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DIGITAL ANALYTICS

Public Data Series

What do Pakistani households spend on besides roti and chai?

Nine unusual items picked from 285 spending items

Gallup Pakistan Digital Analytics | Household Consumption dashboard

23 November 2026

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Source: Gallup Pakistan Digital Analytics, Household Consumption Analysis dashboard

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1. About this series

This is part of a series on Economic Data.

This report covers one of 30+ dashboards to help understand the economy.

About the Household Consumption dashboard

An interactive view of household consumption patterns across Pakistan, with provincial and urban-rural analysis. Part of Gallup Pakistan Digital Analytics.

285
spending items to search and select

8
sections of analysis for each item

5
income groups (quintiles) shown throughout

Provincial breakdown
Khyber Pakhtunkhwa, Punjab, Sindh, Balochistan and Islamabad

Urban and rural
City and village consumption patterns side by side

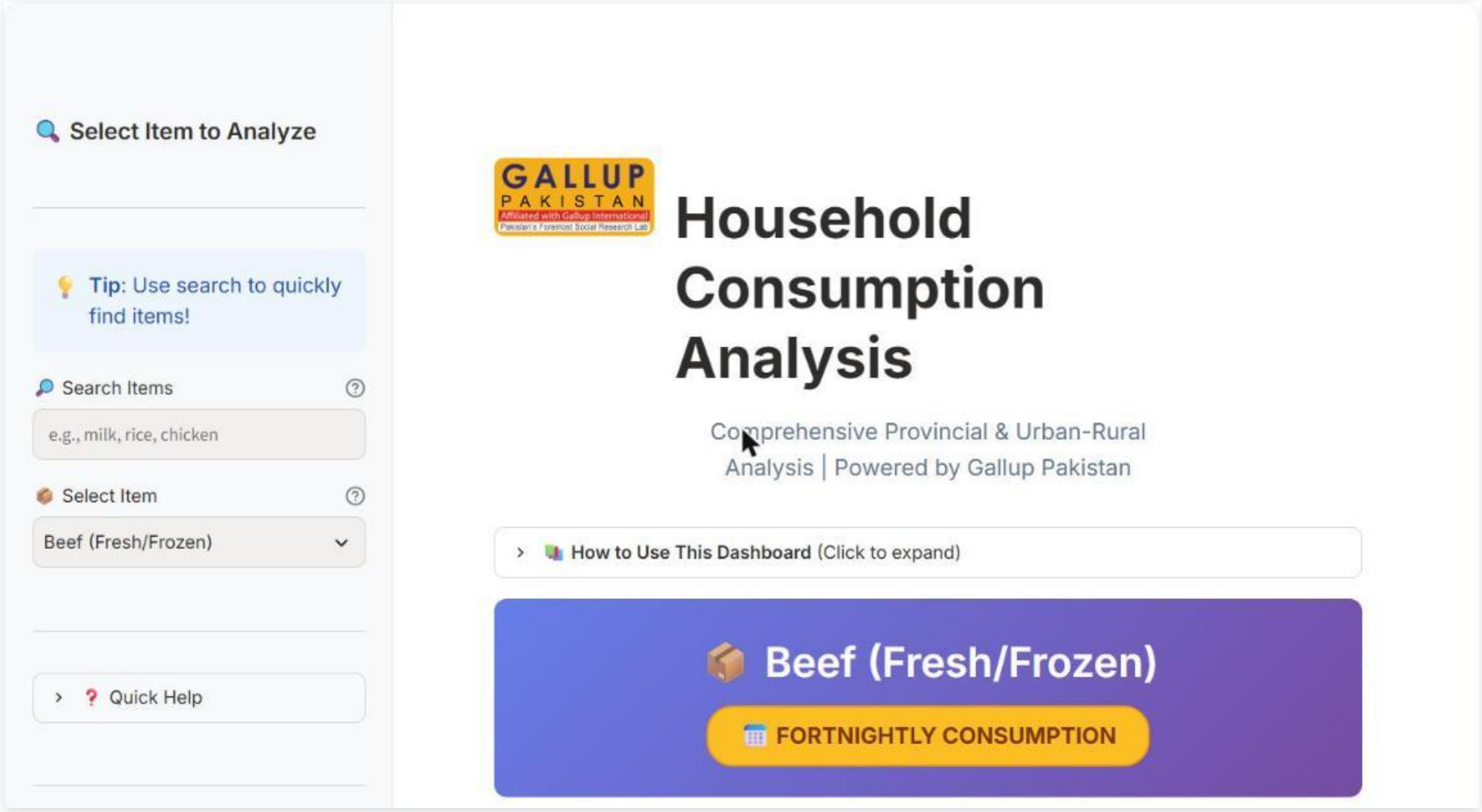
Market size
Number of households consuming each item

