

National Pulse on Nutrition: Pakistan in the Global Health Landscape

78% of Pakistanis rate themselves as “healthy” or “very healthy in Pakistan; 52% of Pakistanis report reducing their consumption of packaged foods, and 49% report cutting down on sweets in the current year

Islamabad, 13th June 2025

Gallup Pakistan has conducted a comprehensive study on health perceptions, food habits, and nutrition trends in collaboration with the Worldwide Independent Network of Market Research (WIN), as part of the Annual Worldviews Survey. Gallup Pakistan is a long-standing member of WIN, which represents over 50 independent polling and research firms around the world. The survey, carried out with a nationally representative sample of 1,000 Pakistanis, provides insights into how economic pressures, cultural preferences, and awareness are shaping public behavior around diet and wellbeing.

Access the Pakistan-specific report [here](#).

The Worldwide Independent Network of MR (WIN)—the world’s leading association of independent market research and polling firms—has released its Annual Worldviews Survey covering 40 countries and over 35,000 individuals. This global initiative, timed with World Nutrition Day 2025, highlights how populations worldwide are responding to nutritional challenges and changing food environments. The report tracks trends in health self-perception, vitamin use, and dietary habits, offering a comparative understanding of how Pakistan fits into the global landscape.

Access the full global report [here](#).

Amnah Imtiaz, Director Research Operations at Gallup Pakistan, who compiled the Pakistan report, says: “Economic and cultural forces are reshaping how Pakistanis approach food and nutrition. While awareness is growing, especially among youth, women, and those with higher education—disparities remain. Understanding these shifts allows us to design more targeted public awareness campaigns and better policies that respond to real needs. Nutrition is no longer just a health issue, it’s a social, economic, and educational imperative”

Key Findings:

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%). Higher usage is seen among adults aged 55+, those with postgraduate education (44%), and retired or disabled individuals. Young adults and students show notably low uptake.

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.
- **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.
- **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.

1. Health Perception Trends

1.1 Overall – Nearly 8 in 10 Pakistanis (78%) rate themselves as healthy

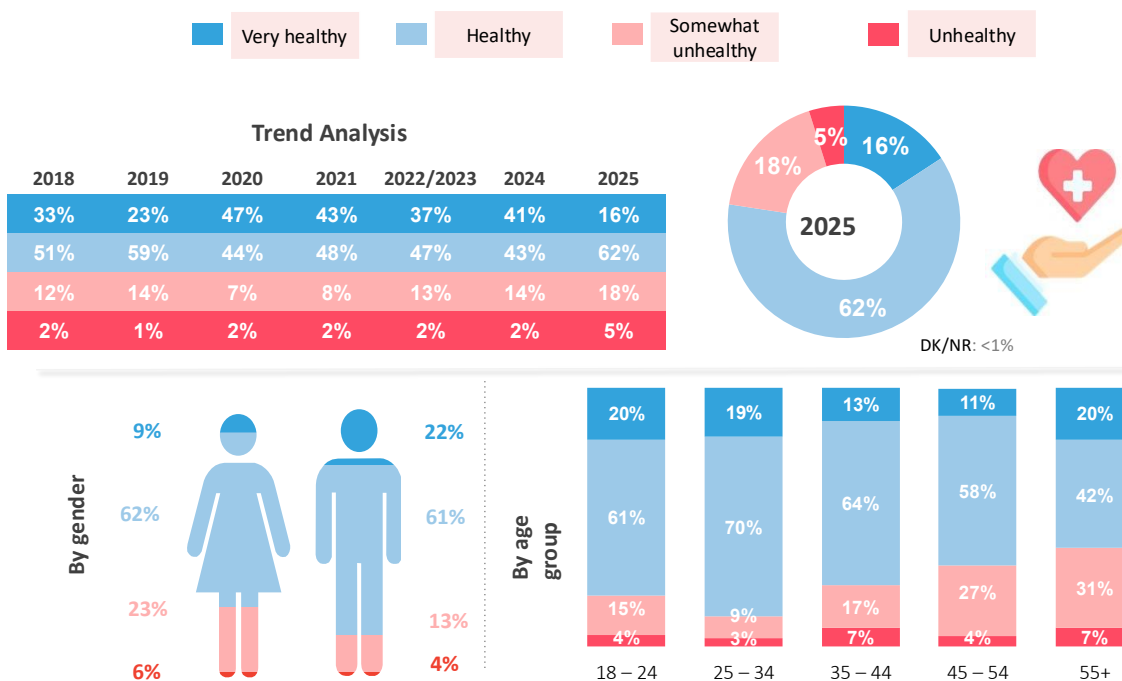
Pakistani respondents report lower levels of self-rated good health. 78% rate themselves as "very healthy" or "healthy," while 23% report being "somewhat unhealthy" or "unhealthy."

1.2 Trends Over Time (2018–2025) – 78% perceive themselves as healthy now compared to 84% in 2019

Pakistan's self-perception of health has shifted significantly over the past eight years. The proportion of people rating themselves as "very healthy" has dropped from 33% in 2018 to just 16% in 2025. However, those identifying as "healthy" has increased from 51% to 62%, indicating a move from extreme to more moderate health ratings. Meanwhile, those feeling "unhealthy" rose from 12% in 2018 to 18% in 2025, and "very unhealthy" responses increased from 2% to 5% over the same period. These trends suggest growing awareness and a recalibration of how individuals assess their well-being, potentially driven by shifting lifestyles, economic pressures, and access to information.

Health self-perception - Overall

% within total population

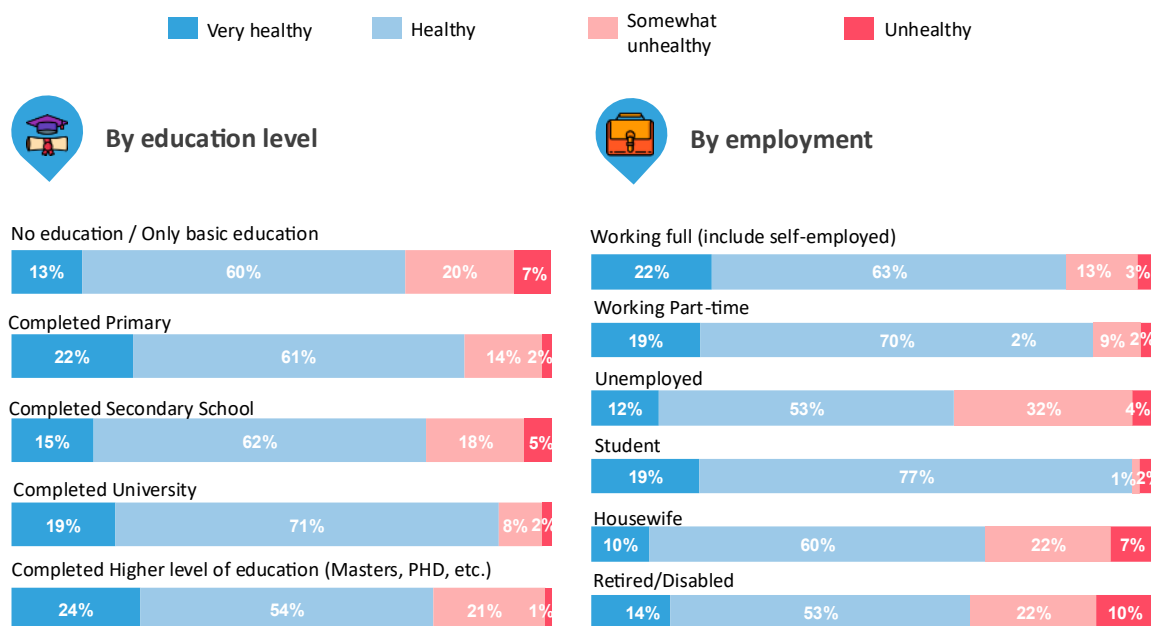


1.3 Demographic insights

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%. 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.

Health self-perception - Overall

% within total population

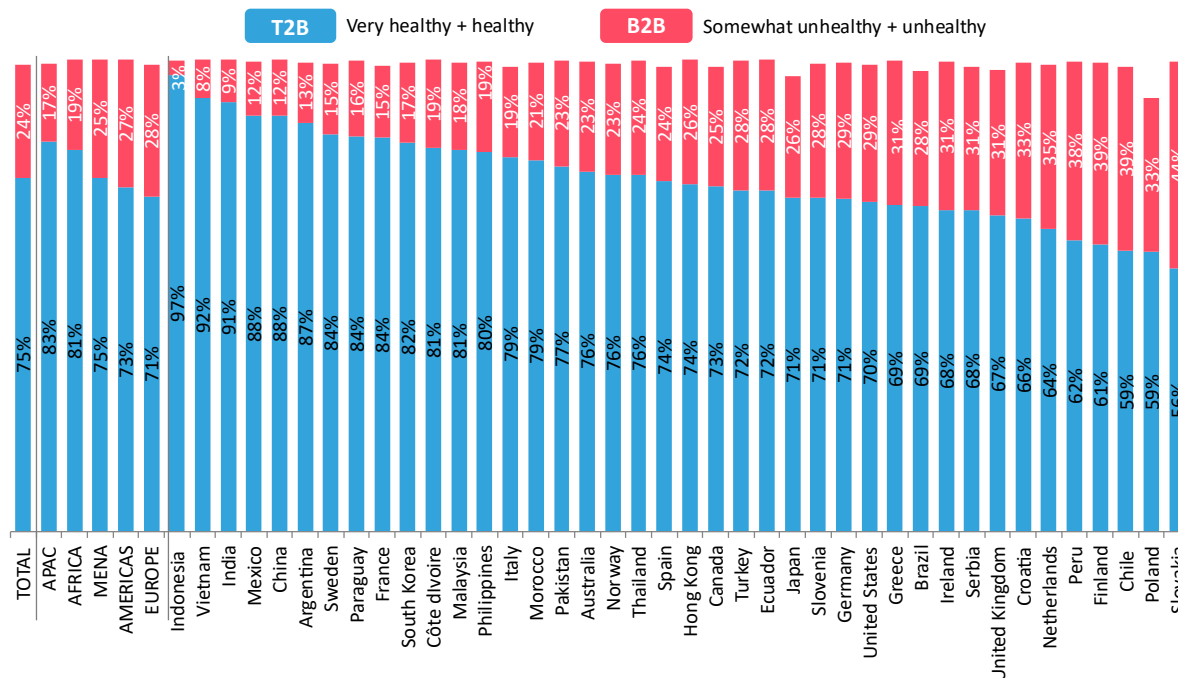


1.4 Comparison with Global Results

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.

Health self-perception - Global

% within total population



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



Q1. How do you consider your overall health in general?

2. Vitamin Supplemental Use

2.1 Overall – 34% report taking 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.

2.2 Trends Over Time (2018–2025) – 7% increase in regular vitamin supplement uptake

Vitamin supplement usage in Pakistan has shown a gradual but steady rise over the past several years. In 2018, only 20% of Pakistanis reported regular use of vitamin supplements. This figure has grown to 27% in 2025, indicating a modest increase in health awareness and behavioral change. While the pace of adoption remains below the global average, this upward trend reflects improving attitudes toward preventive health.

