



(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll **Consumer Behavior** Digital Economy Food Delivery Usage

Only 18% Pakistanis Report Ordering Food Online in the Past Week; Usage Higher Among FA+ Educated (46%) and Younger Respondents (22%) — Gallup & Gilani Survey

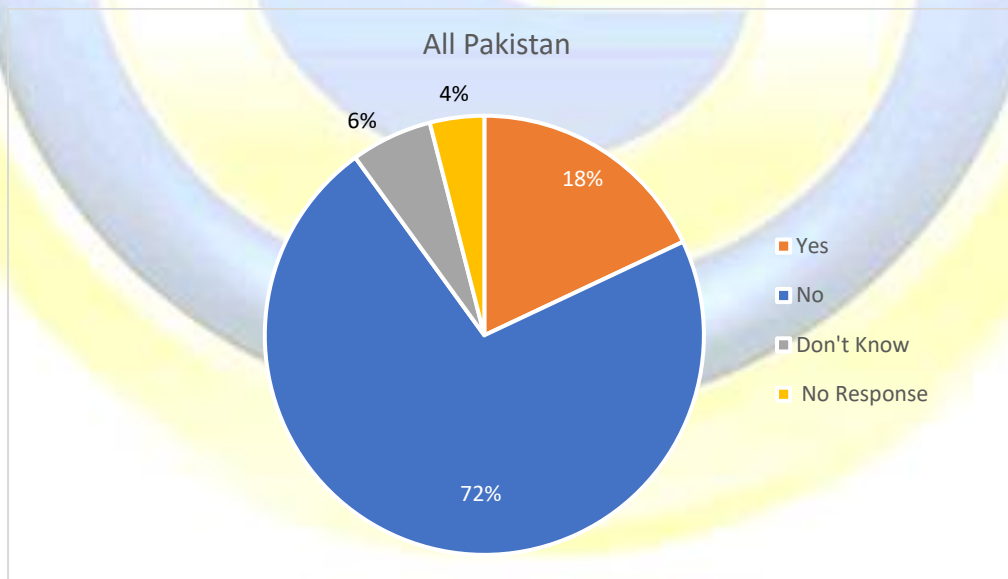
(Islamabad), 30th April 2026

According to a survey conducted by Gallup & Gilani Pakistan, only 18% of Pakistanis report ordering food at home from Food Panda or another delivery service in the past week, while a large majority (72%) say they did not use such services.

A nationally representative sample of adult Pakistanis from across the country was asked the question: ***“Please tell us, in the past week, have you engaged in any of the following activities? - Ordered food at home from Food Panda or another delivery service?”***. In response, 18% of respondents said they had ordered food online in the past week, while 72% said they had not. The remaining 10% fell into the Don't Know/No Response (DK/NR) category.

These findings indicate that while food delivery platforms are increasingly visible in Pakistan, their use remains limited, with fewer than one in five Pakistanis reporting recent usage.

“Please tell us, in the past week, have you engaged in any of the following activities? - Ordered food at home from Food Panda or another delivery service?”