Plain-language guidance
Explanation boxes before charts and expandable notes on concepts

Open the dashboard: https://galluppakistandigitalanalytics.com/household-consumption-analysis/

Source: Gallup Pakistan Digital Analytics, Household Consumption Analysis dashboard

A snapshot of the dashboard



Open the live dashboard

Source: Gallup Pakistan Digital Analytics, Household Consumption Analysis dashboard

2. Executive summary

The nine items, as set out in the thread.

Executive summary (1 of 2)

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1

Dung cakes

17% of households (6.6M) buy dry dung cake as fuel, a market of about PKR 72B a year. Rural 25%, urban 3%. Poorest fifth of households 25%, richest fifth 7%.

2

Naswar and betel nut

16% of households (6M) buy them, typically PKR 800 a month. That adds up to about PKR 58B a year. KP: 35% of households. Punjab: 7%.

3

Sheesha and huqa

Only 1.4% of households (about 551K) buy them, but those that do spend around PKR 1,500 a month. Punjab 2.7%, Sindh 0.2%. About PKR 10B a year.

4

Looking after pets, poultry and fish

8% of households (3.1M) spend on it, typically PKR 6,000 a year. In KP it's 19% of households. Total: about PKR 18.7B.

5

Marriage halls

1.5% of households book one in a given year, at a typical PKR 25,000. Richest fifth PKR 50,000, poorest fifth PKR 15,000. Total: about PKR 14.6B.

Source: Gallup Pakistan Digital Analytics, Household Consumption Analysis dashboard

Executive summary (2 of 2)

6

Weapon licence fees

2% of households (785K) pay one each year, typically PKR 4,000. Balochistan 7.6%, Punjab 0.7%. Richest fifth 4.3%, poorest fifth 1.0%. Total: about PKR 3.1B, more than the PKR 2.1B spent on cinema, theatre, concert and museum tickets combined.

7

Cinema, theatre, concert, circus and museum tickets

Only 2.3% of households (887K) buy any in a year, spending about PKR 2,350 each. Total: PKR 2.09B. Rich households spend just 1.5x what poor ones do.

8

Legal expenses unrelated to business

0.6% of households (about 249K) pay for a lawyer or court costs in a year, a median of PKR 20,000 each. Total: PKR 4.98B. Rich households spend 3.3x what poor ones do.

9

Bank lockers and safe-deposit charges

Only 0.3% of households (about 117K) pay for one, at roughly PKR 2,000 a year. Total: PKR 0.23B. Rich-to-poor spending ratio: just 0.29x.

Source: Gallup Pakistan Digital Analytics, Household Consumption Analysis dashboard

3. Methodology

Data source, coverage and calculations, as described on the dashboard.

Methodology: data and coverage

1

Data source

Pakistan Household Integrated Economic Survey (HIES), a nationally representative sample, as presented in the Gallup Pakistan Digital Analytics dashboard.

2

Unit of analysis

Household-level consumption, not individual. 285 spending items.

3

Breakdowns

Province, urban and rural, and income quintiles (Q1 is the poorest 20%, Q5 the richest 20%).

4

Reference periods

Of the nine items here, dung cake, naswar and sheesha are monthly (30 days); the other six are yearly (365 days).

5

Household base

38,340,566 households, from the 2023 Census.

Source: Gallup Pakistan Digital Analytics, Household Consumption Analysis dashboard

Methodology: measures and calculations

1. **Participation rate**
   Share of households consuming the item, calculated as the average of the five income quintiles.

