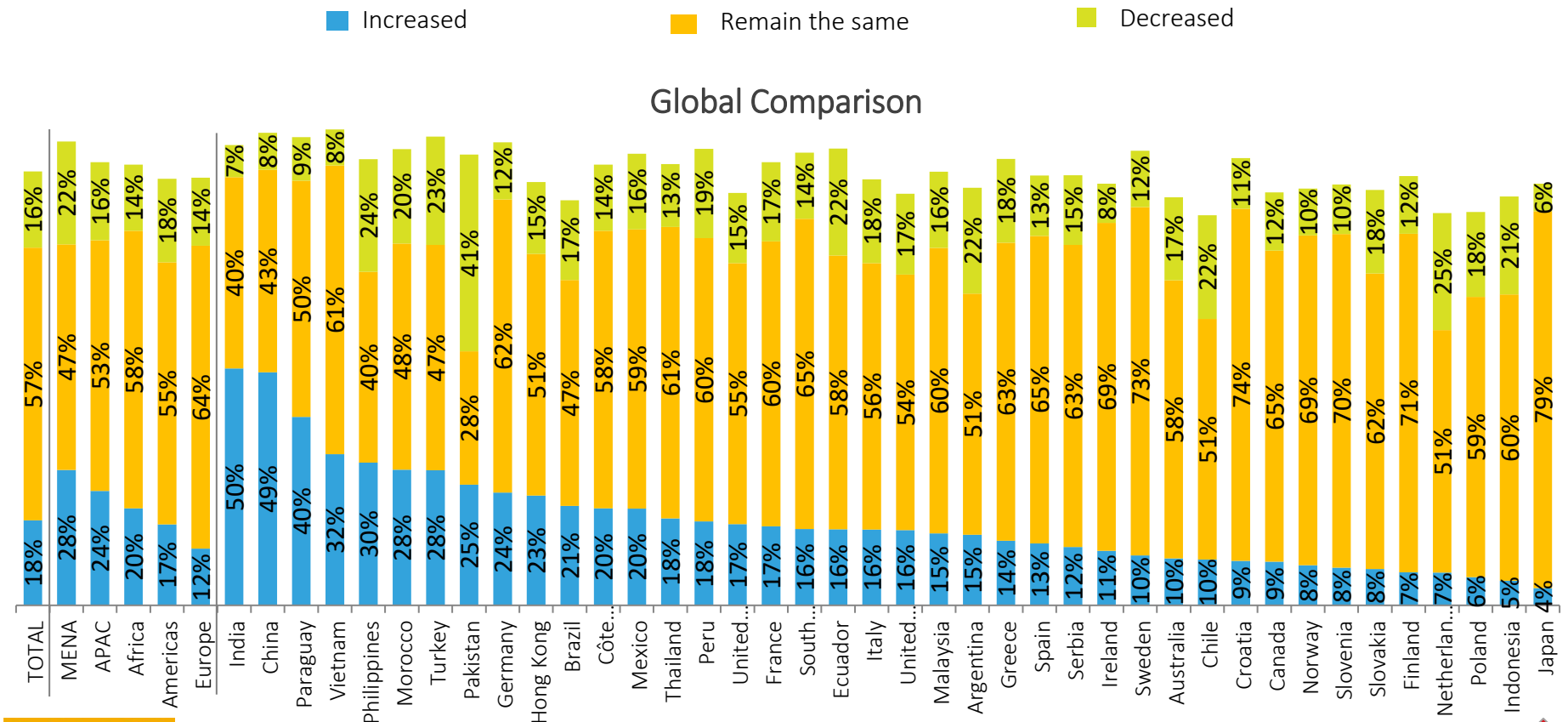
IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: ORGANIC FOOD



Source: Gallup Pakistan Base: 1000 cases. The percentages of DK / NR have not been plotted.

Globally, only 16% of people reported reducing organic food consumption, far below Pakistan's 41%. Conversely, the global average for increased consumption stands at 18%, also below Pakistan's 25%. This indicates Pakistan is still above average in adoption but is undergoing a steeper reversal than most countries.

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: ORGANIC FOOD



MENA has only 2 countries. Africa has only 1 country.

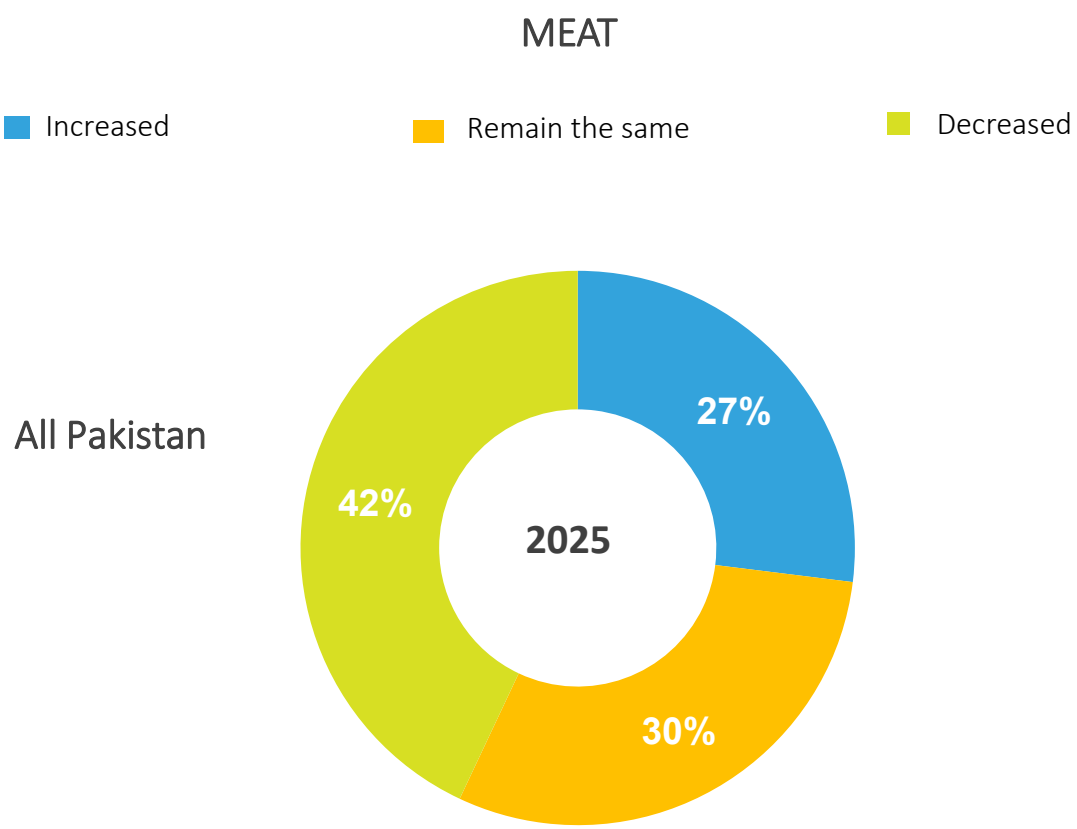
Source: WIN 2025. Base: 35515 cases. The percentages of DK / NR have not been plotted.

FOOD CONSUMPTION

- Meat -

In 2025, 27% of Pakistanis report an increase in their meat consumption, while 42% report a decrease and 30% indicate no change.