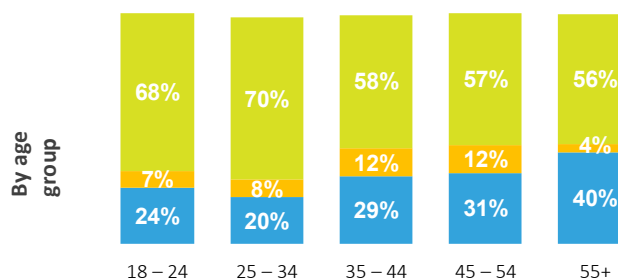
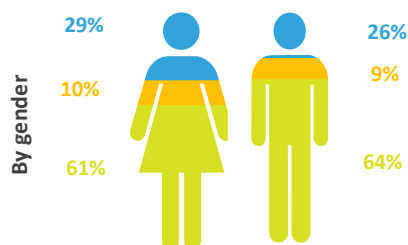
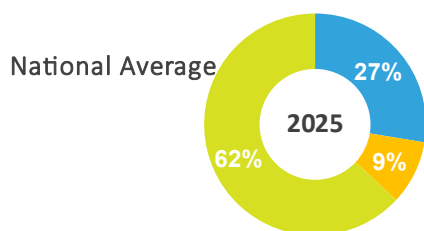
Take vitamin supplements
% within total population

HOW OFTEN DO PEOPLE TAKE VITAMIN SUPPLEMENTS?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



2.3 Demographic insights

Women are slightly more likely to take supplements regularly (29%) than men (26%), although the majority in both groups reported very low or no usage (61% of women vs. 64% of men). Supplement intake varies notably across age groups. The highest regular usage is observed among those aged 55 and above (40%), followed by the 45–54 age group (31%) and 35–44 age group (29%). The lowest regular intake is seen among 25–34-year-olds, at just 20%.

The share of individuals who rarely or never take supplements is highest among younger adults (70% of those aged 25–34) and 68% of those aged 18–24 fall into this category, while it is relatively lower among older adults, with 56% of those 55+ reporting minimal or no usage. Occasional use (“sometimes”) remains low across all age groups, peaking modestly at 12% in the 35–44 and 45–54 age brackets. Vitamin supplements use also varies by education. Among those with higher education (Masters or PhD), 44% report taking supplements regularly, compared to just 32% of those with only basic education.

Take vitamin supplements

% within total population

■ A lot/ very often / Moderately/ fairly often

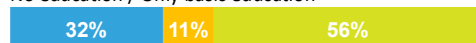
■ A little/ Sometimes

■ Very little/ occasionally/ Never



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University

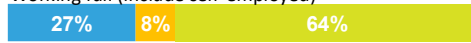


Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



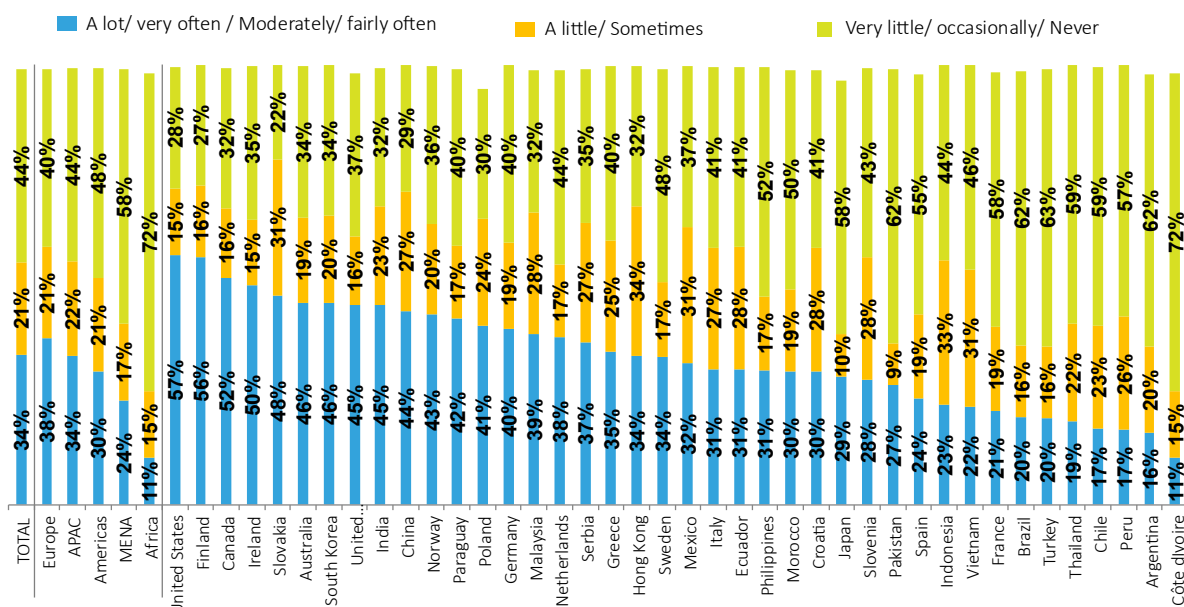
2.4 Comparison with Global Results

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.

Take vitamin supplements

% within total population

HOW OFTEN DO PEOPLE TAKE VITAMIN SUPPLEMENTS?



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



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

Q2_8. How often would you say that you take vitamin supplements?

3. Changing Food Habits

3.1 Packaged Food Consumption

3.1a Overall – 49% Pakistanis report reducing their consumption

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.

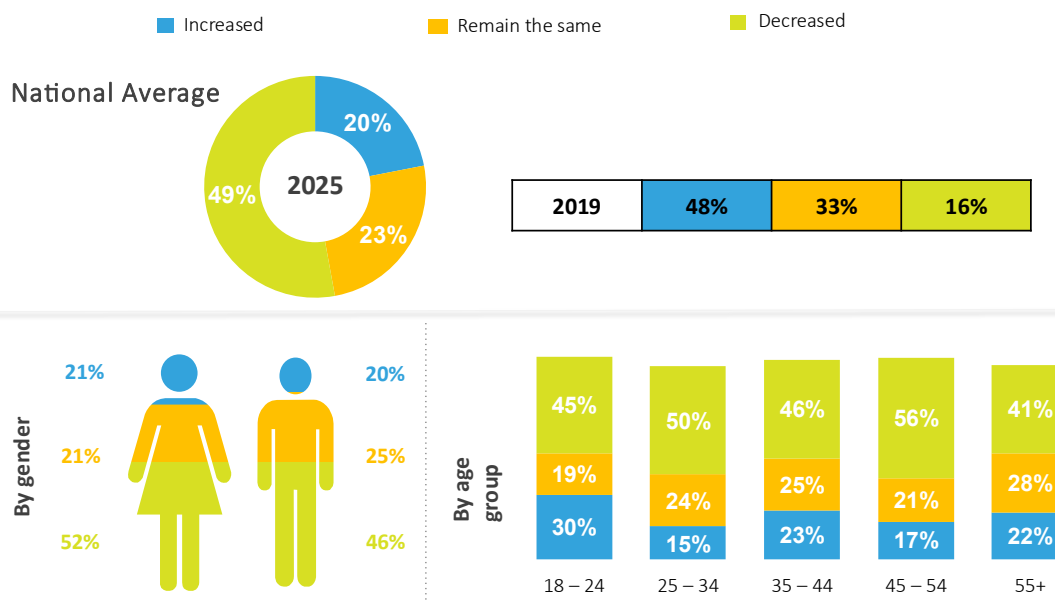
3.1b Trends Over Time (2019–2025) – 33% increase in the proportion of Pakistanis who report reducing consumption of packaged food

In 2025, 49% of Pakistanis report reducing their consumption of packaged food, a significant rise from just 16% in 2019. Meanwhile, the proportion of people whose packaged food consumption increased has fallen drastically from 48% in 2019 to just 20% in 2025. Those reporting no change in consumption remained relatively stable (33% in 2019 vs 23% in 2025). These figures signal a major reversal in dietary trends and growing caution toward processed food items, likely influenced by rising economic pressures, greater health awareness, and shifts in public messaging.

Packaged food

% within total population

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



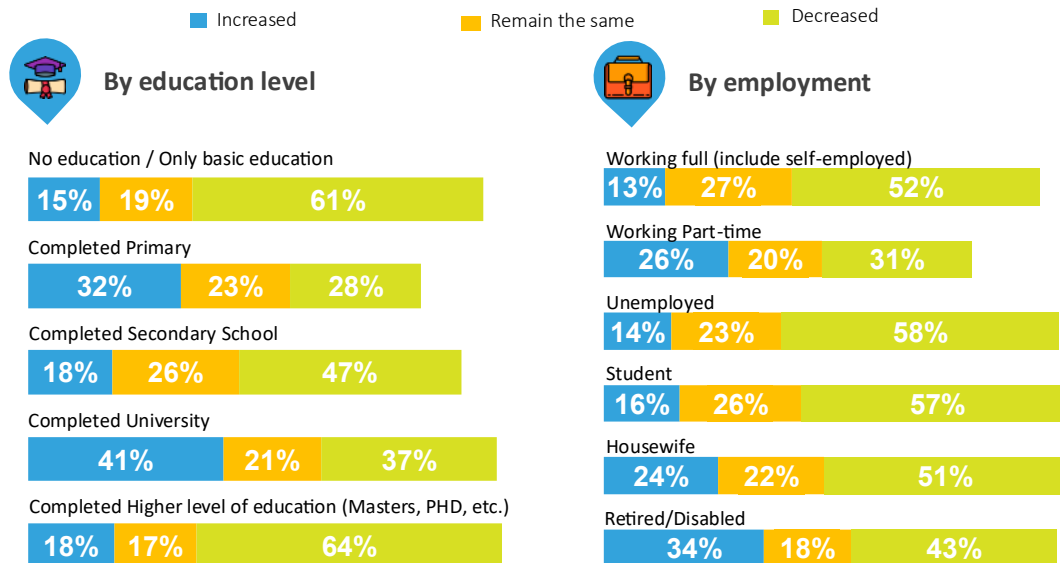
3.1c Demographic insights

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%). Educational attainment plays a clear role: 64% of those with higher education (Masters or PhD) reduced consumption, compared to 28% among those who completed only primary education. Similarly, employment status shapes behavior: 58% of unemployed individuals and 57% of students cut back on packaged food, while only 31% of part-time workers did the same. Full-time workers and housewives also report high reduction rates at 52% and 51% respectively. These patterns highlight the influence of education and financial situation on dietary decisions and indicate a deepening divide in how different population segments are navigating nutritional change.