2. **Number of households**
   38,340,566 total households multiplied by the participation rate.

3. **Spend per buying household**
   The median (middle value), which is less affected by extreme values than the average.

4. **Estimated annual total**
   Median spend per day, multiplied by 365 and by the number of consuming households. Because it rests on a median, it is an estimate and not the sum of actual spending.

5. **Spend ratio (Q5/Q1)**
   Richest fifth against poorest fifth. The dashboard reads below 2x as low inequality, 2x to 4x as moderate and above 4x as high.

Source: Gallup Pakistan Digital Analytics, Household Consumption Analysis dashboard

4. Findings

Nine unusual items in Pakistani household spending.

Dung cake and naswar are the biggest of the nine

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Item	Households buying	Number of households	Median spend per buying household	Est. annual total (PKR bn)	Rich-to-poor spend ratio
Dry dung cake	17.1%	6.6M	PKR 900 a month	71.94	1.44x
Naswar and betel nut	15.7%	6.0M	PKR 800 a month	58.47	1.50x
Sheesha and huqa	1.4%	551K	PKR 1,500 a month	10.06	1.88x
Pets, poultry and fish upkeep	8.1%	3.1M	PKR 6,000 a year	18.74	1.20x
Marriage hall charges	1.5%	582K	PKR 25,000 a year	14.56	3.33x
Weapon licence fees	2.0%	785K	PKR 4,000 a year	3.14	1.43x
Cinema, theatre, concert and museum tickets	2.3%	887K	PKR 2,350 a year	2.09	1.50x
Non-business legal expenses	0.6%	249K	PKR 20,000 a year	4.98	3.33x
Bank lockers and safe deposit	0.3%	117K	PKR 2,000 a year	0.23	0.29x

Monthly items count households buying in the past 30 days; yearly items count the past 365 days, so shares are not directly comparable across the two.

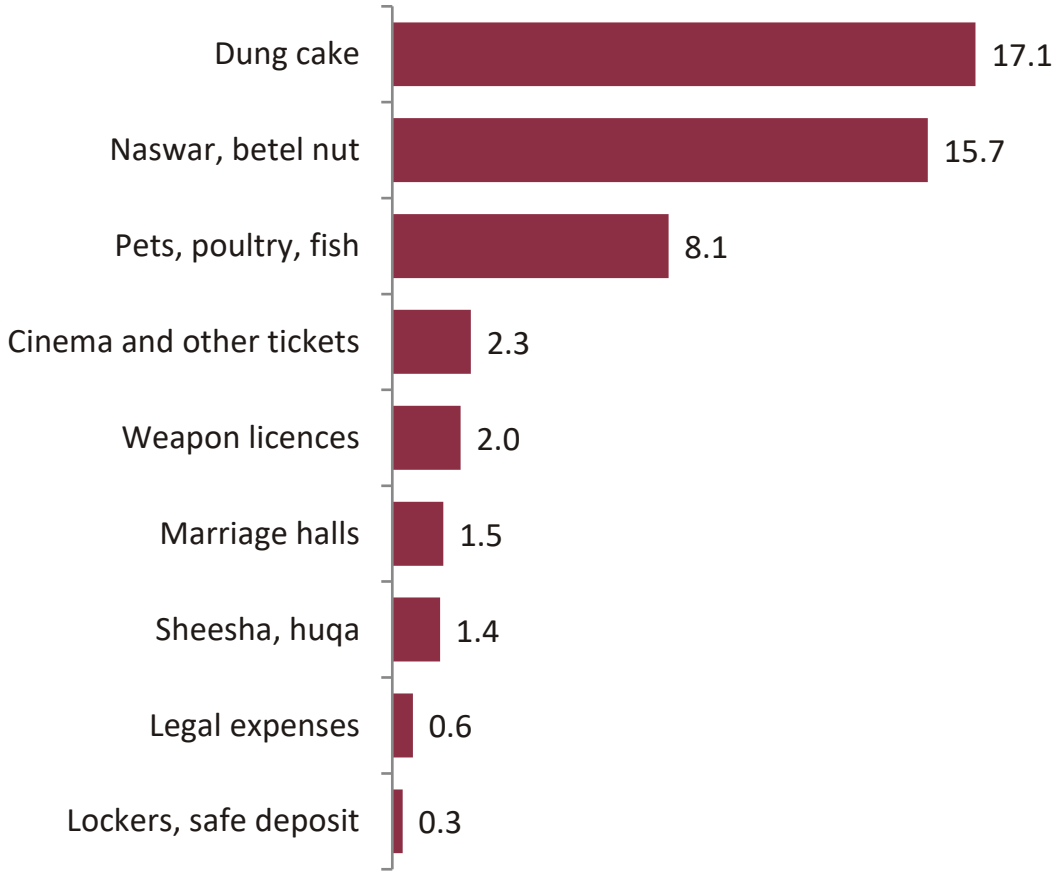
Source: Gallup Pakistan Digital Analytics, Household Consumption Analysis dashboard