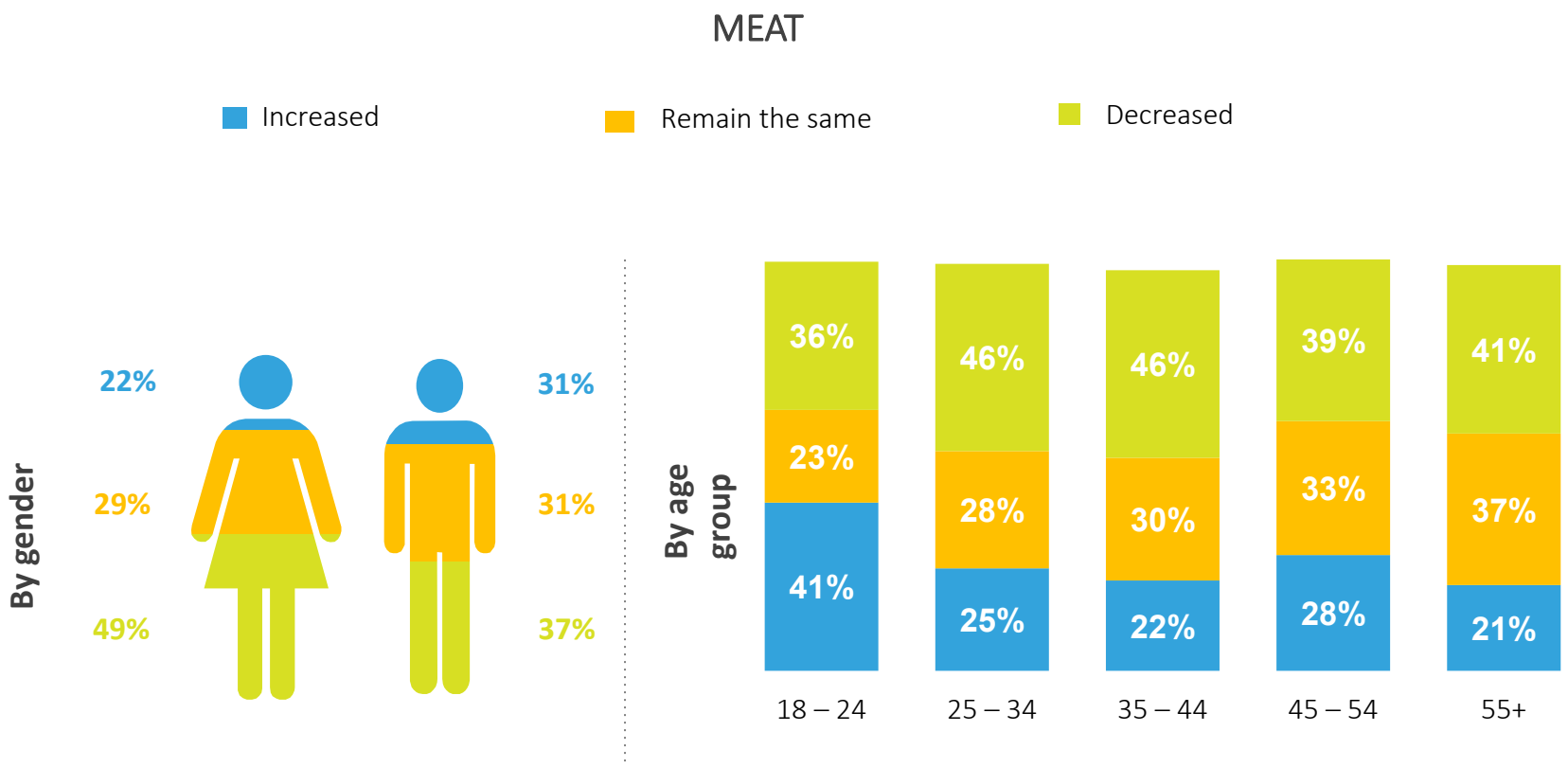
IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: MEAT



Source: Gallup Pakistan. Base: 1000 cases. The percentages of DK / NR have not been plotted.

Men reported higher increases in meat consumption (31%) than women (22%), while women had higher reduction rates (49% vs. 37%). By age, young adults (18–24) showed the highest increase (41%), while only 21% of seniors (55+) increased intake.

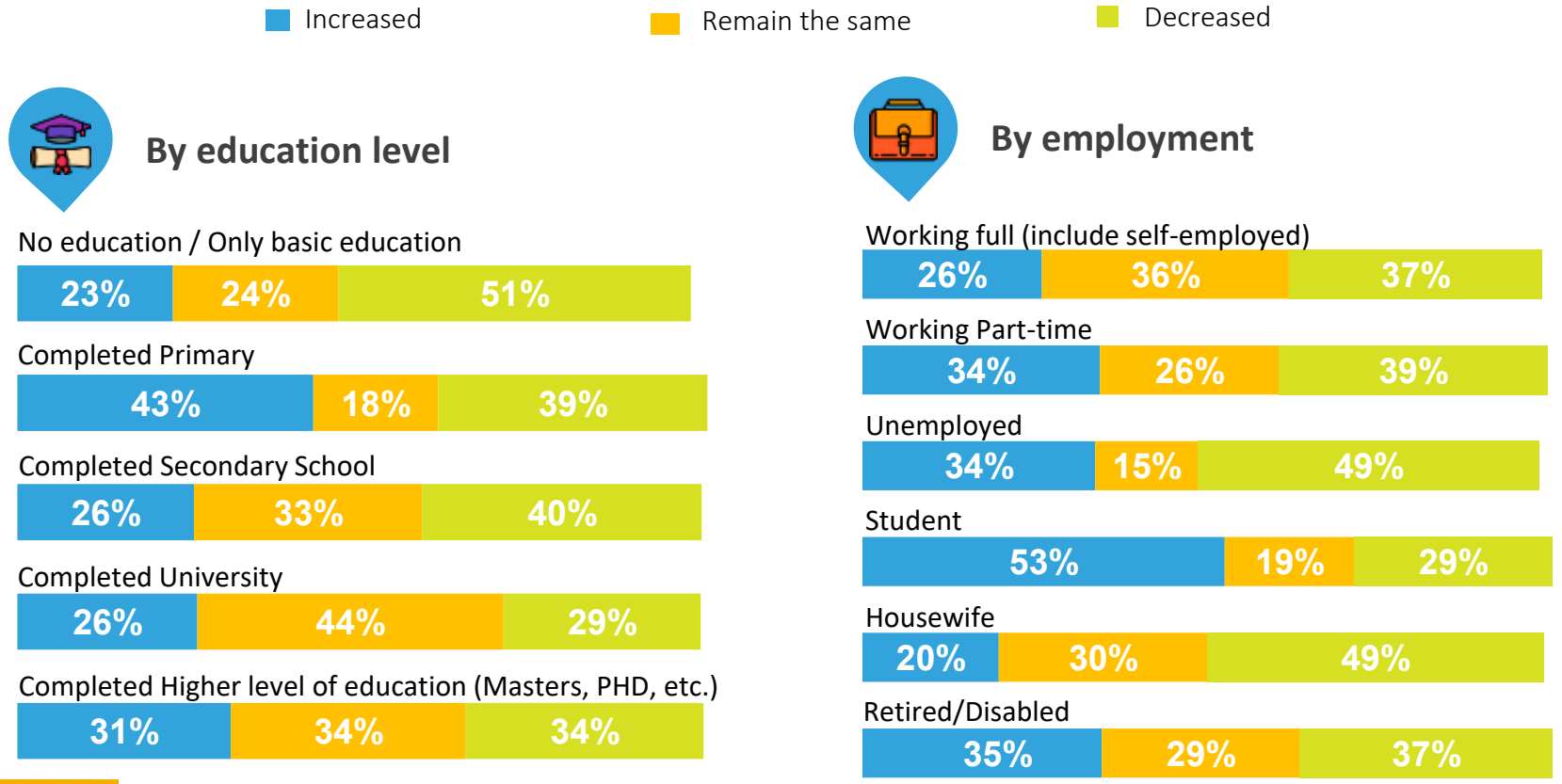
IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: MEAT



Source: Gallup Pakistan. Base: 1000 cases. The percentages of DK / NR have not been plotted.

Educationally, those with primary education show the highest increase (43%), while those with no education are most likely to have reduced consumption (51%). Among employment categories, students report the highest increase (53%), followed by retired individuals (35%). The unemployed and housewives show high reduction rates (49% each).

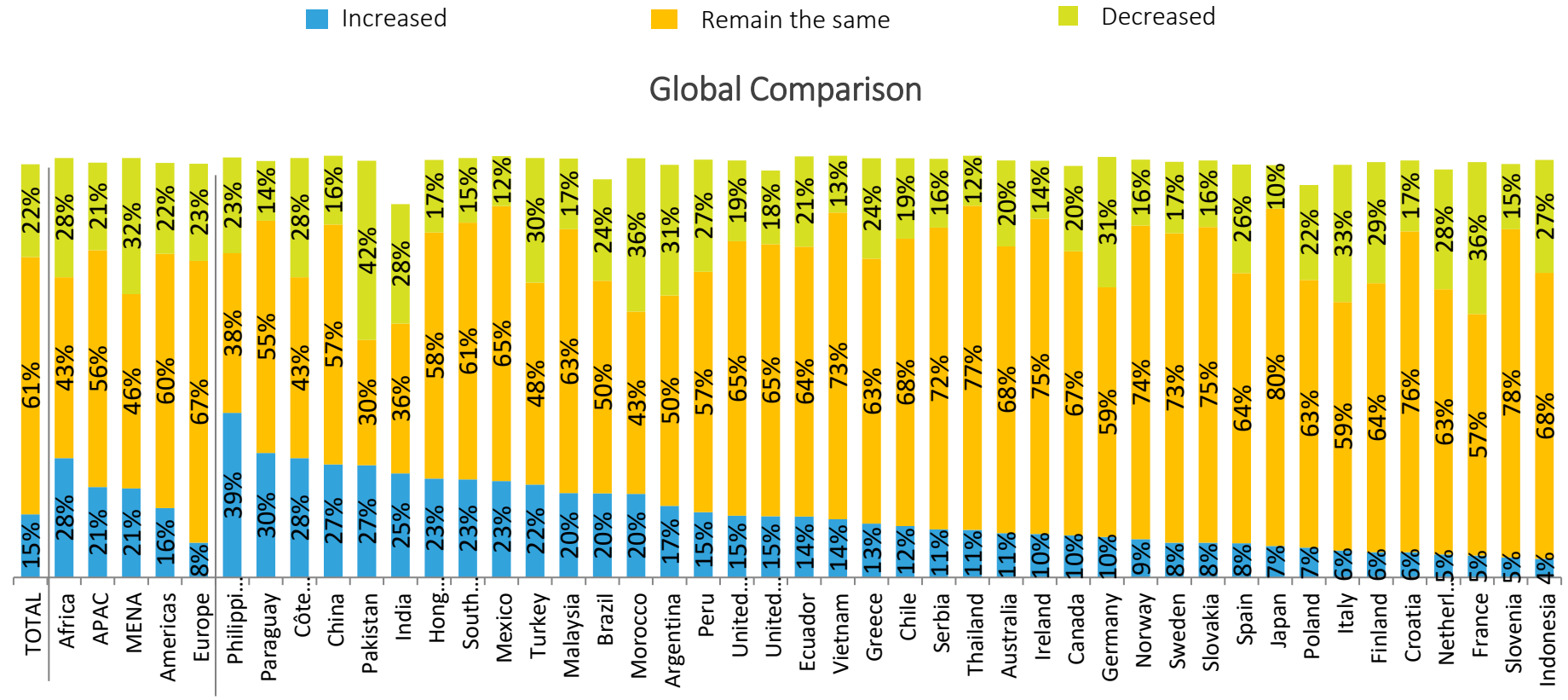
IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: MEAT



Source: Gallup Pakistan. Base: 1000 cases. The percentages of DK / NR have not been plotted.