Packaged food

% within total population

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



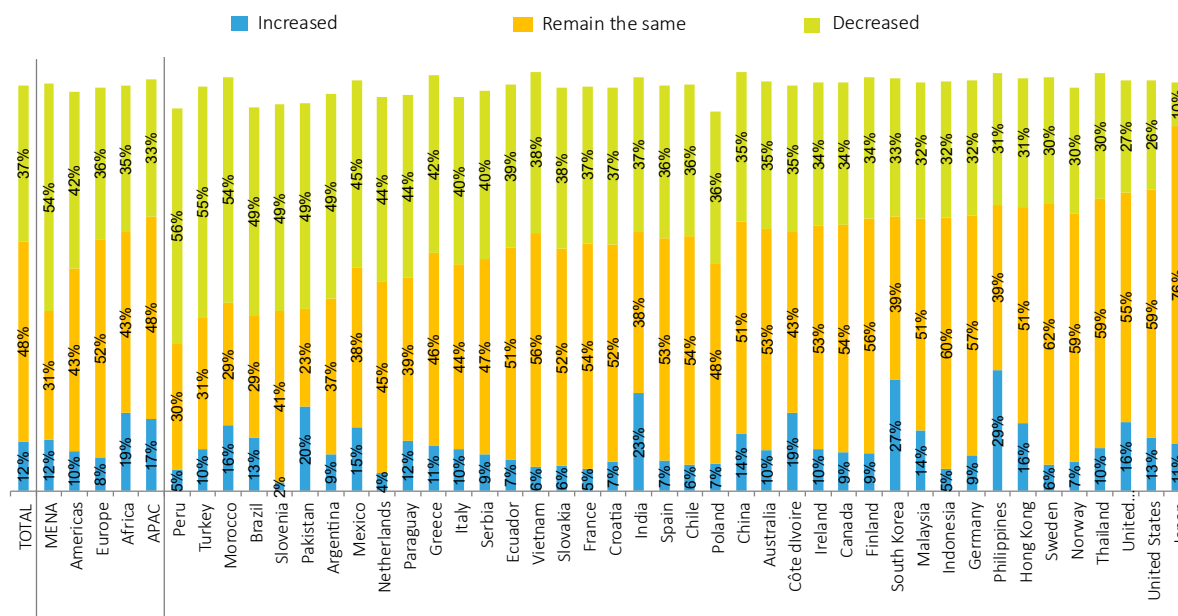
3.1d Comparison with Global Results

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%, placing the country among the top performers globally in terms of shifting away from processed food. Only a few countries, such as Peru (56%), Turkey (55%) and Morocco (54%) report higher levels of reduction. Meanwhile, the global average for increased packaged food consumption is 12%, compared to 20% in Pakistan. This suggests that while Pakistan has made major progress, there remains a subset of the population—especially among youth and certain employment groups—that has not yet transitioned away from such products as fully as in some other countries. The proportion reporting unchanged consumption globally is 48%, double that of Pakistan (23%), indicating a broader trend of dietary inertia worldwide that Pakistan appears to be breaking away from.

Packaged food

% within total population

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



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



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

Q3_01 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Packaged food

3.2 Low sugar / low fat products

3.2a Overall – 41% Pakistanis report reducing their consumption of 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.

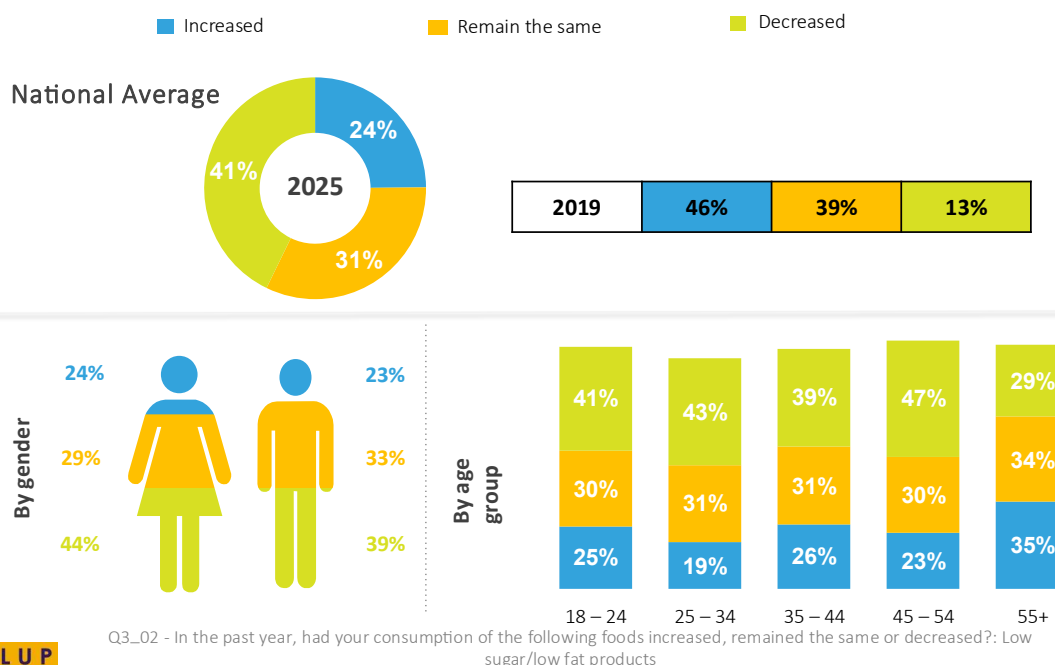
3.2b Trends Over Time (2019–2025) – 22% decrease in the proportion of Pakistanis who report increasing consumption of low sugar / low fat products

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. This reversal signals a declining enthusiasm for such products, possibly due to evolving consumer skepticism, market accessibility, or shifting perceptions around traditional versus reformulated food products.

Low sugar/low fat products

% within total population

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



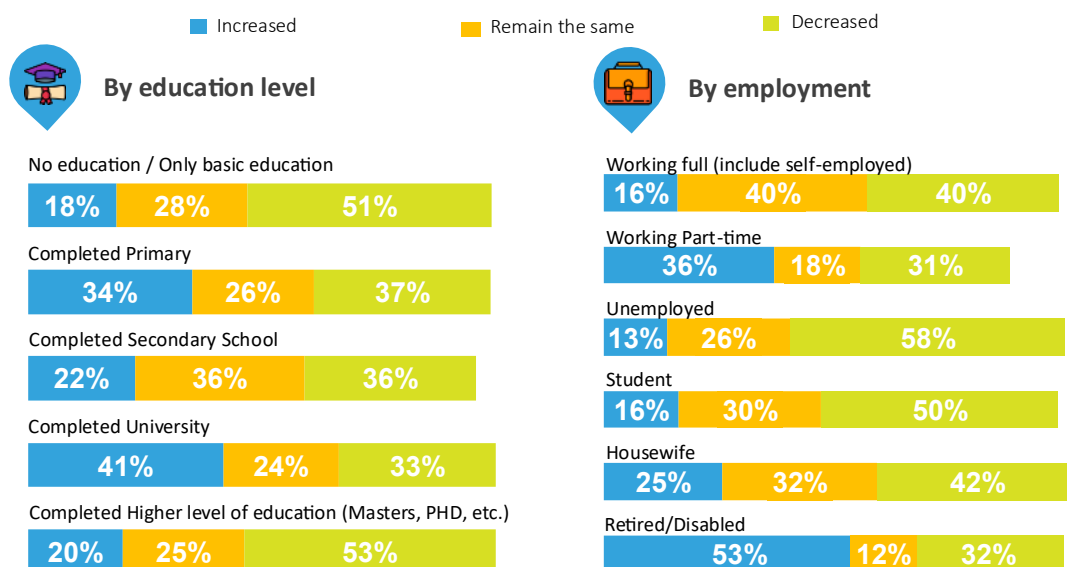
3.2c Demographic insights

Women and men show similar trends, with 24% of women and 23% of men reporting increased consumption. The highest increase is seen in the 55+ age group (35%). Educational differences are also notable: university graduates (41%) and those with primary education (34%) are the most likely to increase consumption, whereas 53% of individuals with higher education (Master's and PhDs) actually reduced their intake. Among employment groups, retired/disabled respondents have the highest increase (53%), while 58% of unemployed individuals report reduced intake. This data suggests a nuanced response to low sugar/low fat foods—initially adopted for health, but increasingly deprioritized among some educated and economically vulnerable groups, possibly due to cost or perceived effectiveness.

Low sugar/low fat products

% within total population

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



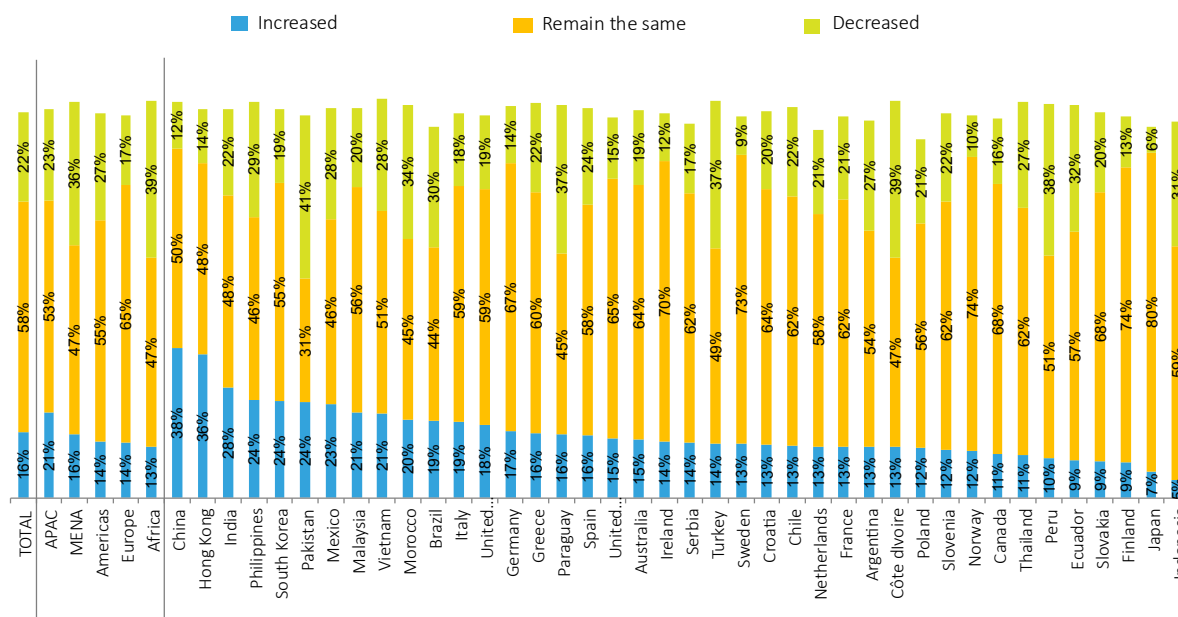
3.2d Comparison with Global Results

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%. This suggests that while global consumers appear more consistent in their use of low sugar/low fat products, Pakistanis are becoming increasingly skeptical or constrained in their adoption. These results reflect shifting preferences and potential affordability concerns, distinguishing Pakistan's trend from the global norm, which leans more toward stability or mild adoption.