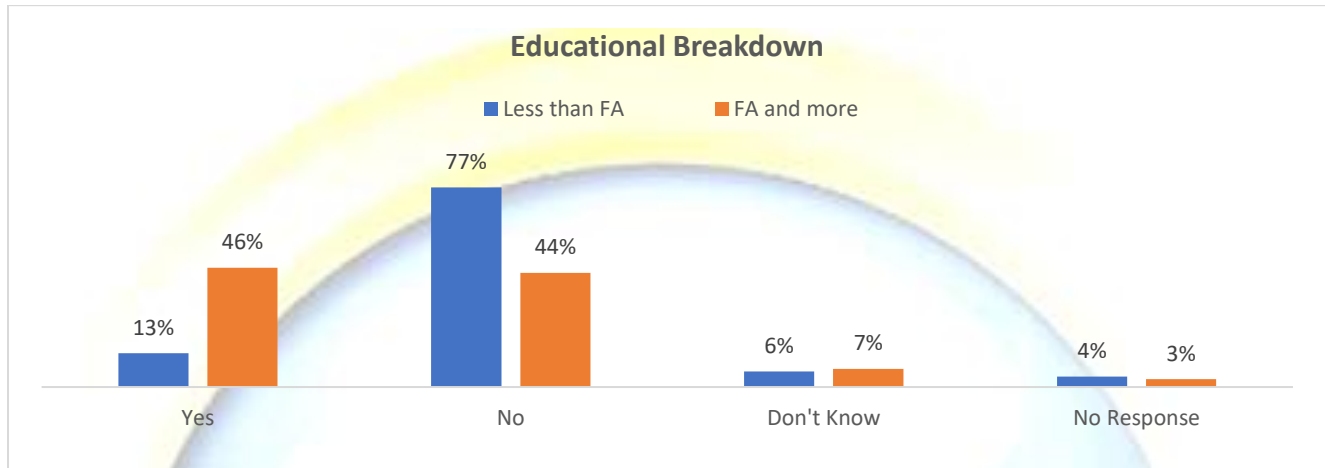


Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 787 respondents across urban and rural areas of all four provinces of the country, conducted from 15 January 2026 to 03 February 2026. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).

Educational Breakdown: A pronounced divide is observed across education levels. Among respondents with FA and above education, nearly half (46%) report ordering food online in the past week, compared to only 13% among those with less than FA education.

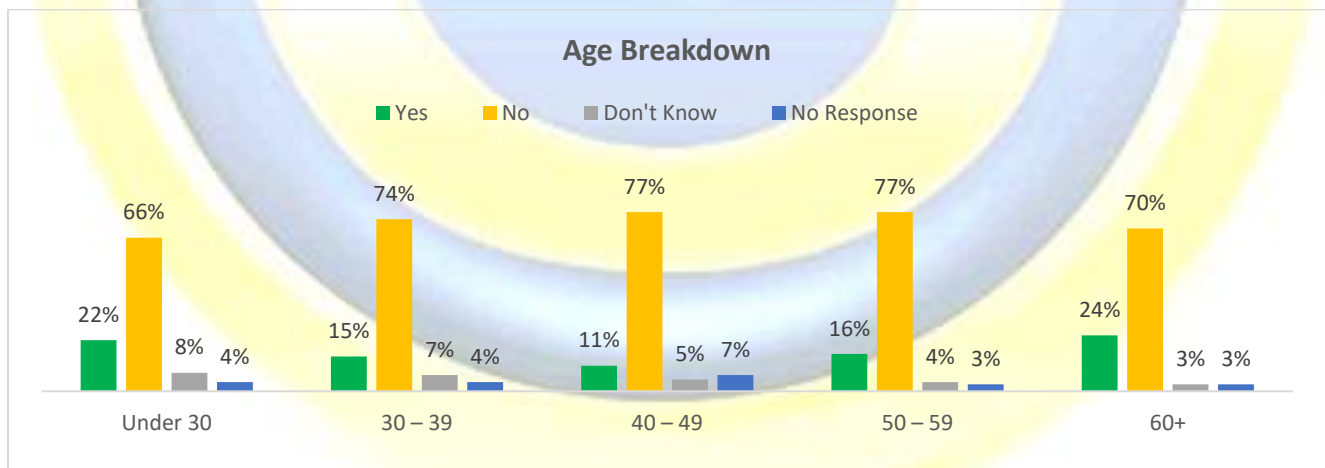
This substantial gap suggests that digital access, awareness, and purchasing power are key drivers of food delivery usage in Pakistan.



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

Age Breakdown: Age-wise patterns show relatively higher usage among younger respondents, with 22% of those under 30 reporting that they ordered food online in the past week. Usage declines among middle-aged groups, with 15% among those aged 30–39 and 11% among those aged 40–49.

Interestingly, a moderate increase is observed among respondents aged 60+ (24%), though overall usage remains limited across all age groups.



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

Overall, the findings suggest that food delivery services in Pakistan are still in a growth phase, with adoption concentrated among more educated and relatively younger segments of the population. Despite increasing visibility of platforms like Food Panda, usage has yet to become a mainstream behavior across the broader population.



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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2026



of Gallup Pakistan
(1980-2026)