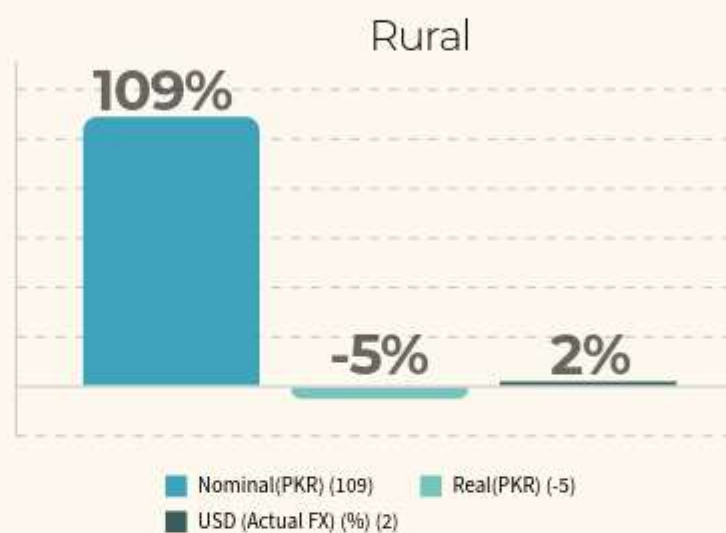
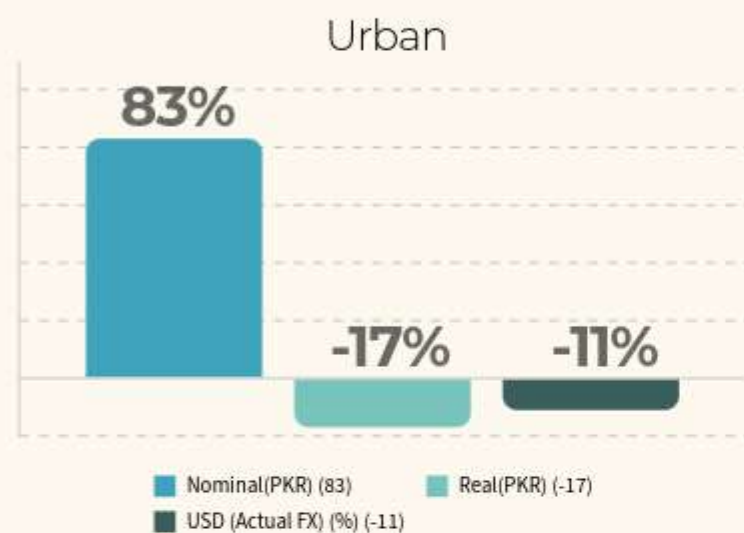


Rising Incomes, Falling Purchasing Power: Household Earnings Lose Ground After Inflation Between 2019 and 2025



Comparing 2018–19 with 2024–25, average household incomes in Pakistan rose sharply in nominal rupee terms. Nationally, incomes increased by approximately 98%, with gains of 83% in urban areas and 109% in rural areas. On the surface, household earnings nearly doubled during this period.

However, once adjusted for inflation, the picture reverses. In real (constant-price) terms, household purchasing power declined by 17% in urban areas, 5% in rural areas, and 10% nationally, indicating that rising prices more than offset income growth for most households.



(Also emailed*/faxed separately)



PRESS RELEASE

Big Data Analysis Household Income & Purchasing Power

Rising Incomes, Falling Purchasing Power: Household Earnings Lose Ground After Inflation Between 2019 and 2025

(Islamabad), 6th January 2026

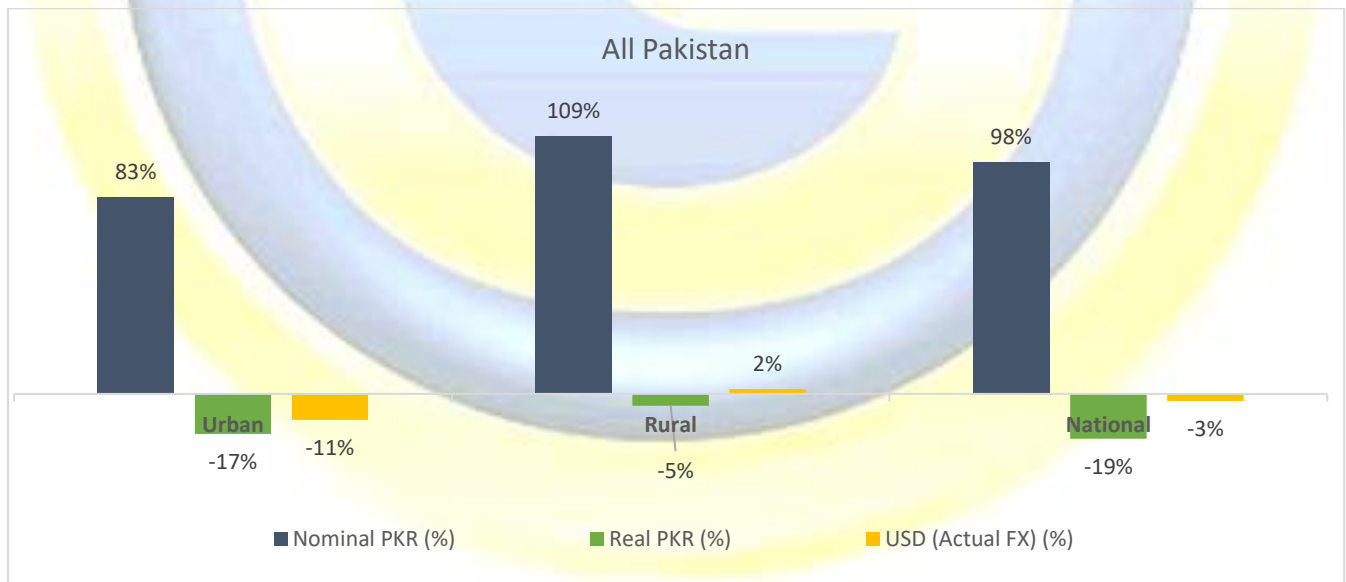
Data released by the Pakistan Bureau of Statistics (PBS) through its Household Integrated Economic Survey (HIES) 2024–25 indicate a sharp divergence between headline income growth and real living standards in Pakistan over the past six years.

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When incomes are converted into US dollar terms using actual exchange rates, the gains largely disappear. Between 2019 and 2025, average household incomes fell by 11% in urban Pakistan, rose marginally by 2% in rural areas, and declined by 3% nationally.

Taken together, the data suggest that despite substantial increases in nominal incomes, Pakistani households are materially worse off in terms of purchasing power, particularly in urban areas.



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

This analysis was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. It draws on data from the Household Integrated Economic Survey (HIES) conducted by the Pakistan Bureau of Statistics, covering household income trends across Pakistan for the period from September 2024 to June 2025.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
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GILANI RESEARCH
FOUNDATION

Tuesday, 6th January 2026

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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)