Low sugar/low fat products

% within total population

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



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



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

Q3_02 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Low sugar/low fat products

20

3.3 Sweets

3.3a Overall – 48% Pakistanis report reducing their consumption of 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.

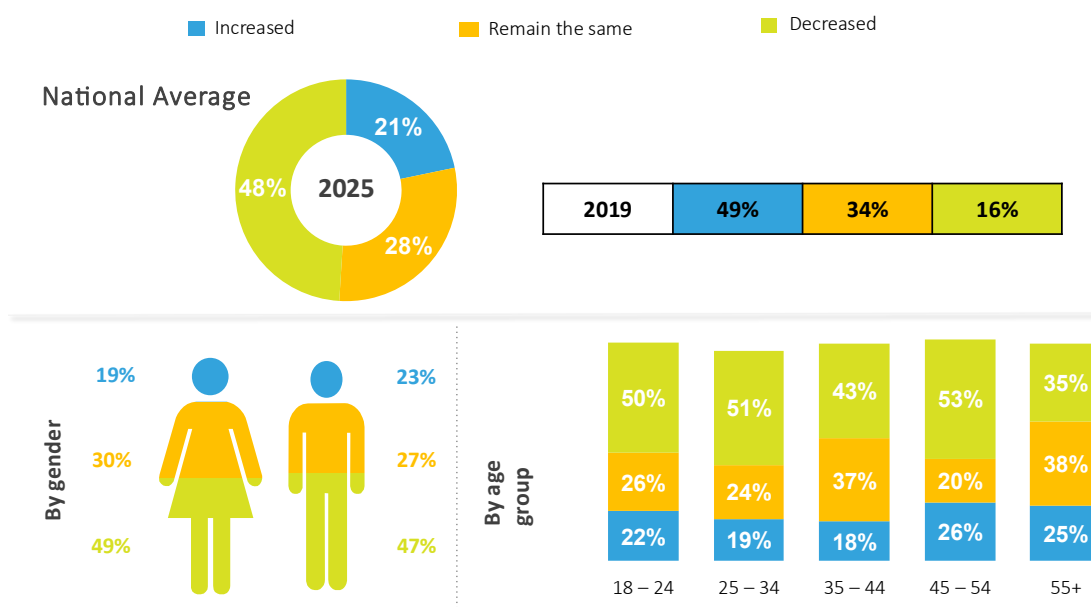
3.3b Trends Over Time (2019–2025) – 32% increase in the proportion of Pakistanis who report decreasing sugar intake

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. This significant decline indicates a growing awareness of the health risks associated with sugar intake, as well as economic and lifestyle shifts that encourage moderation.

Sweets

% within total population

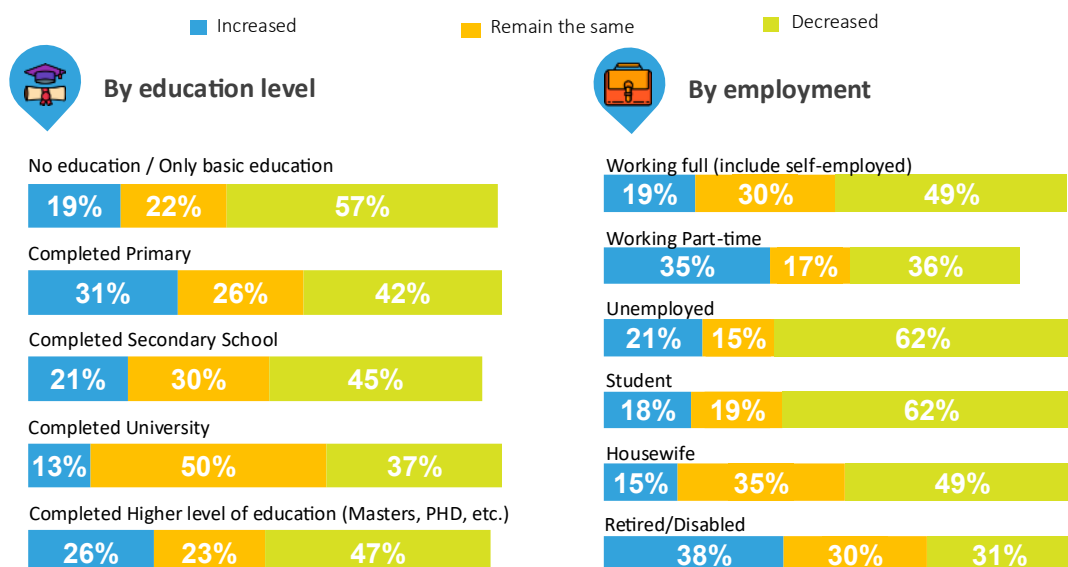
IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: SWEETS



Sweets

% within total population

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



3.3c Demographic insights

Gender-wise, women (49%) are slightly more likely than men (47%) to reduce sweet intake. The highest reduction is seen in the 45 to 54 age group (53%). Educational attainment shapes behavior as well: 57% of those with no education reduced sweet intake compared to 37% of university graduates. Interestingly, those with primary education reported the highest increase (31%). Among employment categories, unemployed individuals and students show the highest reduction (62% each), while part-time workers reported the highest increase (35%).

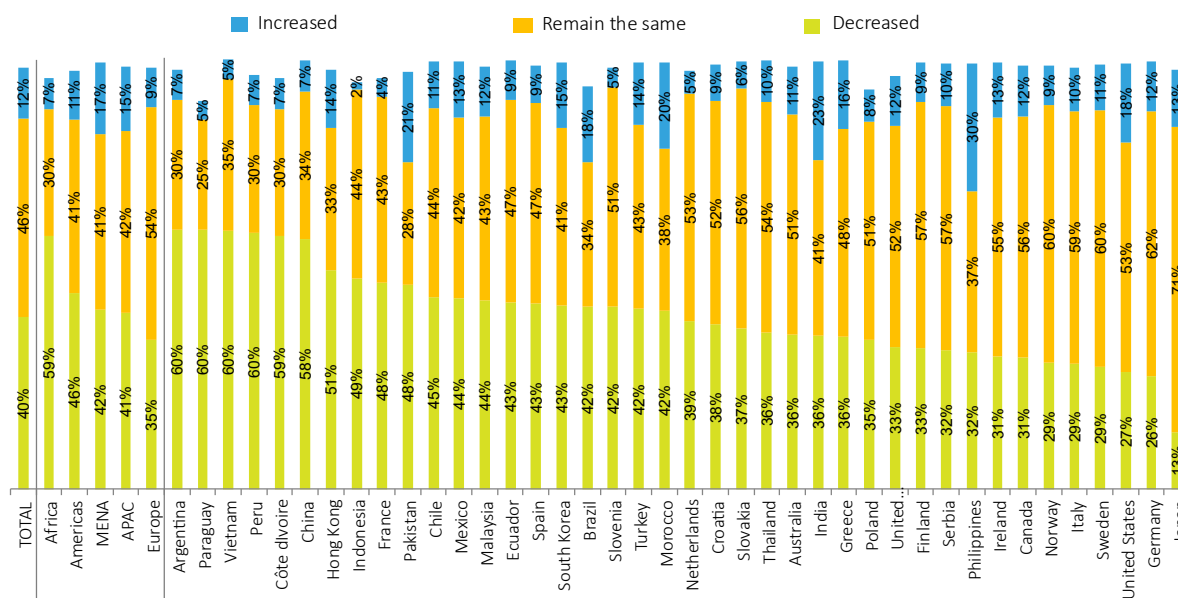
3.3d Comparison with Global Results

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%. This places Pakistan among the higher consumers of sweets globally, despite marked reductions. The global proportion maintaining the same level of sweet intake is 46%, compared to Pakistan's 28%.

Sweets

% within total population

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.



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Q3_03 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Sweets

3.4 Fast Food

3.4a Overall – 53% Pakistanis report reducing their consumption of 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.

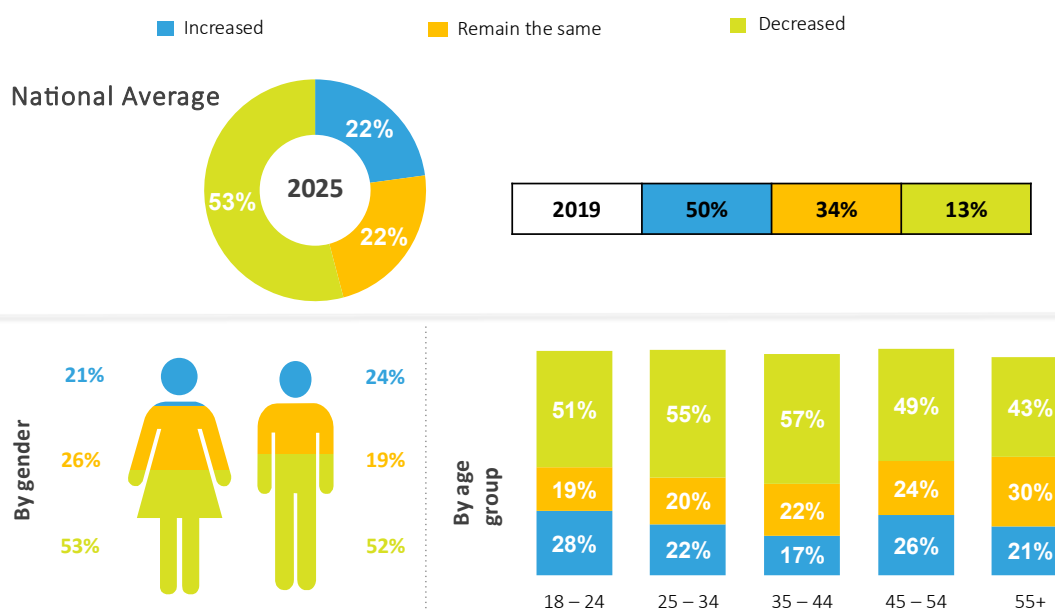
3.4b Trends Over Time (2019–2025) – 40% increase in the proportion of Pakistanis who report reducing fast-food consumption

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 trend reflects increasing health awareness and possibly economic limitations curbing frequent consumption of fast food.

