

Big Data Analysis | Food & Consumption

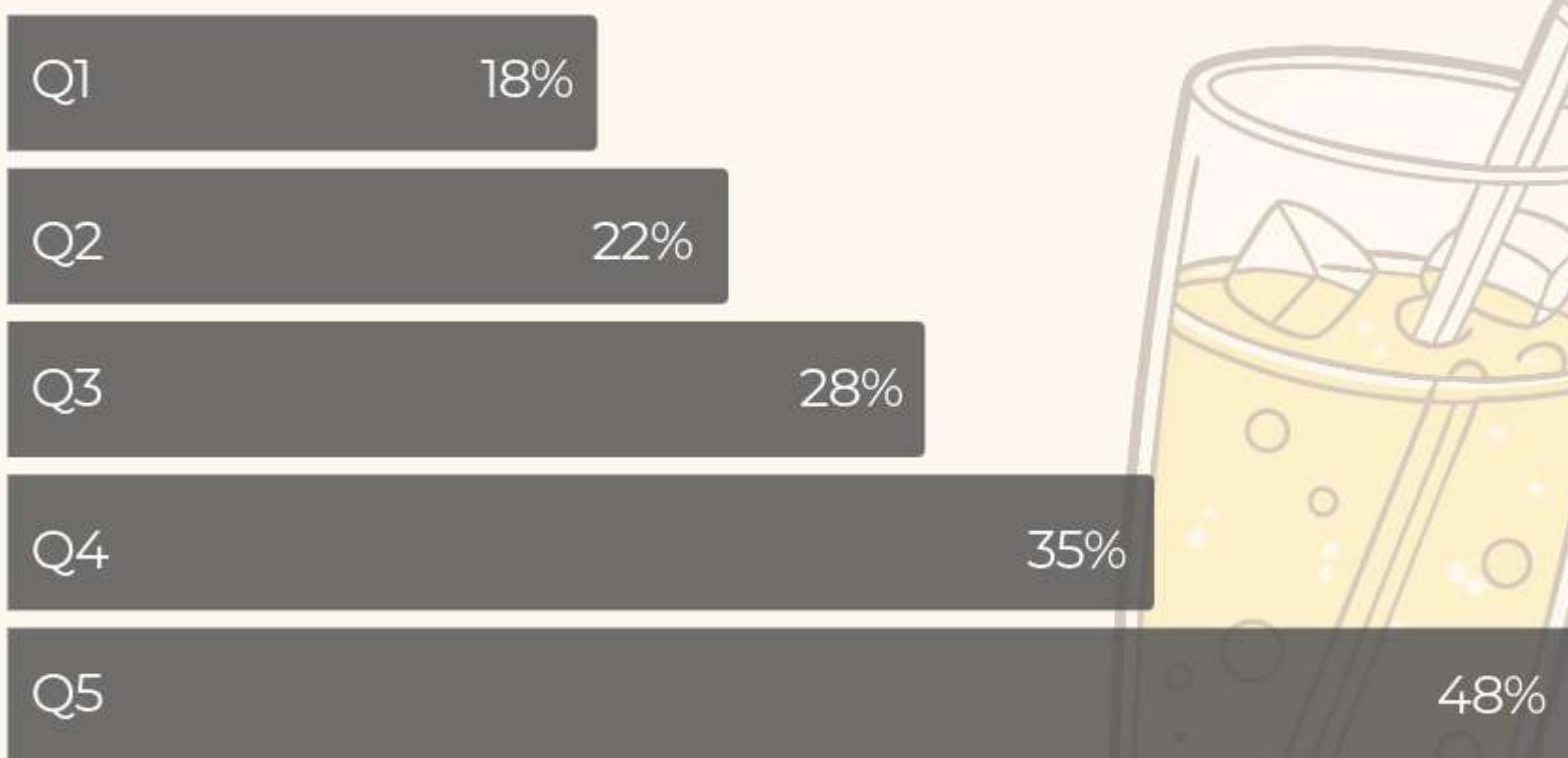
When People Get Richer, They Buy More Sugar — and More Disease

