

Big Data Analysis | Food & Consumption

While Tea Is Consumed by Nearly **100%** of Households, Coffee Consumption Stands at Just **6%** Among the Top Income Quintile. Across all income quintiles, between **98%** and **99%** of households reported purchasing tea in the last 30 days in both 2018 and 2025. There is no meaningful income gradient, no class divide, and no observable shift over time.



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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(Islamabad), 9th February 2026

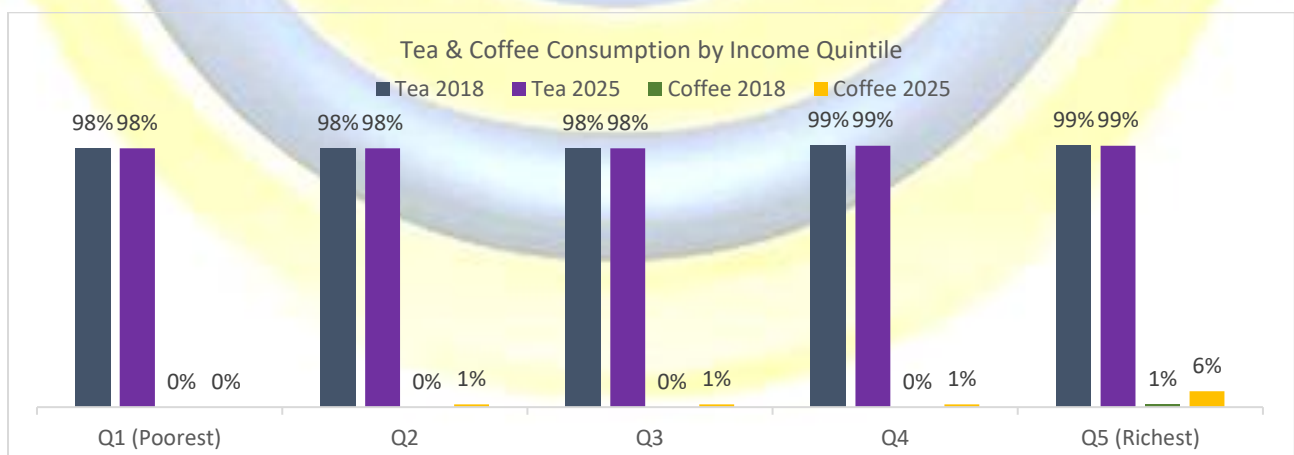
Has Pakistan become a coffee nation? The data suggests otherwise. Using data from the Household Integrated Economic Survey (HIES) conducted by the Pakistan Bureau of Statistics, Gallup Pakistan Digital Analytics examined household purchases of tea and coffee in the last 30 days — a strong indicator of actual, routine consumption rather than aspiration or visibility.

The results show overwhelming continuity when it comes to tea. Across all income quintiles, between 98% and 99% of households reported purchasing tea in the last 30 days in both 2018 and 2025. There is no meaningful income gradient, no class divide, and no observable shift over time. Tea remains a universal staple in Pakistan — closer to a basic necessity than a lifestyle choice.

Coffee tells a very different story. Among the poorest 80% of households, coffee consumption remains near zero in both years. Only among the richest 20% (Q5) does coffee consumption register at all, rising from 1% in 2018 to 6% in 2025. While this represents growth, it remains limited to a narrow segment of society.

The contrast between tea and coffee highlights an important reality. Pakistan has not transitioned from tea to coffee as a mass consumption pattern. Instead, coffee has been added only at the very top of the income distribution, functioning more as a class marker and lifestyle signal than a widely adopted habit.

The visibility of coffee chains in urban centers may give the impression of a broader cultural shift, but national consumption data tells a much more restrained story. Thirty-day purchase data cuts through perception and captures routine behavior — and by that measure, tea remains universal, while coffee remains elite.



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 tea and coffee purchases reported by households in the last 30 days.



Opinion Poll from Gallup Pakistan
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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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