

Food & Consumption | Fish

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 Urban  Rural

Khyber Pakhtunkhwa

5%

3%

Punjab

10%

15%

Sindh

35%

42%

Balochistan

12%

19%

Islamabad

17%

13%



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



(Also emailed*/faxed separately)



PRESS RELEASE

Big Data Analysis Food & Consumption

Who Eats Fish in Pakistan? New Data Shows Only Sindh Does

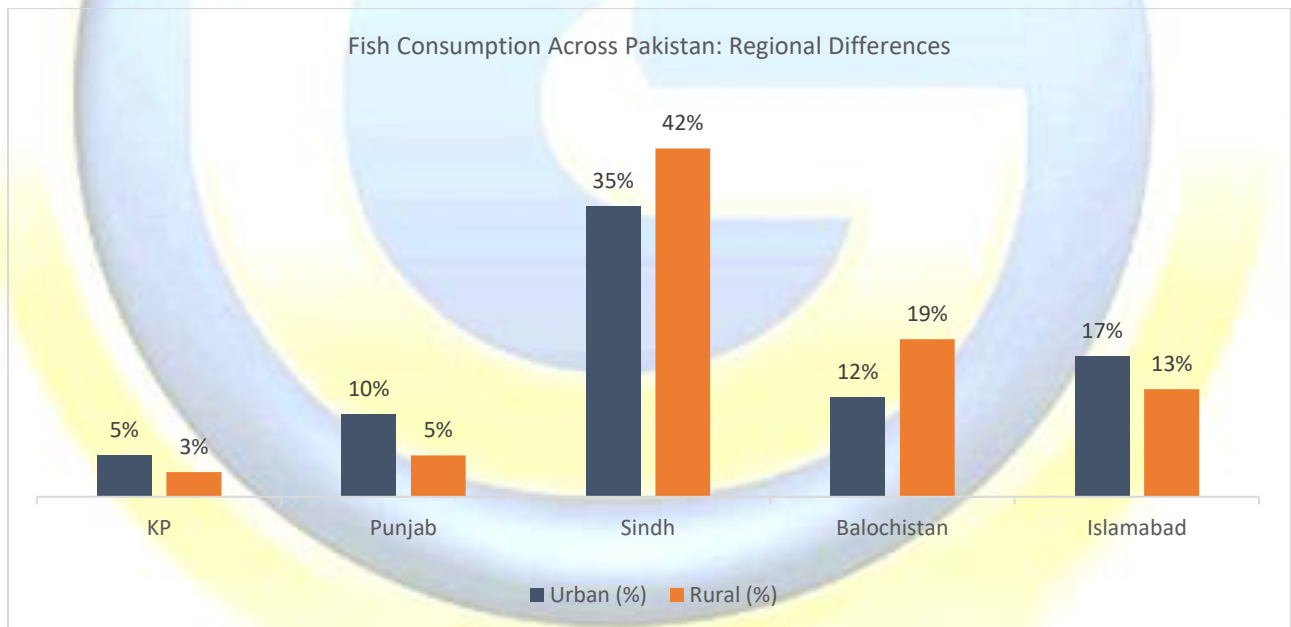
(Islamabad), 29th January, 2026

Recent data from the Household Integrated Economic Survey (HIES) 2024-25, conducted by the Pakistan Bureau of Statistics, highlights a stark regional contrast in fish consumption across the country.

On average, fish consumption in Pakistan is rare for most households, with Sindh being the sole exception. In Sindh, 35% of urban households and 42% of rural households report purchasing fish at least once every two weeks, while all other regions see far lower consumption rates.

While fish is a staple food in coastal regions like Sindh, it remains an infrequent purchase across most of Pakistan. The data shows that fish is not a part of the regular diet for the majority of Pakistanis, with most households not buying fish even bi-weekly.

Sindh stands alone in its consumption, possibly due to geographical factors such as proximity to the sea and cultural habits.



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) 2024-25, conducted by the Pakistan Bureau of Statistics.



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GILANI RESEARCH
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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



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