Fast food

% within total population

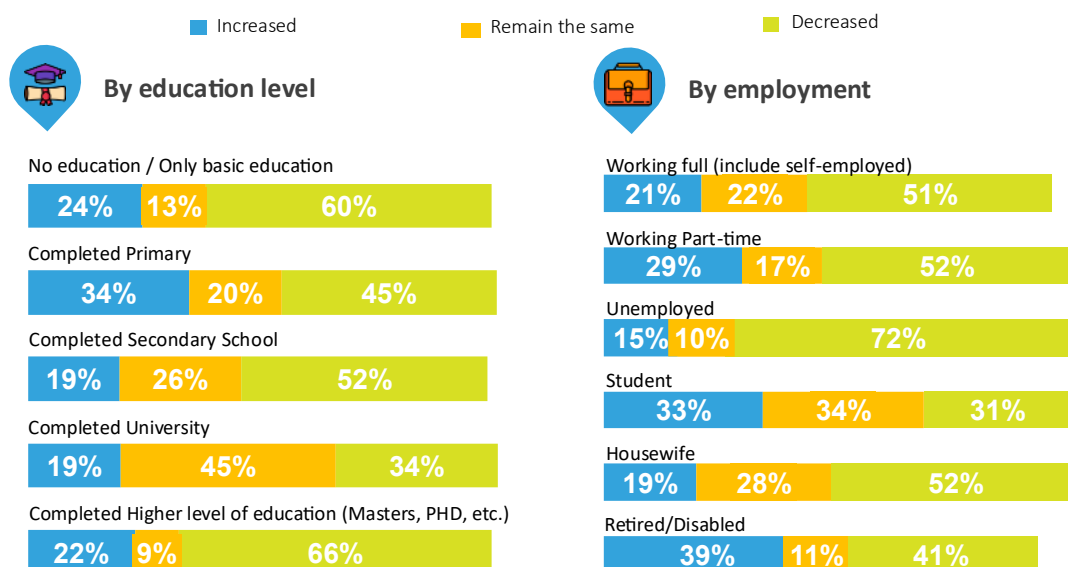
IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: FAST FOOD



Fast food

% within total population

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



3.4c Demographic insights

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%).

Educationally, individuals with higher levels of education show the most reduction (66% among postgraduates), whereas those with primary education are most likely to report increased consumption (34%). Among employment categories, unemployed respondents (72%) and students (31%) show the greatest declines, while retired individuals exhibit the highest increase (39%), suggesting differing trends based on access, mobility, and age.

3.4d Comparison with Global Results

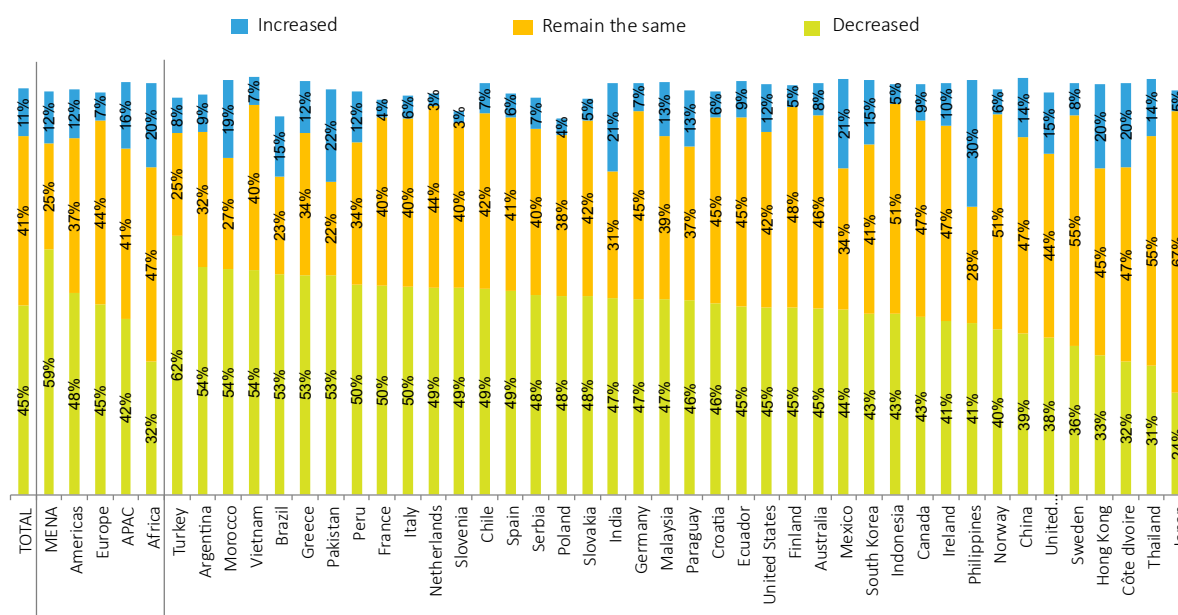
Globally, 45% of respondents reported reducing fast food consumption in 2025. Pakistan, with 53% reporting a decrease, surpasses the global average and reflects one of the strongest downward shifts in the region. By contrast, the global rate of increased consumption is just 11%, compared to 22% in Pakistan.

Compared with countries like Japan (only 5% reported increased intake) or Norway (6%), Pakistan's 22% increase places it higher in the spectrum of ongoing fast-food consumption.

Fast food

% within total population

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



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



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Q3_04 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Fast food

3.5 Organic Food

3.5a Overall – 41% Pakistanis report reducing their consumption of organic food

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

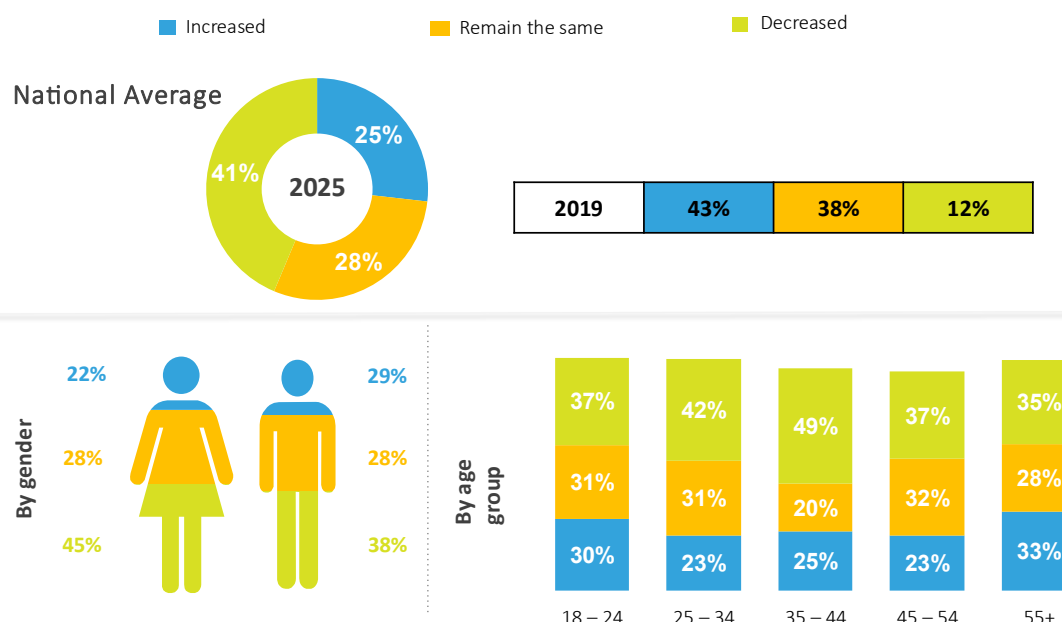
3.5b Trends Over Time (2019–2025) – 29% increase in the proportion of Pakistanis who report reducing organic food consumption

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.

Organic food

% within total population

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



3.5c Demographic insights

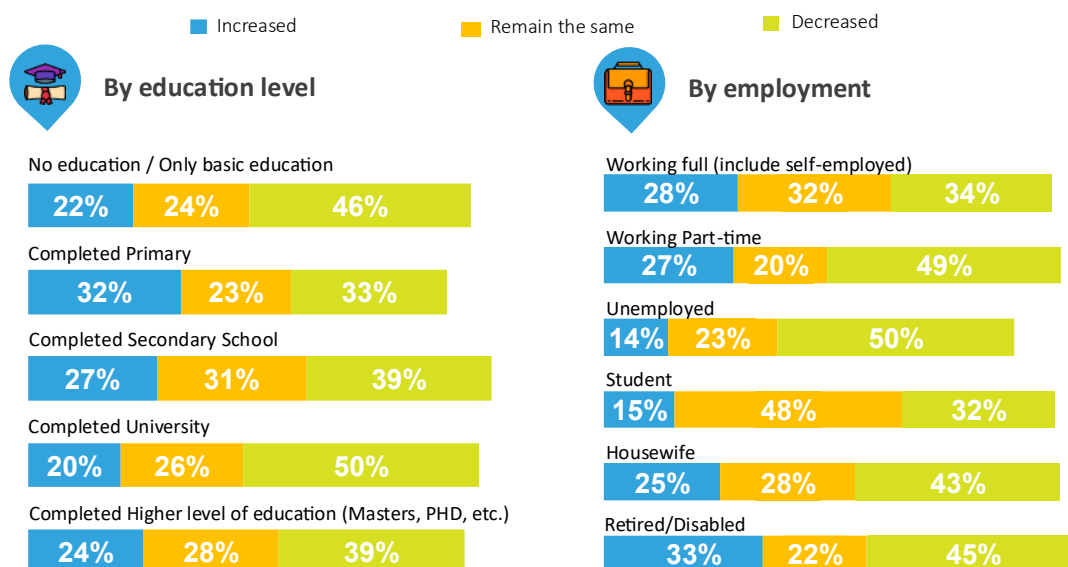
Women and men show modest differences, with 29% of men and 22% of women reporting increased organic food consumption. However, 45% of women reported reducing their intake compared to 38% of men. Among age groups, those aged 35–44 show the highest decrease (49%), while the oldest group (55+) and 18–24 age group report the highest increases (33% and 30%, respectively).

Educationally, primary school graduates report the highest increase (32%), while half of university graduates (50%) report a reduction. Among employment categories, retired individuals (33%) and full-time workers (28%) show the highest increase, while 50% of unemployed individuals and 49% of part-time workers report a decline. These findings suggest affordability and access may be barriers for the wider uptake of organic food despite growing awareness.

Organic food

% within total population

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



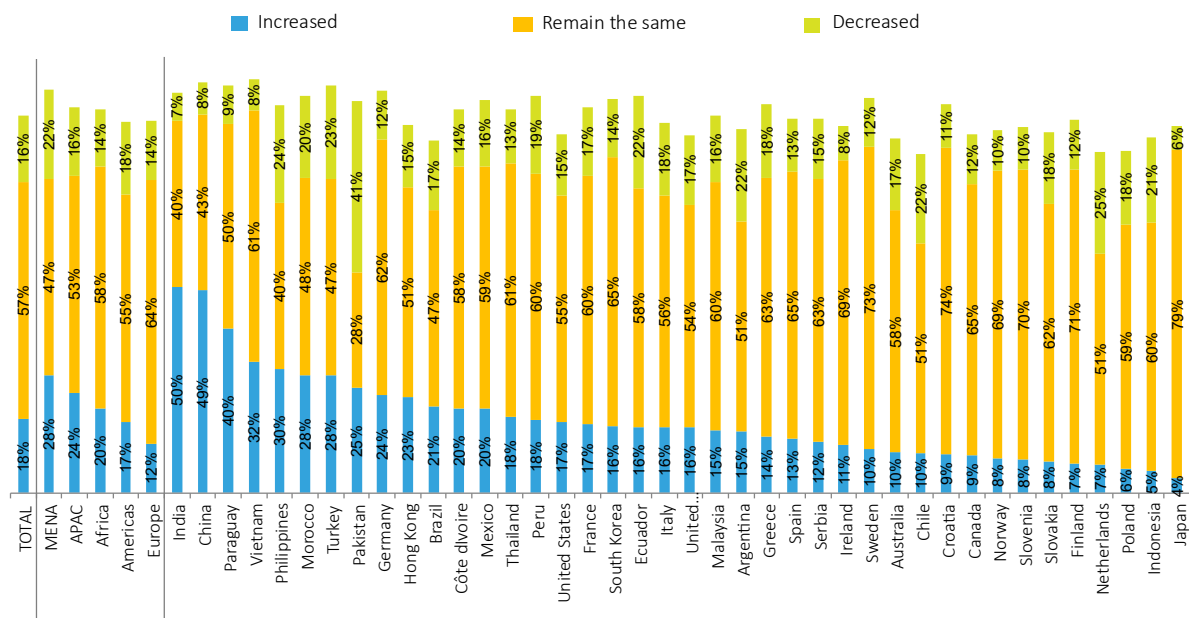
3.5d Comparison with Global Results

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 comparison, countries like India (50%) and China (49%) lead with the highest increase in organic food consumption. The trend reflects how external factors such as affordability, supply chain limitations, or competing food priorities may influence choices even in populations showing initial enthusiasm.