Globally, only 15% of respondents report an increase in meat consumption in 2025, compared to 27% in Pakistan. The global decrease rate is lower—22% overall, compared to 42% in Pakistan.

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: MEAT



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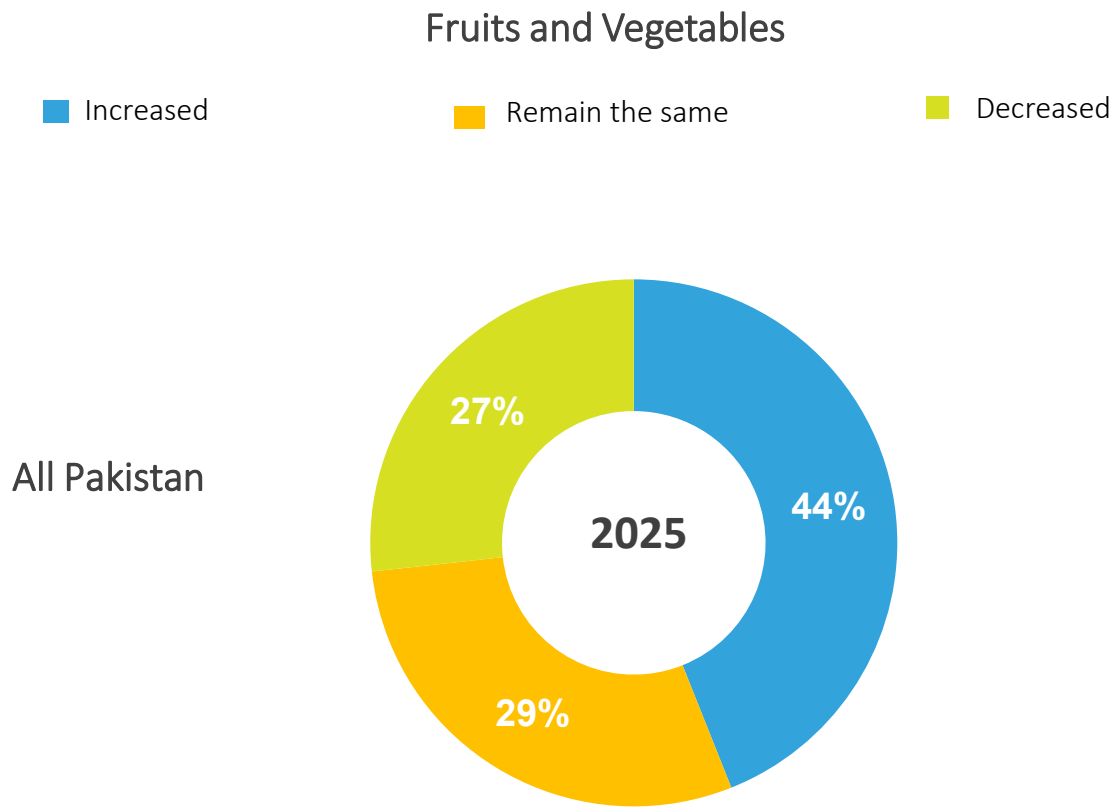
Source: WIN 2025. Base: 35515 cases. The percentages of DK / NR have not been plotted.

FOOD CONSUMPTION

- Fruits and vegetables -

In 2025, 44% of Pakistanis increased their fruit and vegetable intake, while 27% reduced it. This suggests a growing shift toward healthier food choices, though a quarter of the population still faces constraints or preferences leading to reduced intake.

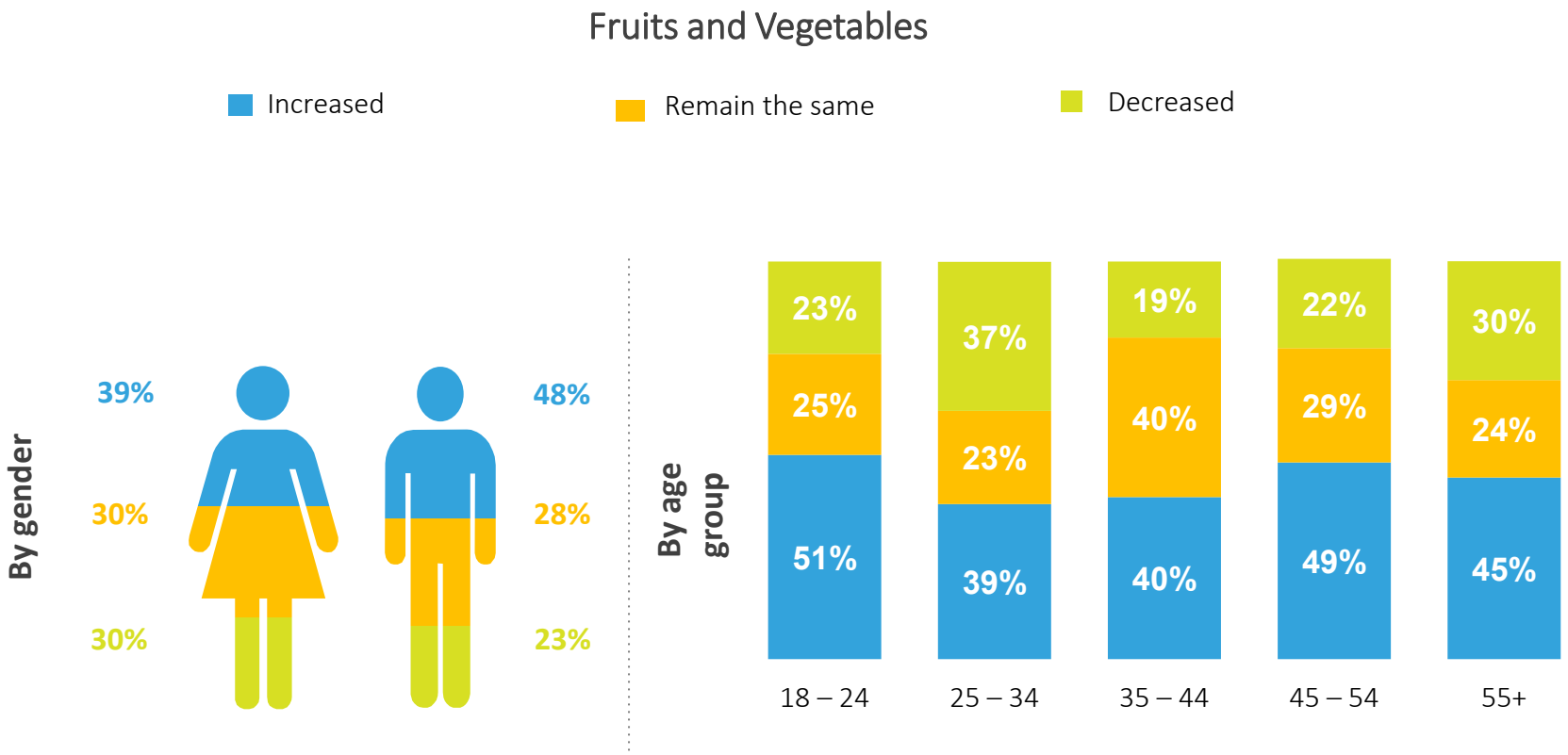
IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: FRUITS AND VEGETABLES



Source: Gallup Pakistan Base: 1000 cases. The percentages of DK / NR have not been plotted.

By gender, women were more likely to reduce consumption (30%) than men (23%), while men (48%) more frequently reported an increase compared to women (39%). Age-wise, younger adults aged 18 to 24 lead in increased consumption (51%).