Reach and money: how the nine items rank

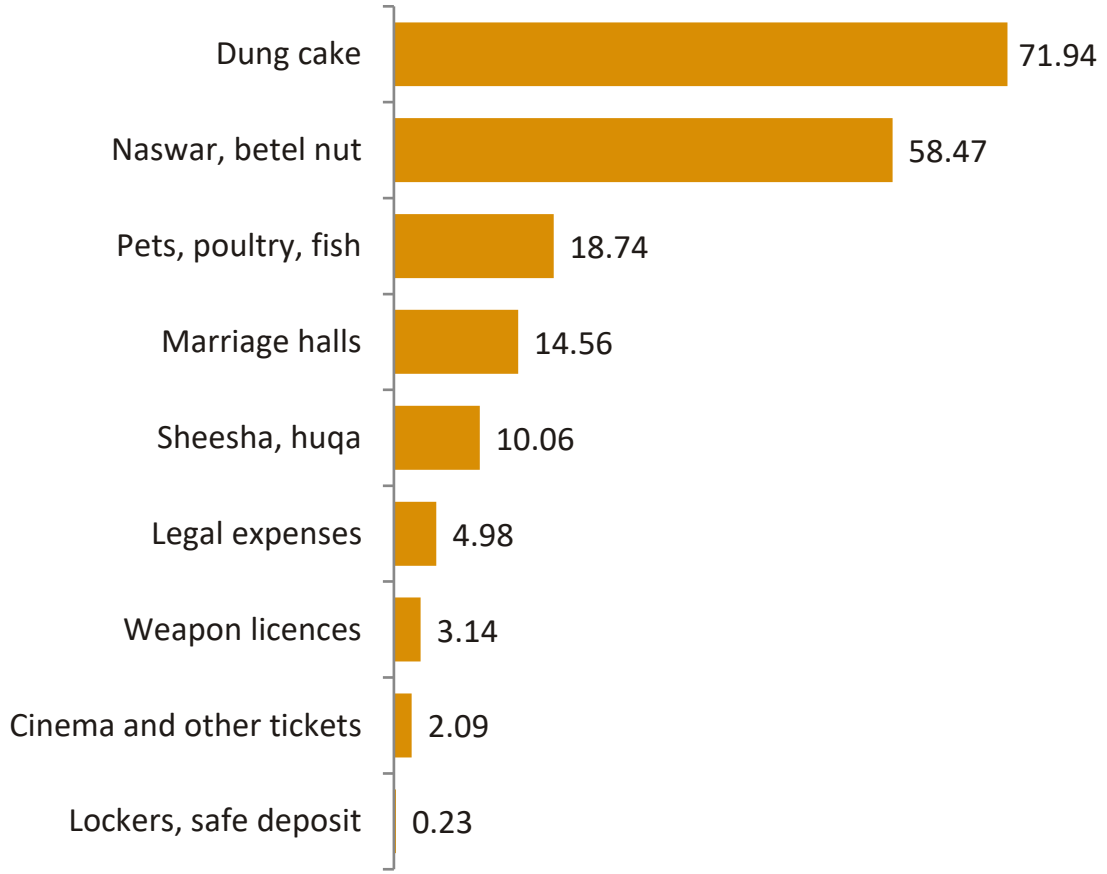
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Share of households buying (%)



Estimated annual total (PKR billion)