Organic food

% within total population

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



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



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Q3_05 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Organic food

32

3.6 Meat

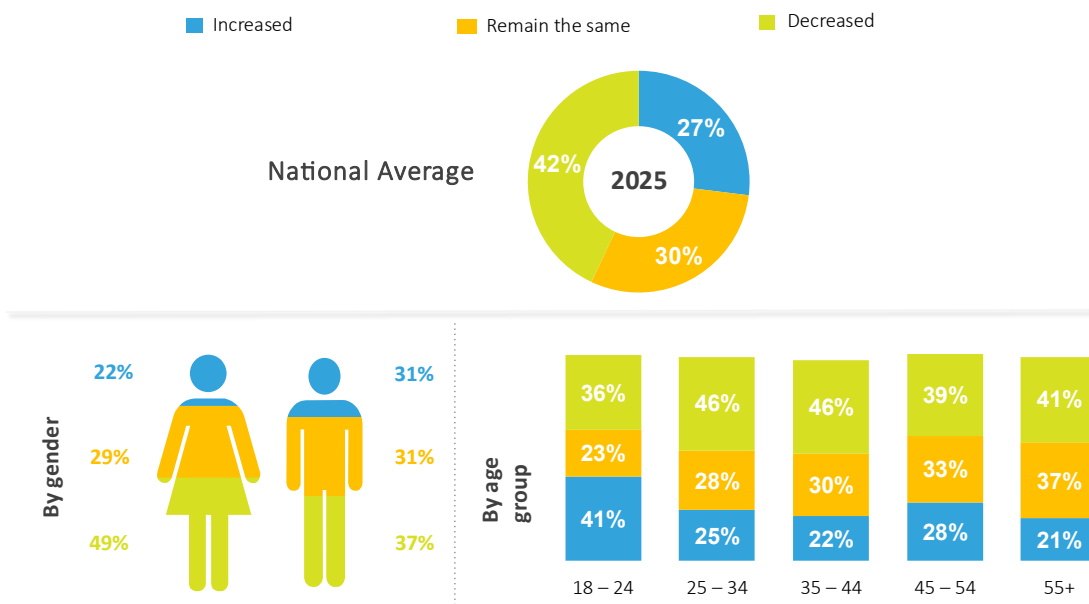
3.6a Overall – 27% Pakistanis report increasing their consumption of meat

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

Meat

% within total population

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



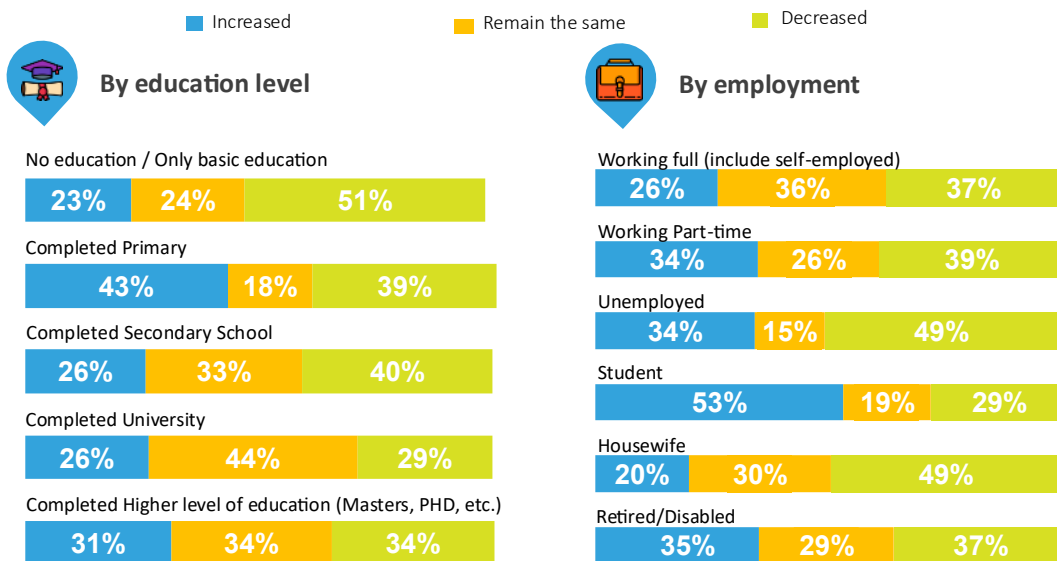
3.6b Demographic insights

Men are significantly more likely to have increased their meat intake (31%) compared to women (22%), while women report higher rates of reduction (49% vs. 37%). By age group, younger respondents aged 18 to 24 are more likely to have increased consumption (41%) than older individuals, only 22% of those aged 55 and above report increased meat consumption. Reduction in meat intake is more prominent among older respondents, peaking at 48% in the 65+ category. 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). These trends suggest that economic pressures and health consciousness are driving many to reduce meat consumption, while younger and student populations with fewer responsibilities or different spending patterns may still be increasing intake.

Meat

% within total population

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



3.6c Comparison with Global Results

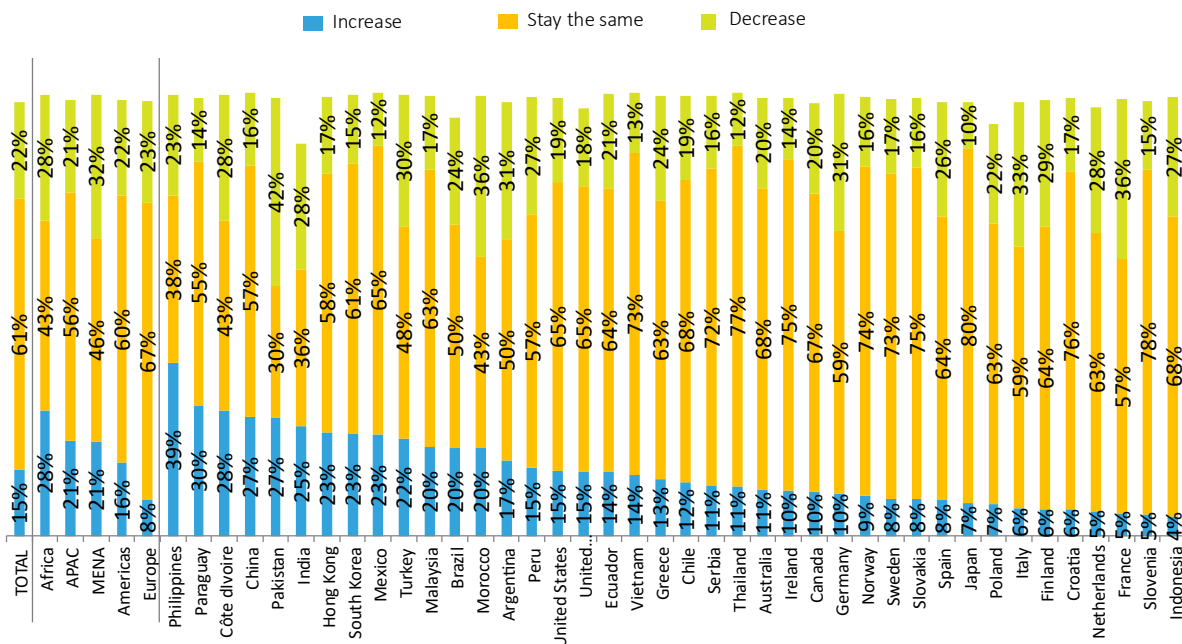
Globally, only 15% of respondents report an increase in meat consumption in 2025, compared to 27% in Pakistan. The global decrease rate is much higher—61% overall, compared to 42% in Pakistan. This places Pakistan below global averages in meat reduction but higher in ongoing meat consumption. Countries like Philippines (39%) and Paraguay (30%) report much higher rates of meat reduction.

This pattern highlights Pakistan's continued cultural and dietary reliance on meat, even amid growing international trends toward plant-based or reduced-meat diets. The data suggests that Pakistan may need stronger awareness campaigns around sustainable and health-focused protein consumption.

Meat

% within total population

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



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

3.7 Fruits and Vegetables

3.7a Overall – 44% Pakistanis report increasing their consumption of fruits and vegetables

In 2025, 44% of Pakistanis reported an increase in their consumption of fruits and vegetables, 29% said it remained the same, and 27% reported a decrease. This suggests a growing shift toward healthier food choices, though a quarter of the population still faces constraints or preferences leading to reduced intake.