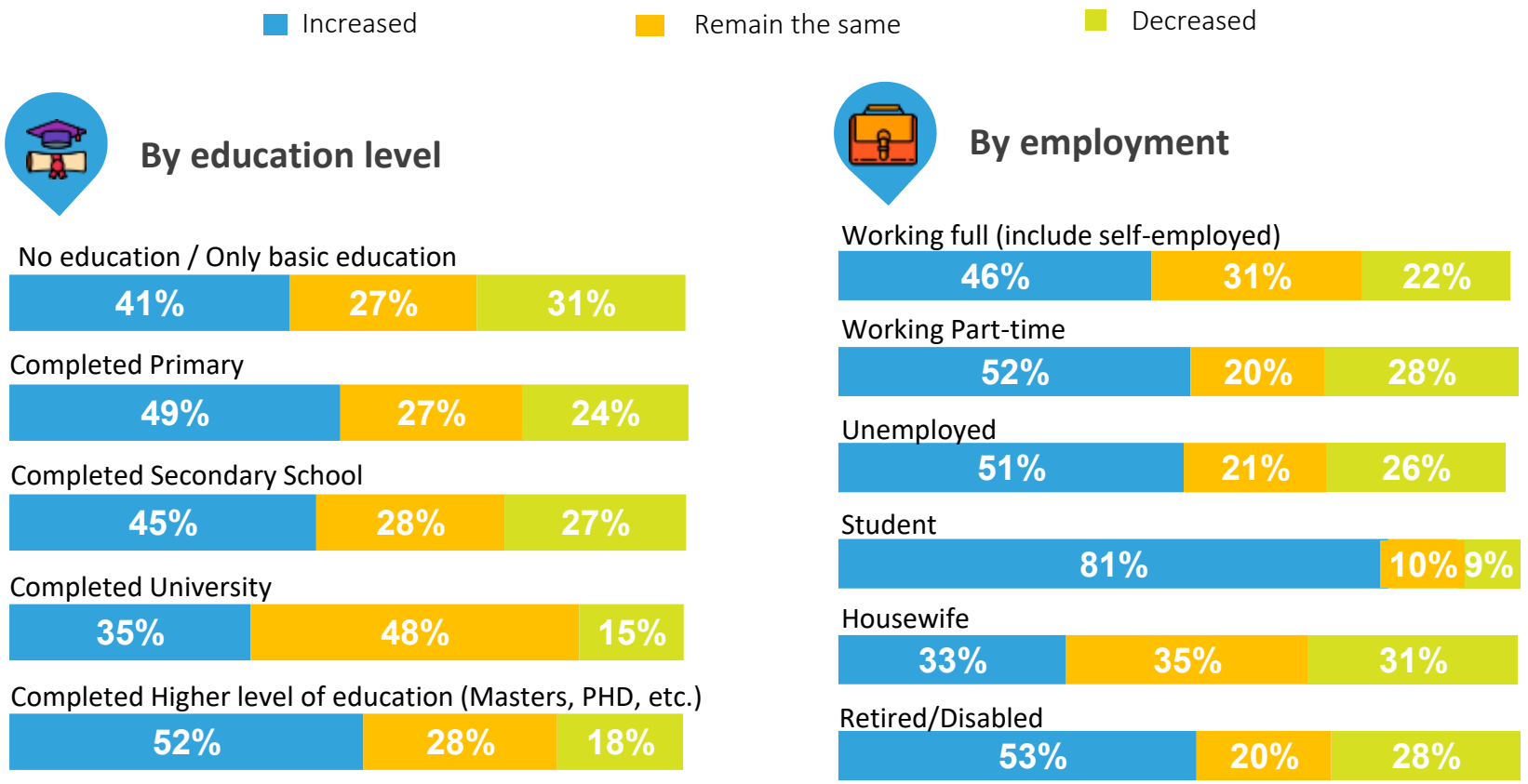
IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: FRUITS AND VEGETABLES



Source: Gallup Pakistan Base: 1000 cases. The percentages of DK / NR have not been plotted.

Fruit and vegetable consumption increased more among those with higher level of education (52%) than with no education (41%). Students showed the highest increase (81%), followed by retired individuals (53%) and part-time workers (52%), while housewives reported the lowest (33%).

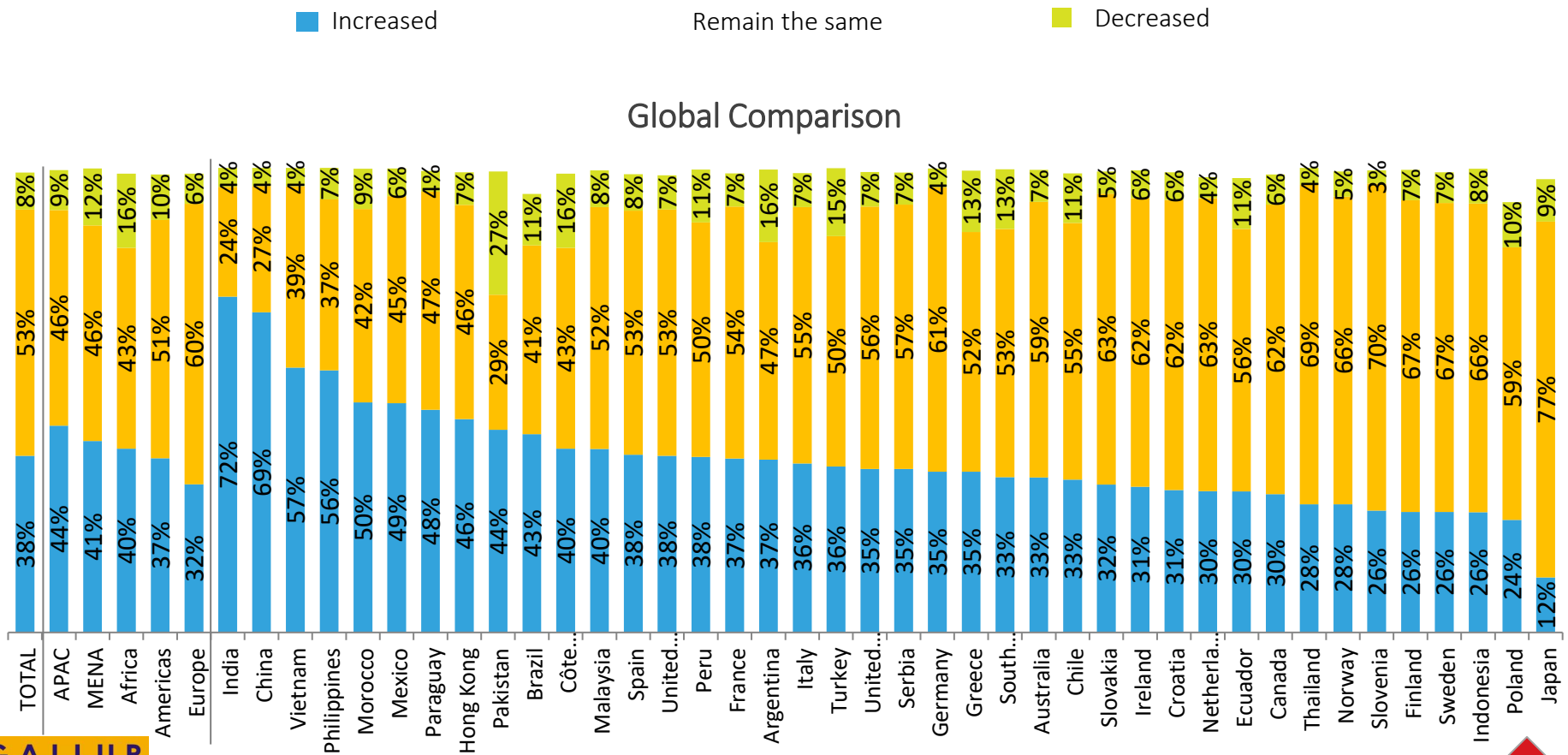
IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: FRUITS AND VEGETABLES



Source: Gallup Pakistan. Base: 1000 cases. The percentages of DK / NR have not been plotted.

Globally, 38% of respondents reported an increase in fruit and vegetable consumption in 2025. Pakistan, at 44%, surpasses this average, positioning itself among more health-conscious countries.