Source: Gallup Pakistan Digital Analytics, Household Consumption Analysis dashboard

Dung cake is a rural and lower-income fuel

17.1%
of households buy it (past 30 days)

6.6M
households

PKR 900
median per buying household, a month

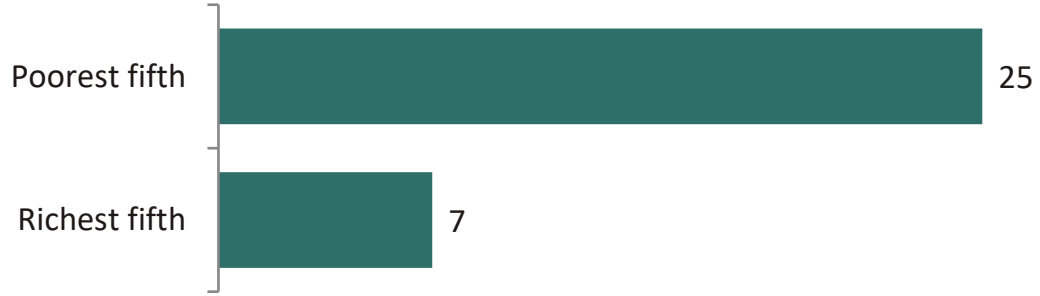
PKR 71.9bn
estimated total a year

Dry dung cake bought as fuel. The poorest fifth of households are over three times as likely to buy it as the richest fifth.

Households buying, by area (%)



Households buying, by income group (%)



Source: Gallup Pakistan Digital Analytics, Household Consumption Analysis dashboard

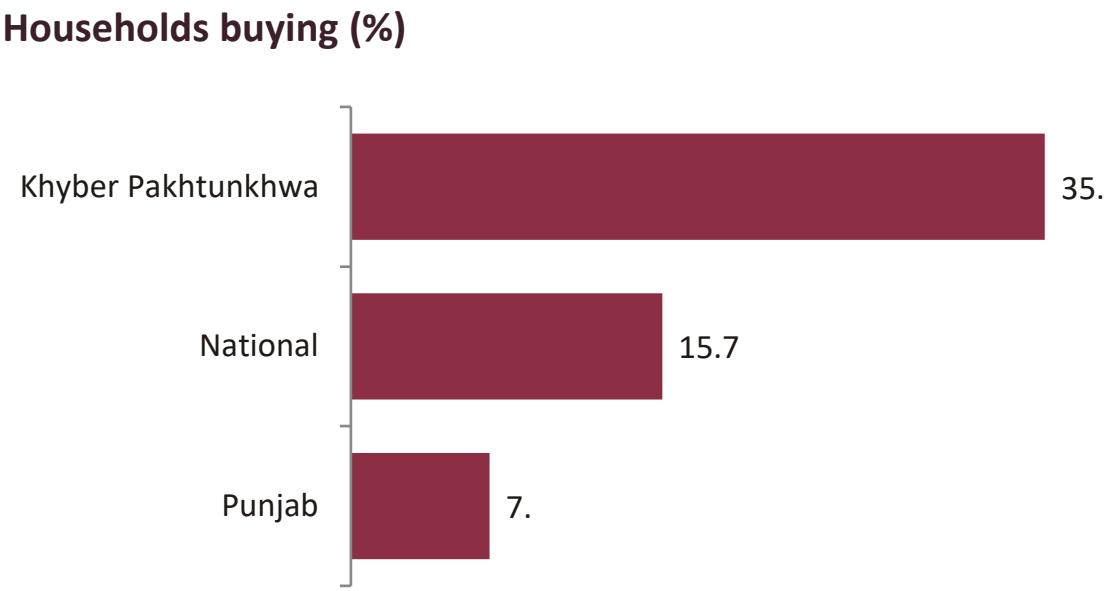
Naswar and betel nut: KP far ahead of Punjab

15.7%
of households buy it (past 30 days)

6.0M
households

PKR 800
median per buying household, a month

PKR 58.5bn
estimated total a year



About one household in six buys naswar or betel nut. The share in Khyber Pakhtunkhwa is five times that in Punjab.

