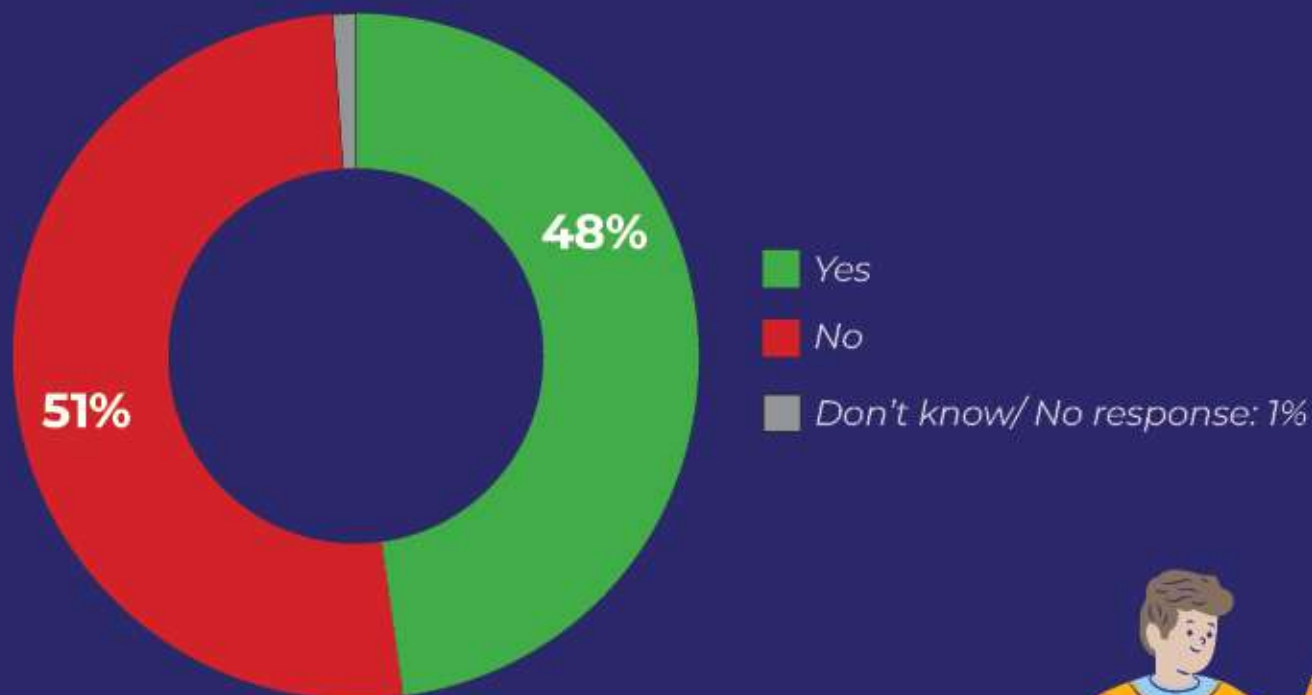


Second-Hand Shopping Popular in Pakistan: Nearly Half (48%) Pakistanis Report Buying Used Clothes



Question: In the past year, have you purchased clothes, sweaters, or coats from second-hand markets (Landa Bazaar)?





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll Consumer/Commercial Others Shopping Habits

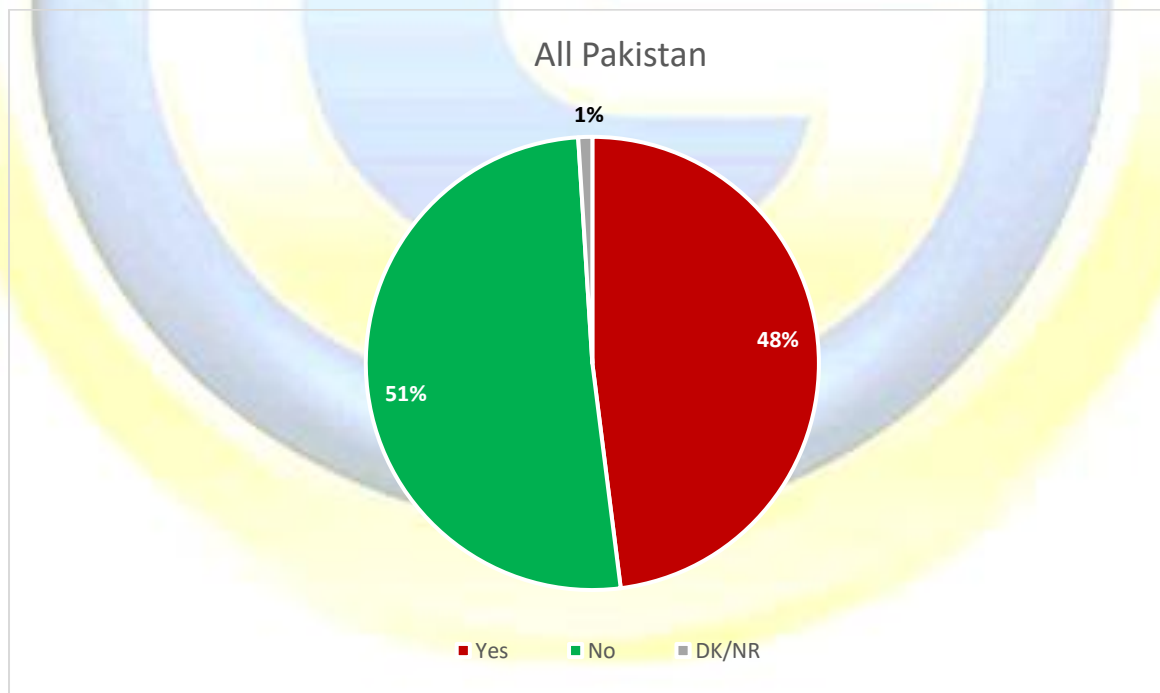
Second-Hand Shopping Popular in Pakistan: Nearly Half (48%) Pakistanis Report Buying Used Clothes (Gallup & Gilani Survey)

(Islamabad), 16th July 2025

According to a Gallup & Gilani Pakistan survey, nearly half (48%) Pakistanis say they have purchased used clothing such as sweaters or coats from second-hand markets (commonly known as Landa Bazaars) in the past year. Meanwhile, 51% say they have not made such purchases, highlighting the continued relevance of these markets across the country.

A nationally representative sample of adult men and women from across the country was asked the question, ***“In the past year, have you purchased clothes, sweaters, or coats from second-hand markets (Landa Bazaar)?”***. In response to this question, 48% said ‘yes’, 51% said ‘no’, while 1% said that they did not know or gave no response.

Question: In the past year, have you purchased clothes, sweaters, or coats from second-hand markets (Landa Bazaar)?



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 779 men and women in urban and rural areas of all four provinces of the country, conducted from March 07, 2025 to March 22, 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).



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Wednesday, 16th July 2025

(2 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)