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: FRUITS AND VEGETABLES



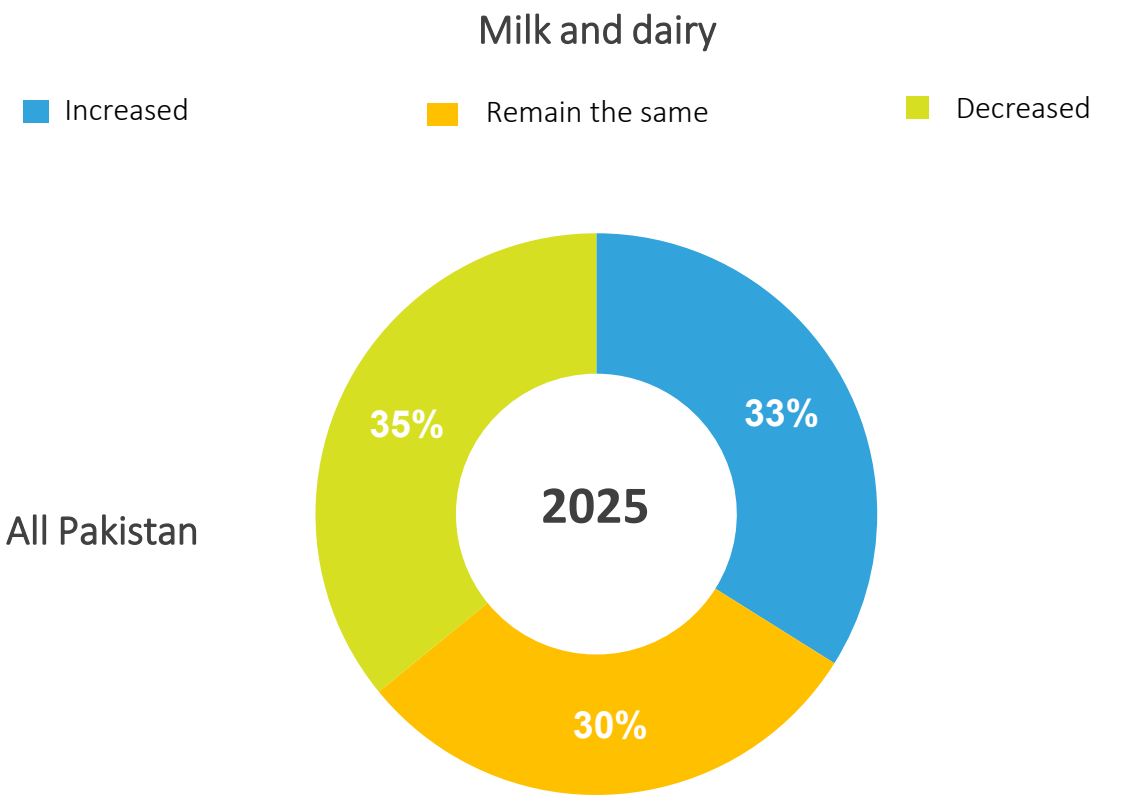
Source: WIN 2025. Base: 35515 cases. The percentages of DK / NR have not been plotted.

FOOD CONSUMPTION

- Milk and dairy-

In 2025, 33% of Pakistanis reported increasing their consumption of milk and dairy products, while 35% said their intake had decreased, and 30% reported no change. This near-even distribution suggests a balanced but strained dietary pattern, likely affected by affordability and access.

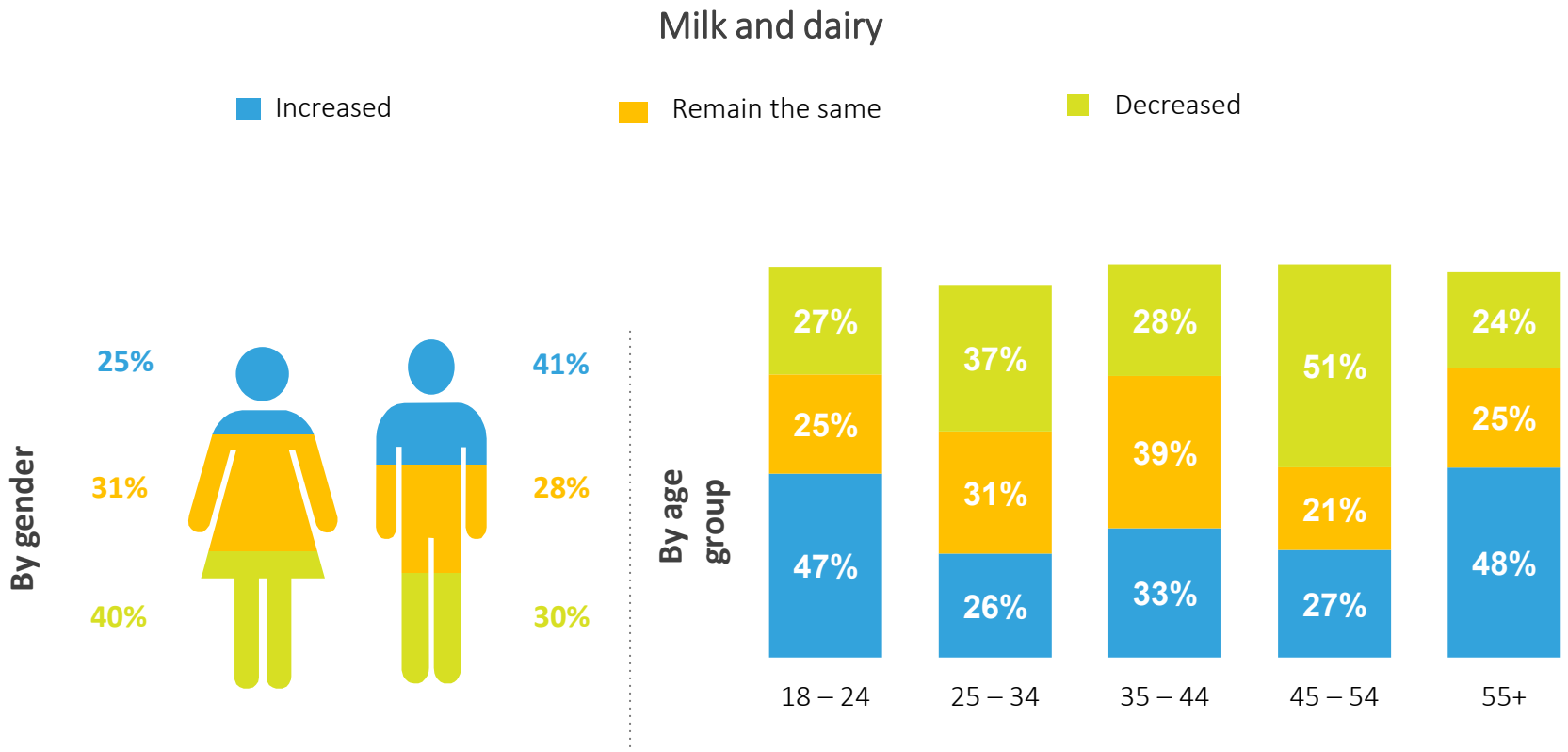
IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: MILK AND DAIRY



Source: Gallup Pakistan . Base: 1000 cases. The percentages of DK / NR have not been plotted.

Men are more likely to increase dairy consumption (41%) than women (25%), while women show higher reduction rates (40% vs. 30%). Young adults (18–24) and seniors (55+) lead in increased intake (47% and 48%), while middle-aged adults (45–54) report the highest reduction (51%).

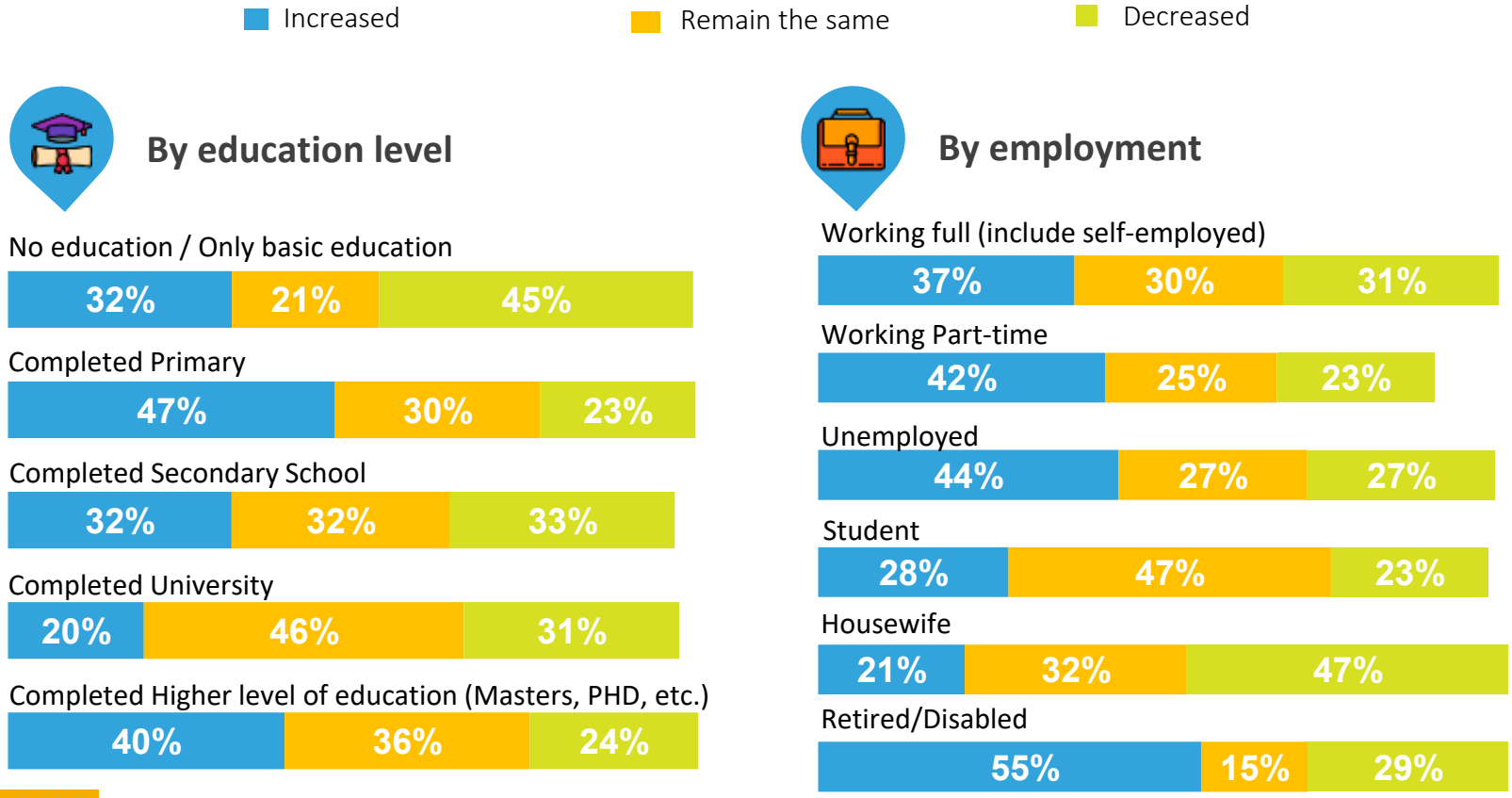
IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: MILK AND DAIRY