Fruits and Vegetables

% within total population

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

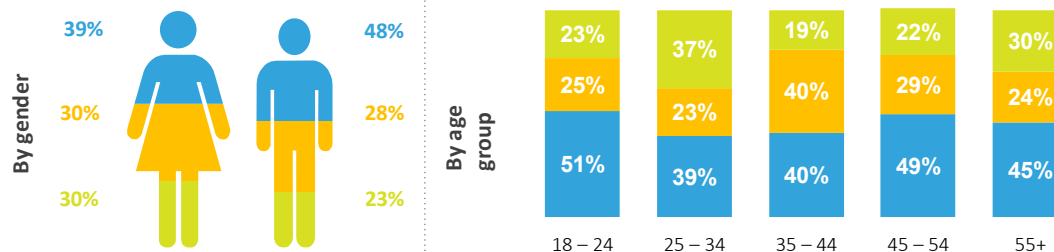
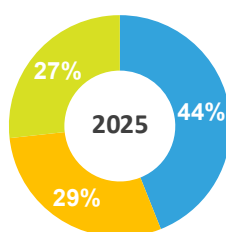
FRUITS AND VEGETABLES

Increased

Remain the same

Decreased

National Average



Q3_07 - In the past year, had your consumption of the following foods increased, remained the same or decreased?:
Fruits and vegetables

3.7b Demographic insights

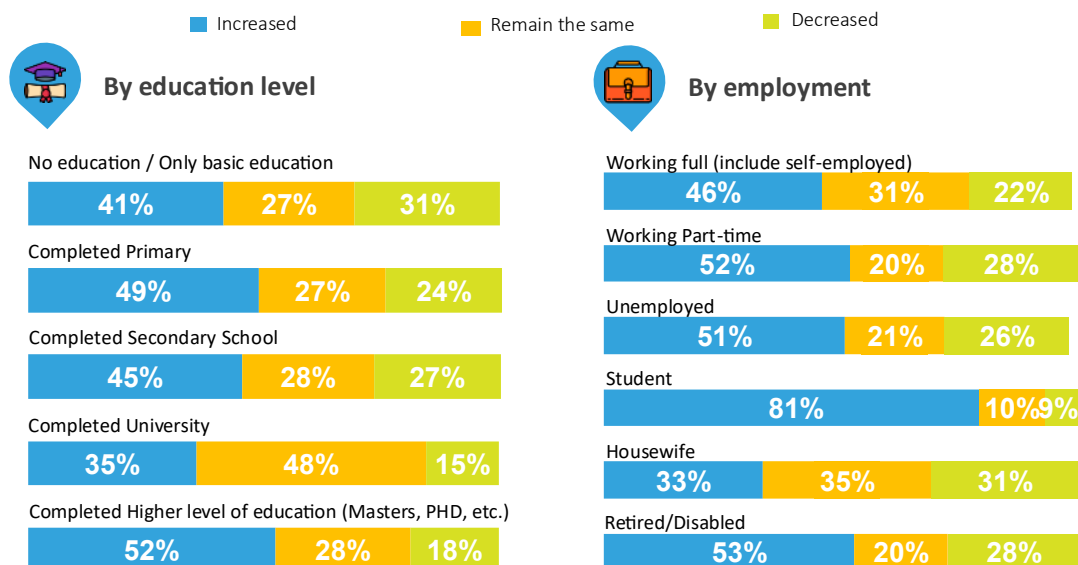
By gender, women were more likely to reduce consumption (30%) than men (23%), while men (48%) more frequently reported an increase compared to women (39%). Age-wise, younger people aged 18 to 24 lead in increased consumption (51%).

Education and employment status significantly affect fruit and vegetable consumption. Those with higher education (Masters or PhD) show a 52% increase, while those with no education report only 41%. Students (81%) show the highest increase among employment categories, followed by retired individuals (53%) and full-time workers (46%). Housewives reported a much lower increase (33%), suggesting varying access and preferences within households.

Fruits and Vegetables

% within total population

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



3.7c Comparison with Global Results

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. The global average for decreased consumption is 8%, far lower than Pakistan's 27%, highlighting potential affordability issues or seasonal availability challenges in the country.

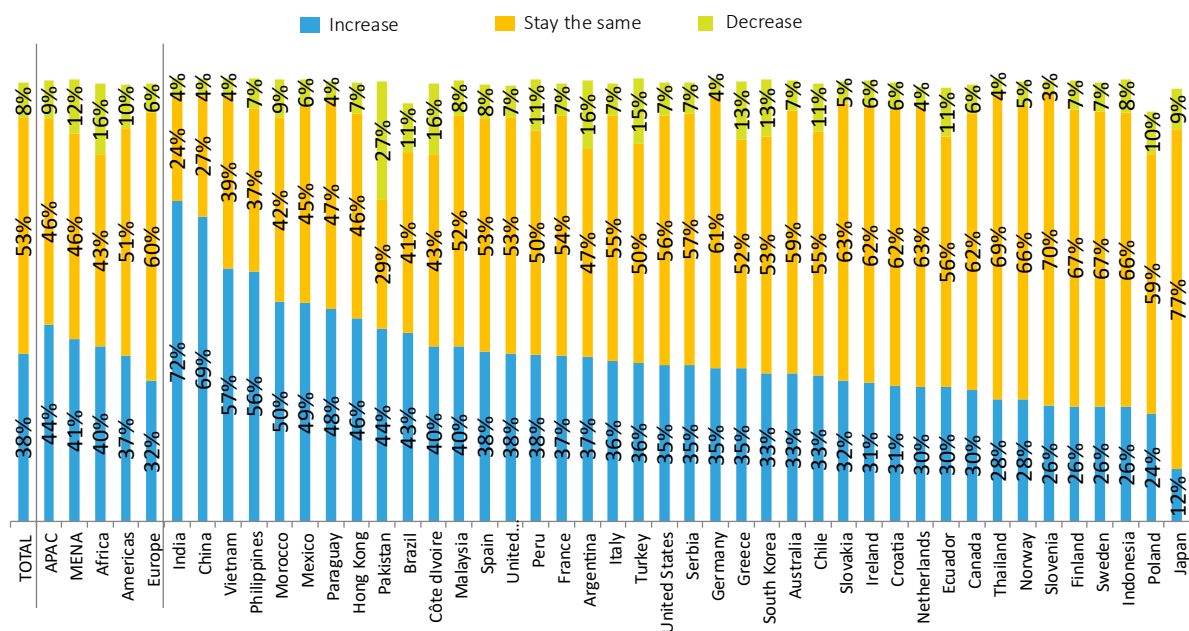
Top-performing countries include India (72%), China (69%), and Vietnam (57%) in increased consumption. While Pakistan does well in comparison, it still trails behind these top-tier countries. The global trend of stable intake (53%) is also higher than Pakistan's 29%, suggesting greater fluctuation in dietary behaviors in Pakistan.

Pakistan's above-average increase reflects rising awareness but also underscores vulnerabilities related to affordability, especially in lower-income or aging populations.

Fruits and Vegetables

% within total population

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.



Q3_07 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Fruits and vegetables



3.8 Milk and Dairy

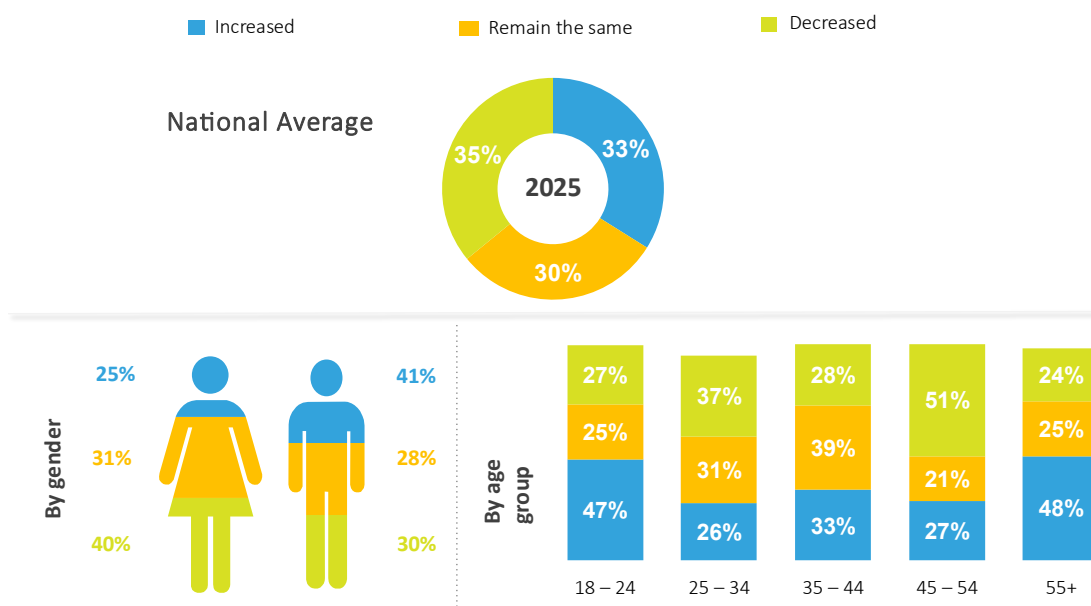
3.8a Overall – 33% Pakistanis report increasing their consumption of milk and dairy products

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.

Milk and dairy

% within total population

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



3.8b Demographic insights

Men are more likely to increase dairy consumption (41%) compared to women (25%), while women are more likely to reduce intake (40% vs. 30%). Younger adults (18–24) and seniors (55+) lead in increased consumption (47% and 48%, respectively), whereas middle-aged adults—particularly those 45 to 54—show the highest reduction (51%).

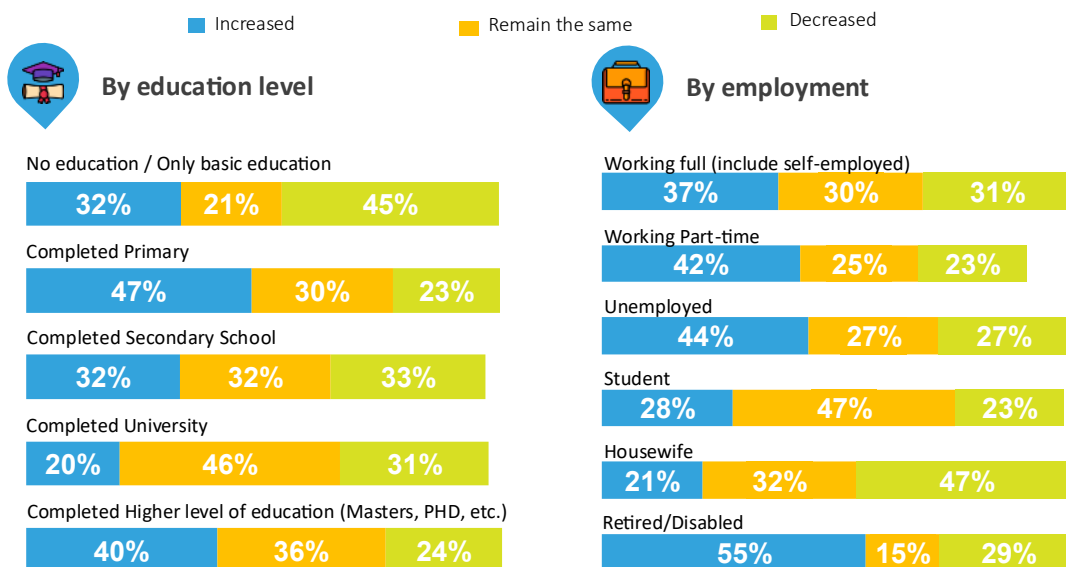
Educational levels have a pronounced influence: 47% of those with primary education report increased dairy consumption, compared to just 20% of university graduates. Among employment groups, retired individuals (55%) and unemployed respondents (44%) are the most likely to have increased intake, while housewives (47%) are among those reporting the most reduction.

These findings point to milk and dairy being both a dietary staple and a fluctuating expense, with variation driven by gender, age, income, and educational exposure.