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*This rises to **22%** in the second income quintile, **28%** in the middle quintile, and 35% in the fourth quintile.*

*Among the richest households (Q5), nearly half (**48%**) report purchasing carbonated drinks in the last 30 days.*

Fizzy Drink Consumption
by Income Quintile



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



(Also emailed*/faxed separately)



PRESS RELEASE

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When People Get Richer, They Buy More Sugar — and More Disease

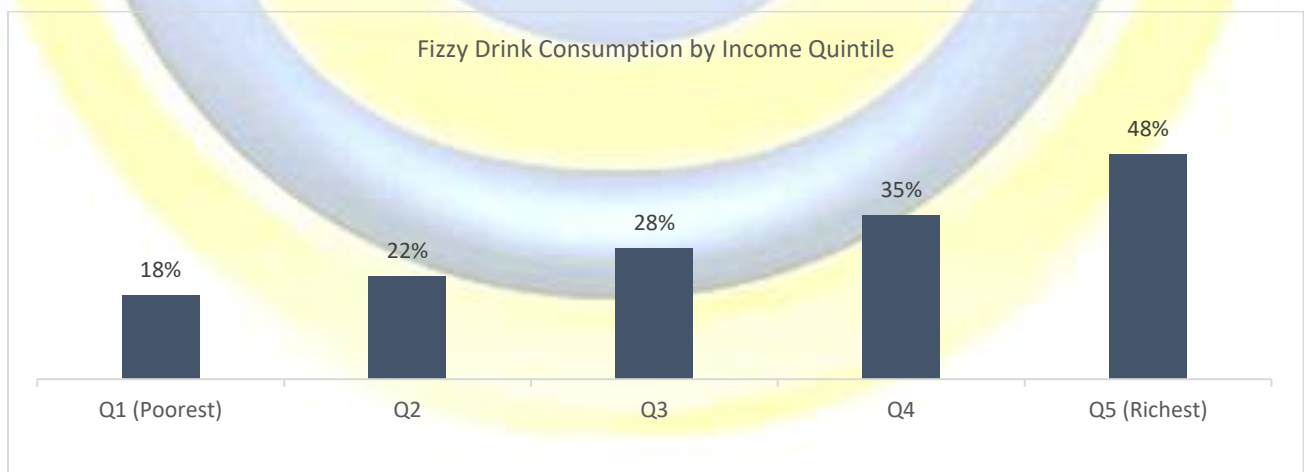
(Islamabad), 4th February 2026

As household incomes rise in Pakistan, so does the consumption of sugary carbonated drinks. Data from the Household Integrated Economic Survey (HIES) shows a clear and monotonic income gradient in fizzy drink purchases over the last 30 days, with consumption increasing steadily from the poorest to the richest households.

Among the poorest households (Q1), 18% report purchasing fizzy drinks in the past month. This rises to 22% in the second income quintile, 28% in the middle quintile, and 35% in the fourth quintile. Among the richest households (Q5), nearly half (48%) report purchasing carbonated drinks in the last 30 days. In practical terms, the richest households are almost three times more likely to consume fizzy drinks than the poorest.

This pattern is not merely about taste or affordability. It reflects how rising incomes in Pakistan are increasingly associated with dietary shifts toward sugar-heavy, ultra-processed consumption. What is often marketed as a symbol of modern living appears to be disproportionately adopted as incomes rise, rather than moderated by better nutritional awareness. Placed alongside another uncomfortable reality — that Pakistan is already among the countries with the largest diabetic populations in the world — this consumption gradient raises serious public health concerns. Rising incomes, rising sugary drink intake, and rising diabetes risk are moving together.

Household consumption data is therefore not just a record of spending patterns; it functions as an early warning system for future disease burden. If economic progress continues to translate into higher sugar consumption, the long-term costs will likely be borne by the health system, households, and the workforce.



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 household consumption data from the Household Integrated Economic Survey (HIES) conducted by the Pakistan Bureau of Statistics, capturing carbonated drink purchases reported by households over the past 30 days.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
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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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of Gallup Pakistan
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