Source: Gallup Pakistan . Base: 1000 cases. The percentages of DK / NR have not been plotted.

Dairy intake increased most among those with primary education (47%) compared to university graduates (20%). Retired (55%) and unemployed (44%) showed the highest increases, while housewives reported the most reduction (47%).

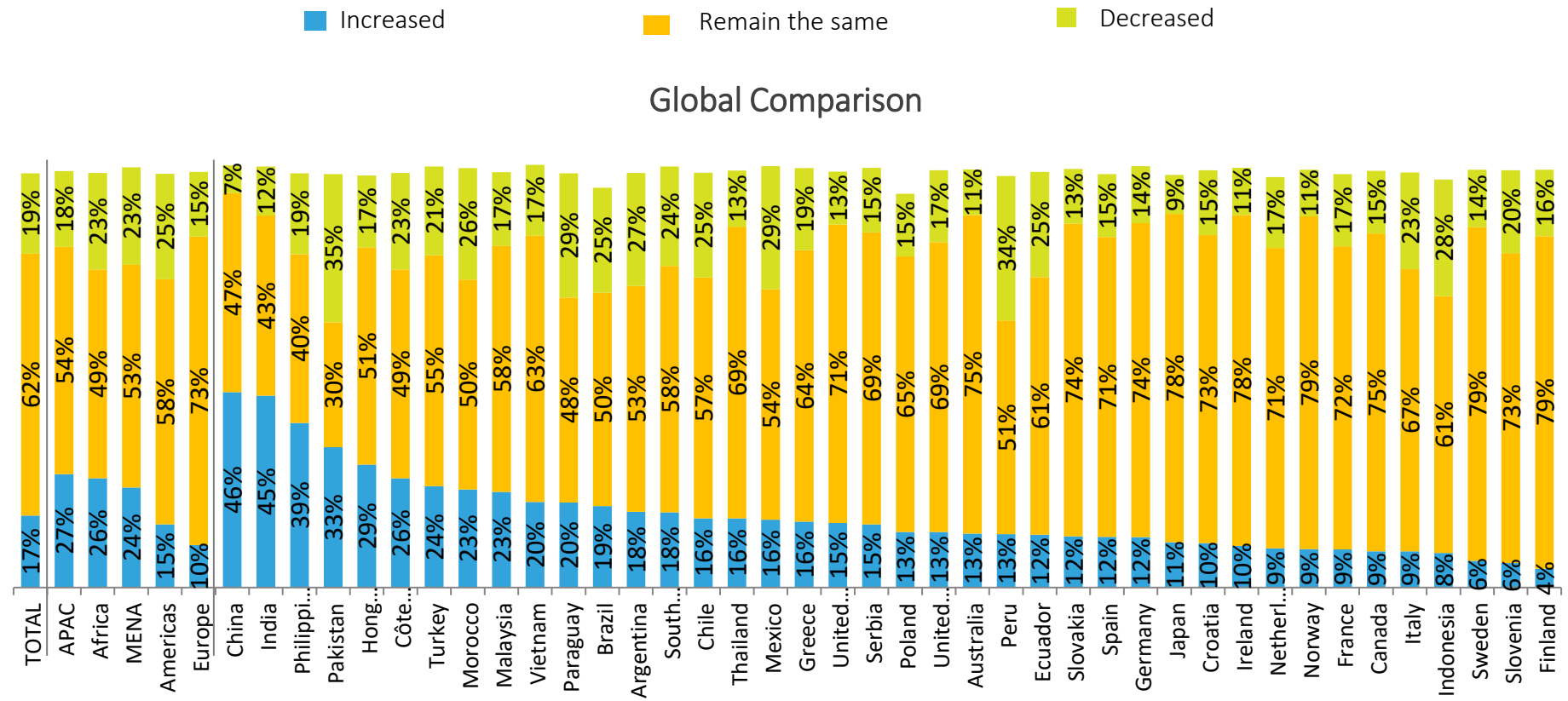
IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: MILK AND DAIRY



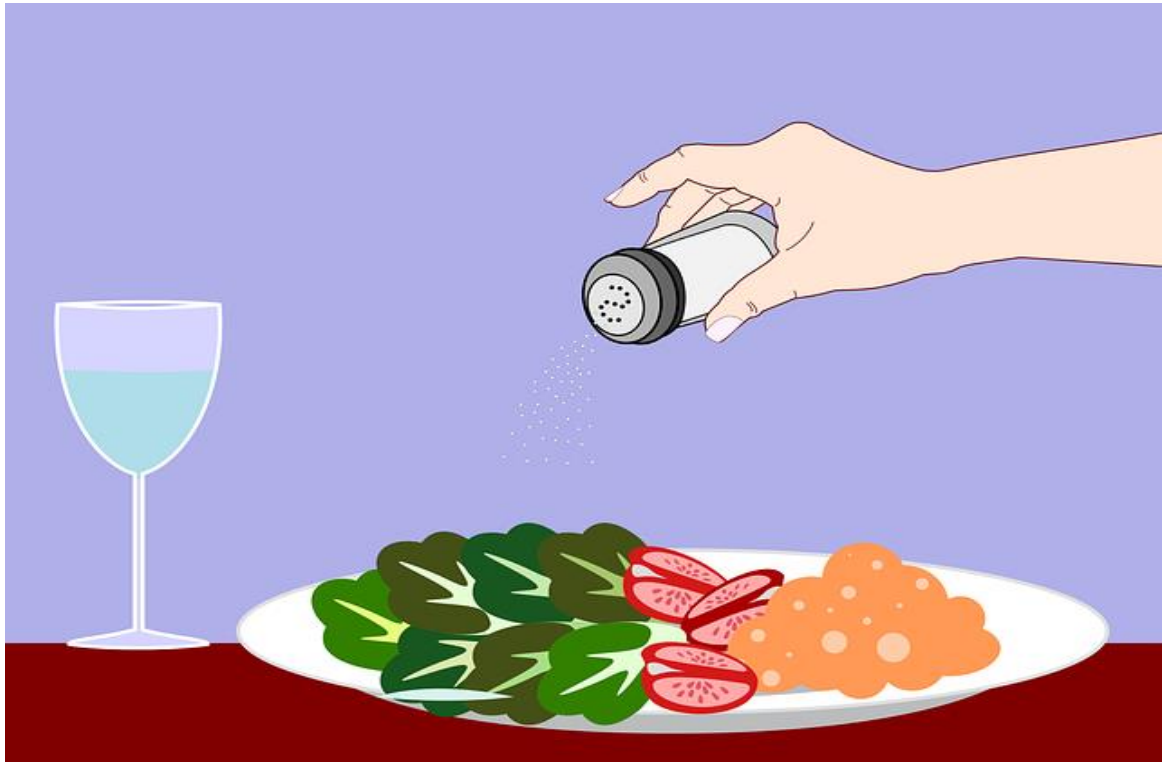
Source: Gallup Pakistan . Base: 1000 cases. The percentages of DK / NR have not been plotted.

Globally, only 17% of respondents reported increasing their milk and dairy intake in 2025, compared to 33% in Pakistan. This places Pakistan above the global average in uptake.

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: MILK AND DAIRY



Source: WIN 2025. Base: 35515 cases. The percentages of DK / NR have not been plotted.

