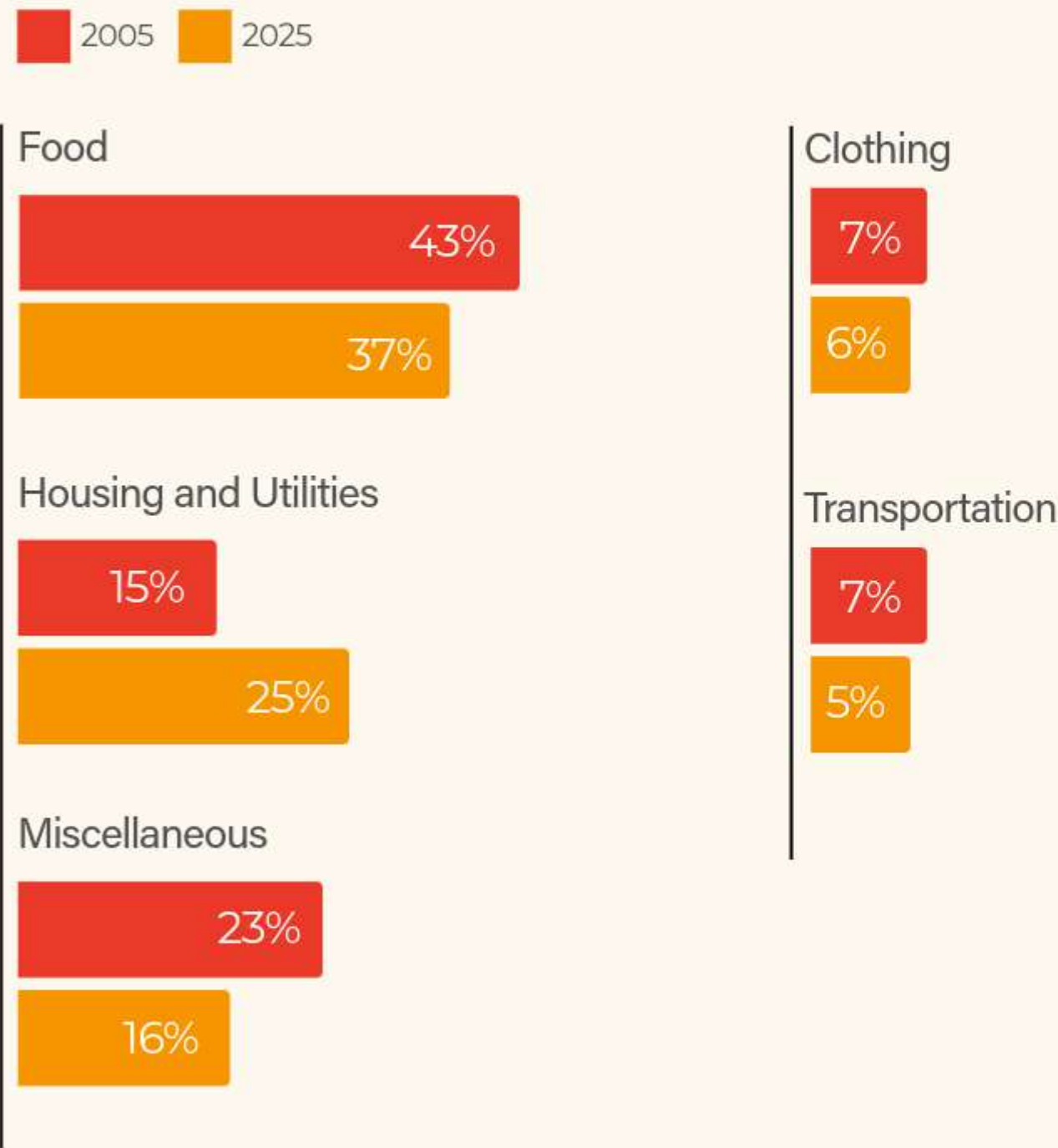


Household Consumption, Cost of Living & Welfare

Are Pakistanis Eating Less to Afford Electricity and Gas? Between **2005** and **2025**, the share of household spending devoted to food fell from **43%** to **37%**, housing and utilities emerged as the dominant pressure point, rising from **15%** to **25%** of household budgets