Milk and dairy

% within total population

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



3.8c Comparison with Global Results

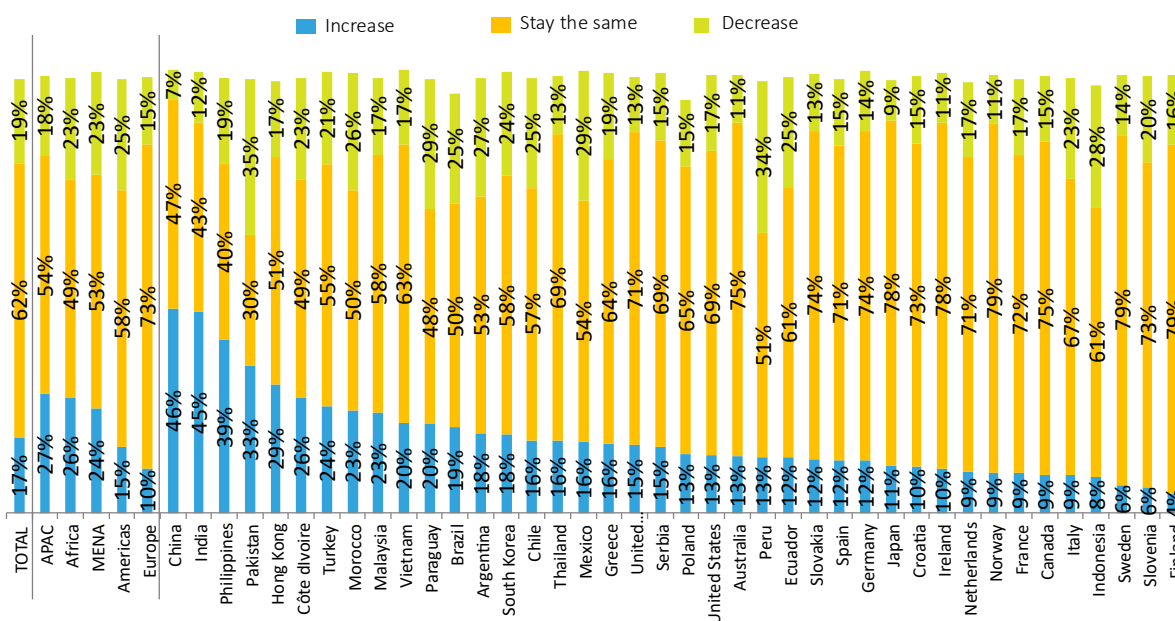
Globally, only 17% of respondents reported increasing their milk and dairy intake in 2025, compared to 33% in Pakistan. This places Pakistan above the global average in uptake. The global decrease rate stands at 19%, significantly lower than Pakistan's 35%.

While Pakistan's intake is higher than many Western nations, it still trails top consumers like China (46%) and India (45%). These results underscore how dairy remains a key dietary component in Pakistan, despite economic pressures. Yet, the high rate of reduction reveals growing vulnerability in access or shifting preferences, particularly among low-income and female respondents.

Milk and dairy

% within total population

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.



Q3_08 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Milk and dairy

3.8 Salt

3.8a Overall – 44% Pakistanis report their salt consumption remained the same

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

Salt

% within total population

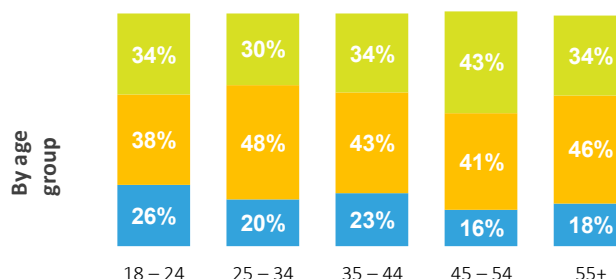
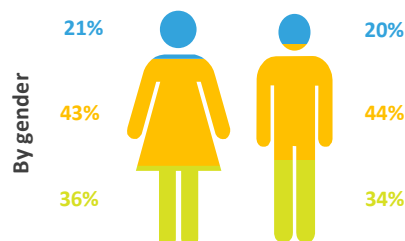
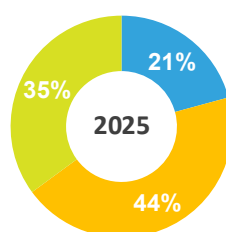
IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?:
SALT

Increased

Remain the same

Decreased

National Average



3.8b Demographic insights

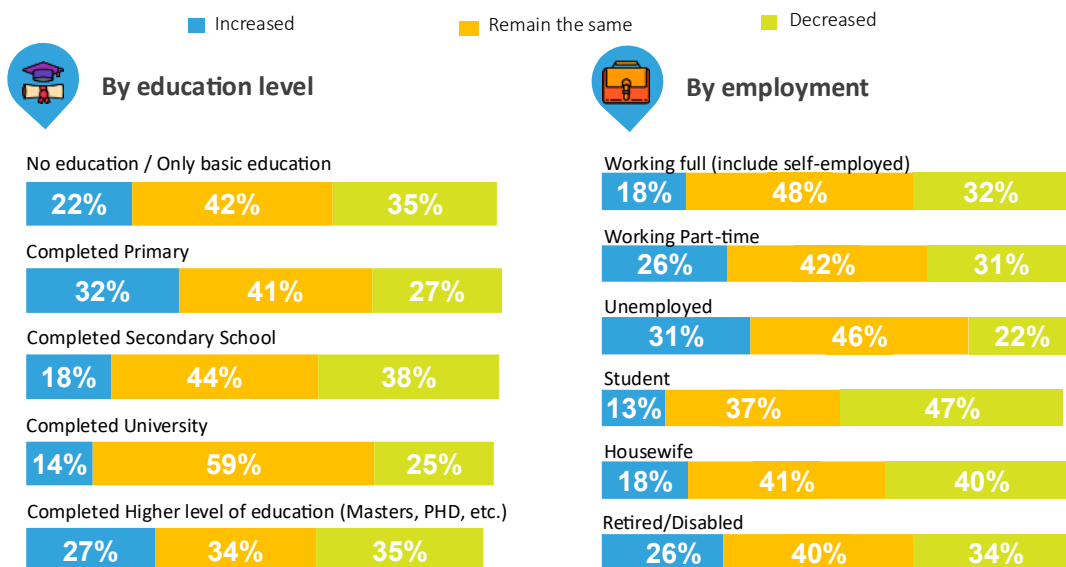
Gender differences were minimal, with women (21%) and men (20%) nearly equally reporting an increase. The highest rates of reduced salt intake were observed among people aged 45–54 (43%) and students (47%). In contrast, salt consumption increased most notably among younger respondents (26% in ages 18–24) and the unemployed (31%).

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), while full-time workers were the most likely to have unchanged consumption (48%).

Salt

% within total population

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



3.8c Comparison with Global Results

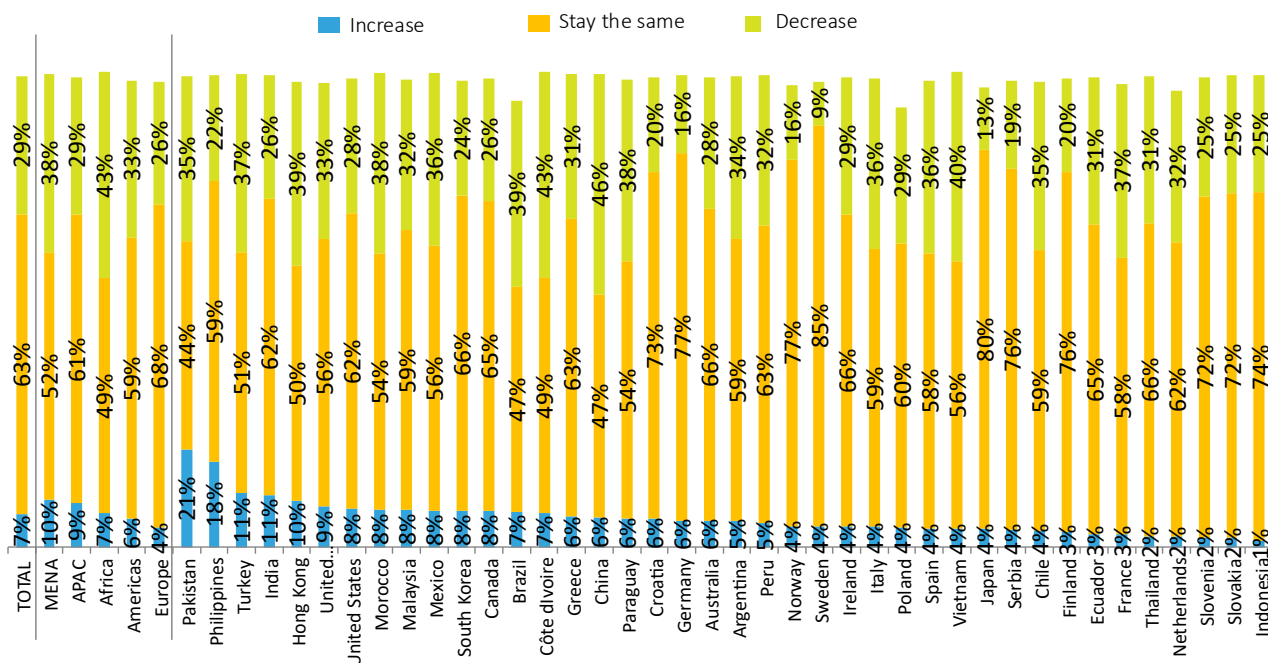
Compared to the global average, Pakistan has one of the highest rates of reported decreased salt consumption (44%), far exceeding the global average of 29%. Globally, only 7% reported an increase, with Pakistan's 21% figure being significantly higher than Europe (4%), Americas (6%), and even other developing regions like Africa (7%). Pakistan aligns more with countries like the Philippines and Turkey, which also reported high "remain the same" percentages (50%+). This suggests a stronger health-conscious shift in Pakistan compared to many regions, possibly driven by awareness campaigns or dietary concerns.

Salt

% within total population

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

SALT



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

METHODOLOGY

SAMPLE SIZE	1000
INTERVIEW METHOD	Random Digit Dialing Phone Survey Methodology
ERROR MARGIN	±2 to 3% at 95% confidence level for national level results
FIELDWORK DATES	December 3rd 2024 to January 2nd 2025
NOTE	This methodology uses Random Digit Dialing approach where all mobile phone numbers in Pakistan (130 million active sims) are the universe.
EXCLUSION IN SAMPLE	According to PSLM (a government survey), 90% of households in Pakistan claim someone in their household owns a mobile phone. This means that 10% households are excluded from the sample.

DEMOGRAPHICS

		Weighted Column %
Base – All		100%
D1. Gender	Male	51%
	Female	49%
D2. Age Group	18-24	14%
	25-34	29%
	35-44	27%
	45-54	21%
	55-64	10%
D3. Education: Highest Attained	No education/only basic education	30%
	Completed primary	10%
	Completed secondary school	49%
	Completed High level education (university)	10%
	Completed Higher level of education (Masters, PHD, etc.)	8%
	Refused/DNK.DNA	3%
D4. Employment	Working full (include self-employed)	32%
	Working Part-time	14%
	Unemployed	9%
	Student	2%
	Housewife	38%
	Retired/Disabled	6%

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