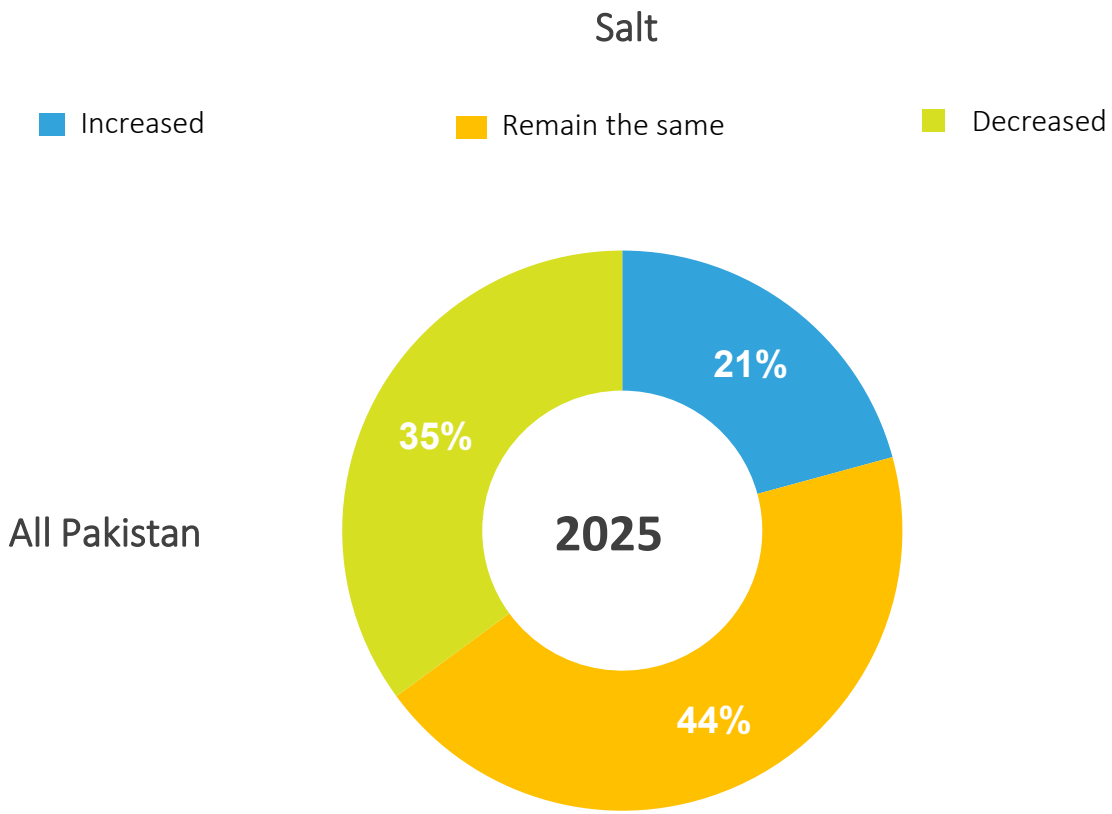


FOOD CONSUMPTION

- *Salt*

In 2025, 44% of Pakistanis reported that their salt consumption remained unchanged over the past year, while 35% decreased and 21% increased their intake.

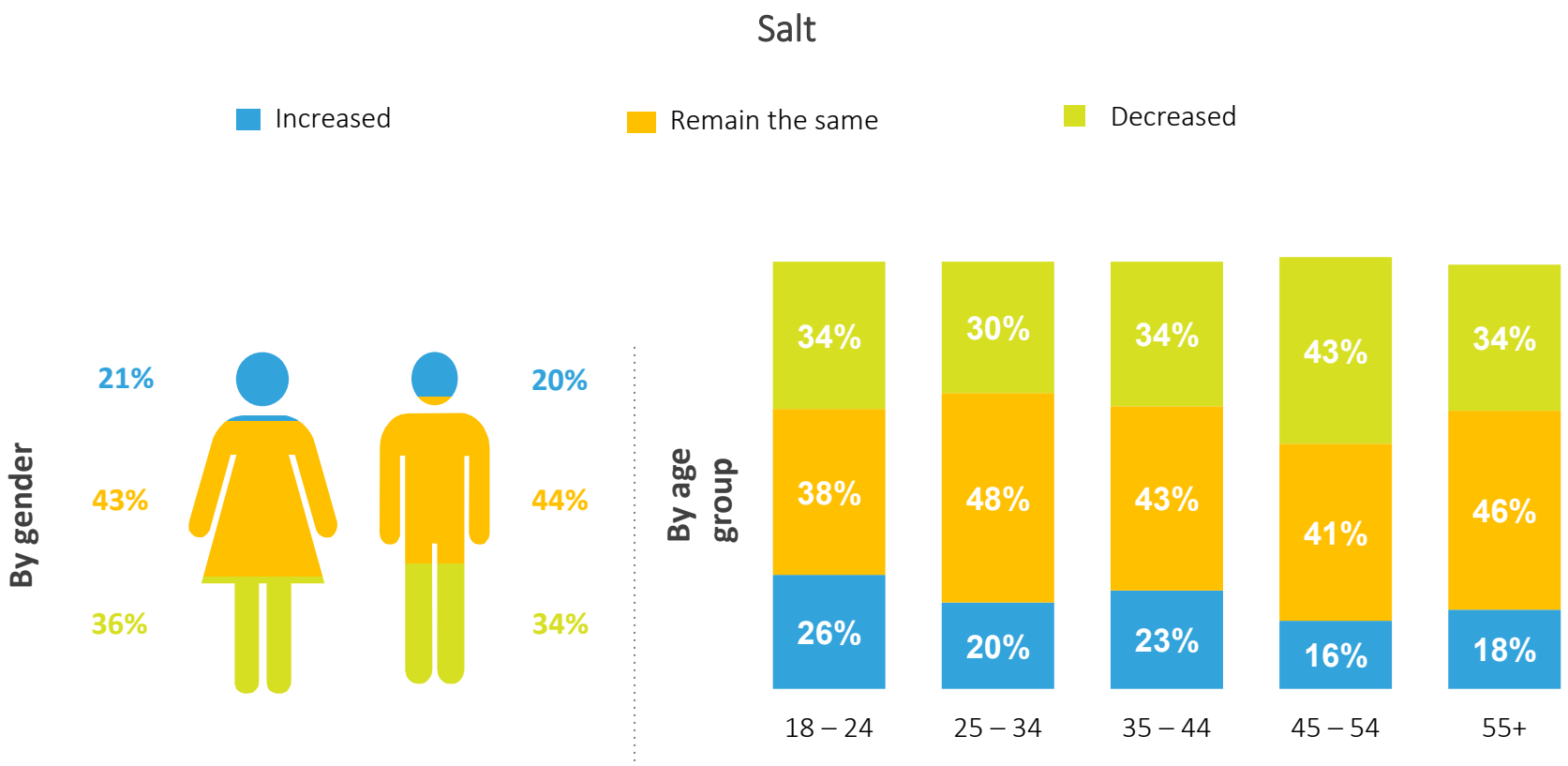
IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: SALT



Source: Gallup Pakistan Base: 1000 cases. The percentages of DK / NR have not been plotted.

Gender differences were minimal, with women (21%) and men (20%) nearly equally reporting an increase. The highest rates of reduced salt intake were observed among respondents aged 45–54 (43%). In contrast, salt consumption increased most notably among younger respondents (26% in ages 18–24).