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





(Also emailed*/faxed separately)



PRESS RELEASE

Big Data Analysis Household Consumption, Cost of Living & Welfare

Are Pakistanis Eating Less to Afford Electricity and Gas? Between 2005 and 2025, the share of household spending devoted to food fell from 43% to 37%, housing and utilities emerged as the dominant pressure point, rising from 15% to 25% of household budgets: Gallup Analysis Report released

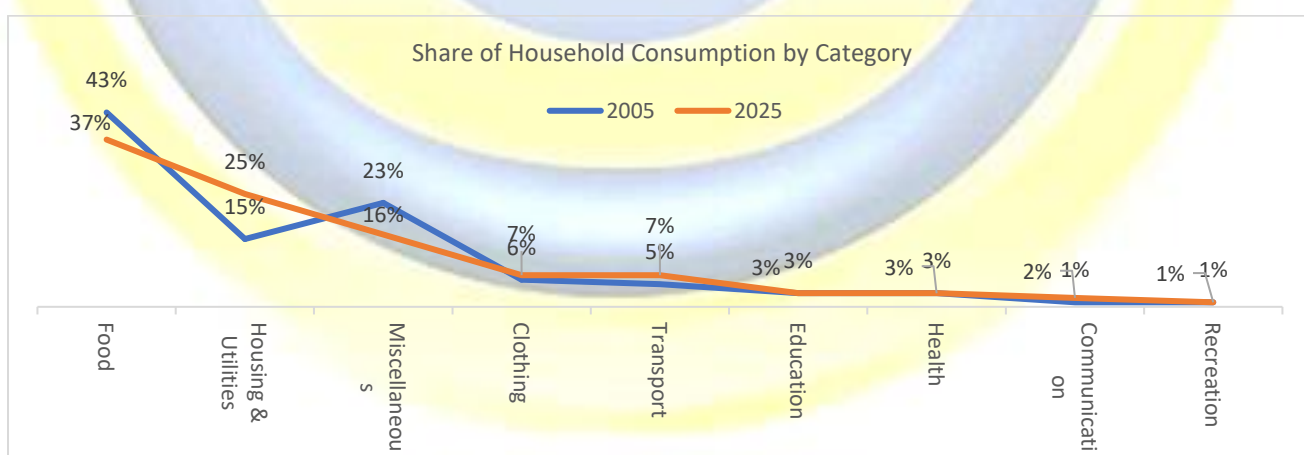
(Islamabad), 20th January, 2026

A 20-year comparison of household consumption patterns in Pakistan reveals a structural reallocation of spending away from food and toward fixed living costs, with important implications for welfare, nutrition, and policy.

Data from the Household Integrated Economic Survey (HIES) show that between 2005 and 2025, the share of household spending devoted to food fell from 43% to 37%. This decline does not suggest that food has become less important or more affordable. When viewed alongside weaker real incomes and evidence of declining food quantities, it likely reflects households cutting back on consumption to cope with rising fixed expenses—a pattern that can heighten risks of undernourishment, particularly for women and children.

Over the same period, housing and utilities emerged as the dominant pressure point, rising from 15% to 25% of household budgets—the largest increase across all consumption categories. These costs are driven largely by electricity and gas tariffs, rents, and administered prices, which are increasingly shaped by taxation, subsidy withdrawals, and policy decisions rather than household choice.

Other categories show more modest movement. Transport increased from 5% to 7%, and communication from 1% to 2%, reflecting fuel prices and the growing necessity of connectivity. Meanwhile, education (3%), health (3%), and recreation (1%) remained broadly flat, suggesting that rising fixed costs are crowding out spending on human capital and quality of life rather than expanding it.



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 consumption patterns period from September 2024 to June 2025-



Opinion Poll from Gallup Pakistan
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GILANI RESEARCH
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Tuesday, 20th 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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2026



of Gallup Pakistan
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