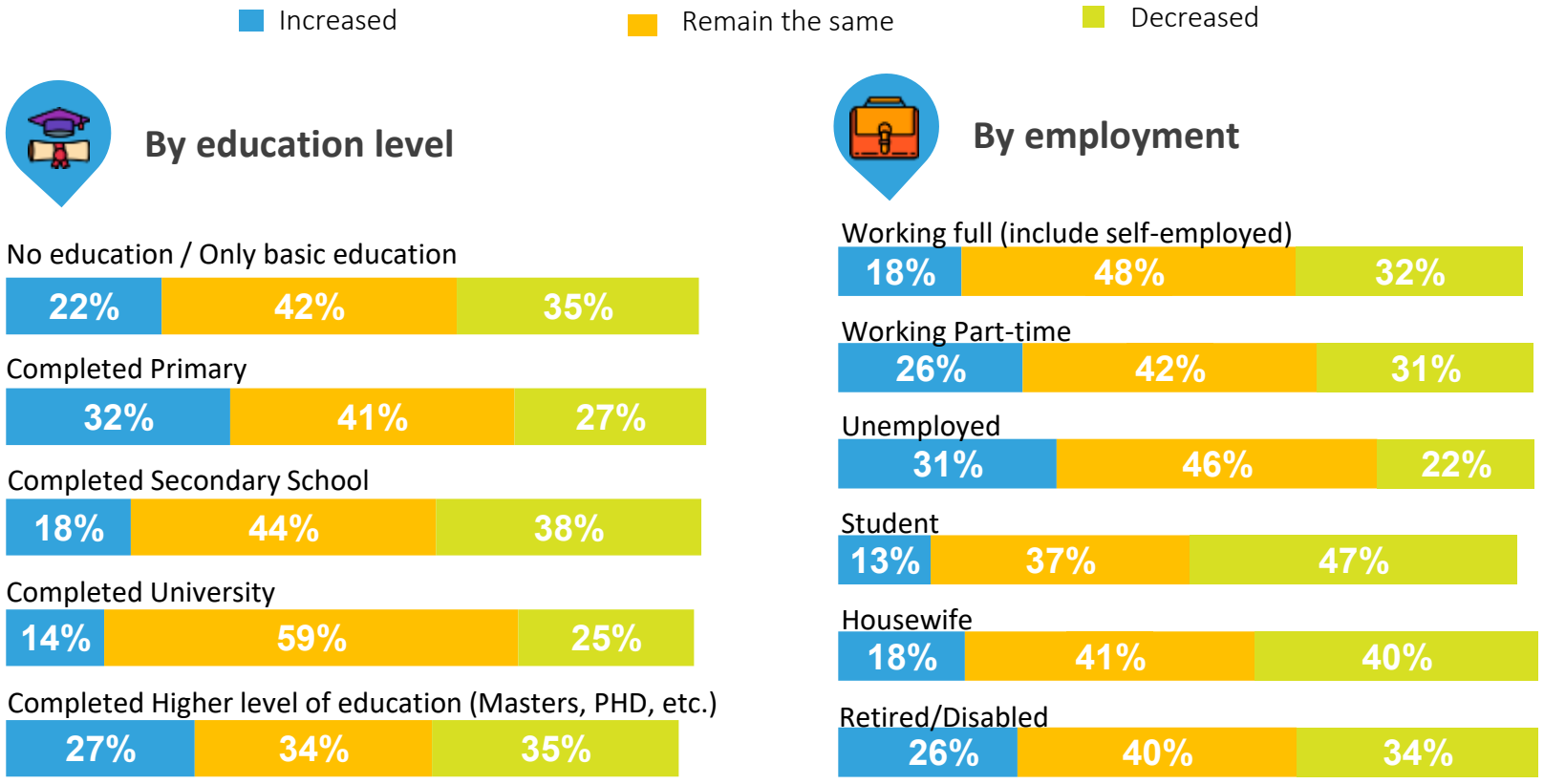
IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: SALT



Source: Gallup Pakistan Base: 1000 cases. The percentages of DK / NR have not been plotted.

Educational attainment showed a clear trend: university graduates had the lowest increase (14%) and the highest stability in consumption (59%). Those with primary education had the highest increase (32%) and lower rates of reduction (27%). Among employment groups, students and housewives had the highest reduction rates (47% and 40%, respectively).

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: SALT



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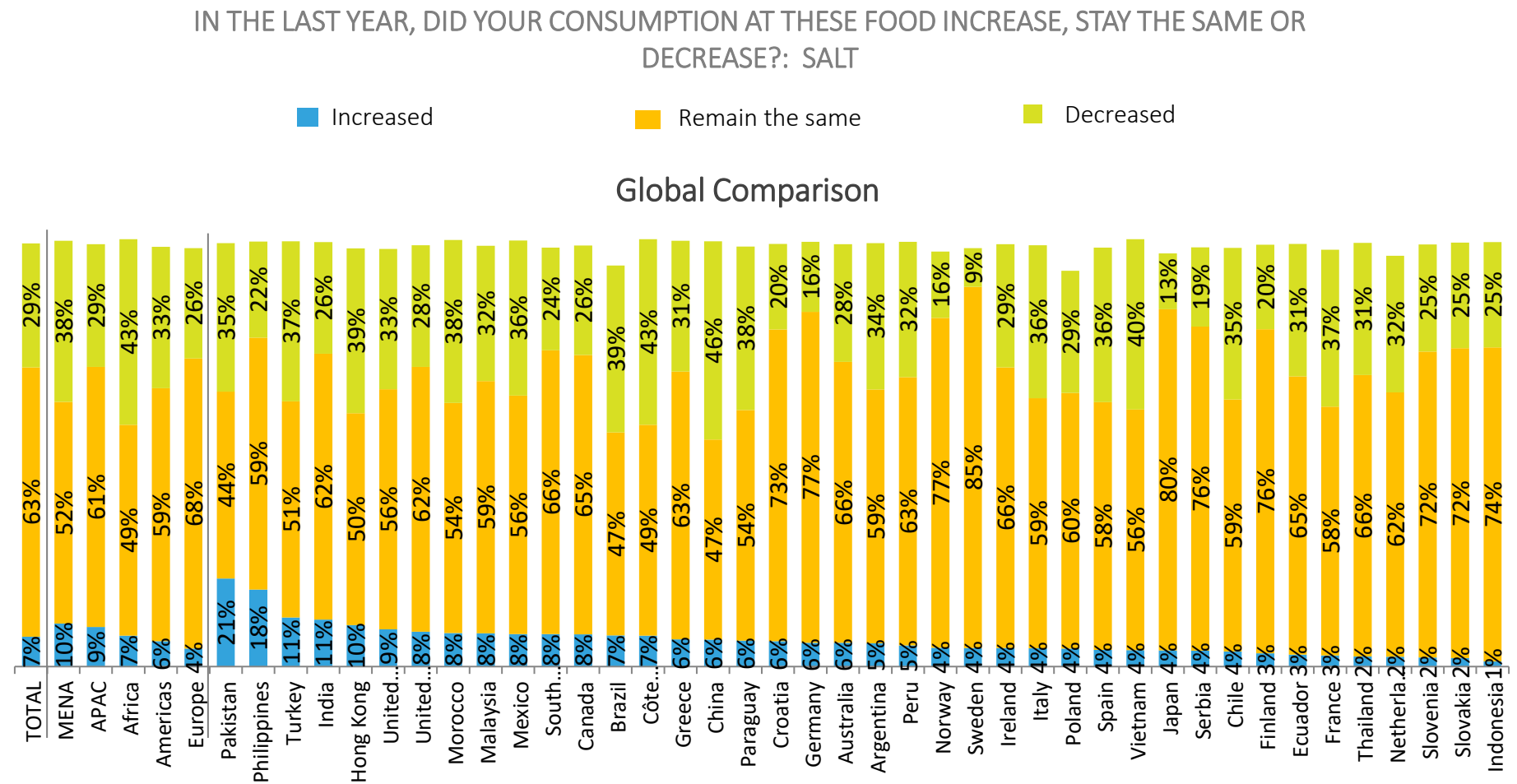
Source: Gallup Pakistan Base: 1000 cases. The percentages of DK / NR have not been plotted.

Compared to the global average, Pakistan has one of the highest rates of reported increased salt consumption (21%), far exceeding the global average of 7%



Source: WIN 2025. Base: 35515 cases. The percentages of DK / NR have not been plotted.

Q3 - In the past year, had your consumption of the following foods increased, remained the same or decreased?

	All Pakistan	14. As a result of the rising cost of living, which of the following statements best describe your situation?			
		I have reduced some expenses in the past months	I am actively planning to reduce expenses in the next months	I am NOT planning on making changes, in the next months	Don't Know
Decreased packaged food	49%	55%	45%	43%	43%
Decreased low sugar / low fat products	41%	46%	37%	40%	32%
Decreased sweets	48%	49%	48%	51%	31%
Decreased fast food	53%	60%	54%	43%	35%
Decreased organic food	41%	54%	38%	23%	35%
Decreased meat	42%	49%	48%	27%	29%
Decreased fruits and vegetables	27%	31%	29%	14%	27%
Decreased milk and dairy	35%	37%	36%	30%	32%
Decreased salt	35%	38%	28%	40%	29%

Source: Gallup Pakistan Base: 1000 cases. The percentages of DK / NR have not been plotted.

METHODOLOGY

Sample size: 1000, Nationwide

Dates: Dec 03, 2024 to Jan 02, 2025

		Unweighted Count	Column N %
D1. Gender	Male	844	51%
	Female	156	49%
	Total	1000	100%
D2B. Age Group	18 – 24	148	14%
	25 – 34	318	29%
	35 – 44	259	27%
	45 – 54	163	21%
	55+	112	10%
	Total	1000	100%
D3. Education: Highest attained	No education/only basic education	210	30%
	Completed primary	92	10%
	Completed secondary school	484	49%
	Completed High level education (University)	134	8%
	Completed Higher level of education (Masters, PHD, etc.)	80	3%
	Refused/DNK/DNA	-	-
	Total	1000	100%

METHODOLOGY

		Unweighted Count	Column N %
D4. Employment	Working full (include self-employed)	515	32%
	Working Part-time	180	14%
	Unemployed	86	9%
	Student	39	2%
	Housewife	115	38%
	Retired/Disabled	65	6%
	Refused/DNK/DNA	-	-
	Total	1000	100%
D5. How would you describe your household?	Living alone/ single	89	6%
	Couple (married or not) with children	637	68%
	Couple without children	41	5%
	Couple with children not living at home	31	4%
	Living with other friends and/or family (roomates)	73	7%
	Single parent with children	129	10%
	No Response	-	-
	Total	1000	100%
D6. Do you have a pet in your household?	Yes	385	40%
	No	615	60%
	Total	1000	100%

Source: Gallup Pakistan Base: 1000 cases. The percentages of DK / NR have not been plotted.