Source: Gallup Pakistan Digital Analytics, Household Consumption Analysis dashboard

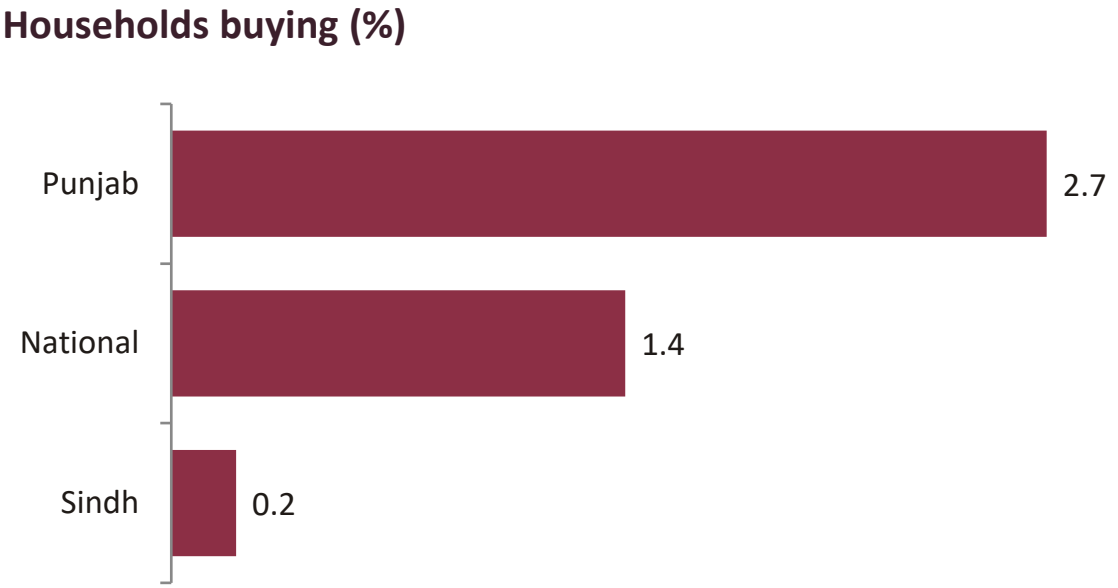
Sheesha and huqa: more common in Punjab

1.4%
of households buy it (past 30 days)

551K
households

PKR 1,500
median per buying household, a month

PKR 10.1bn
estimated total a year



Few households buy it, but those that do spend more each month than naswar buyers.

Source: Gallup Pakistan Digital Analytics, Household Consumption Analysis dashboard

Upkeep of pets, poultry and fish

8.1%
of households buy it (past year)

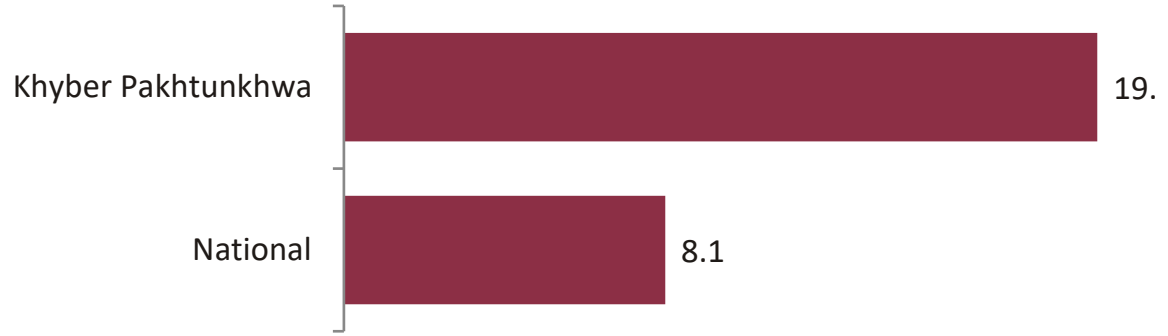
3.1M
households

PKR 6,000
median per buying household, a year

PKR 18.7bn
estimated total a year

Covers maintenance of pets, poultry and fish for domestic use.

Households spending on it (%)



Source: Gallup Pakistan Digital Analytics, Household Consumption Analysis dashboard

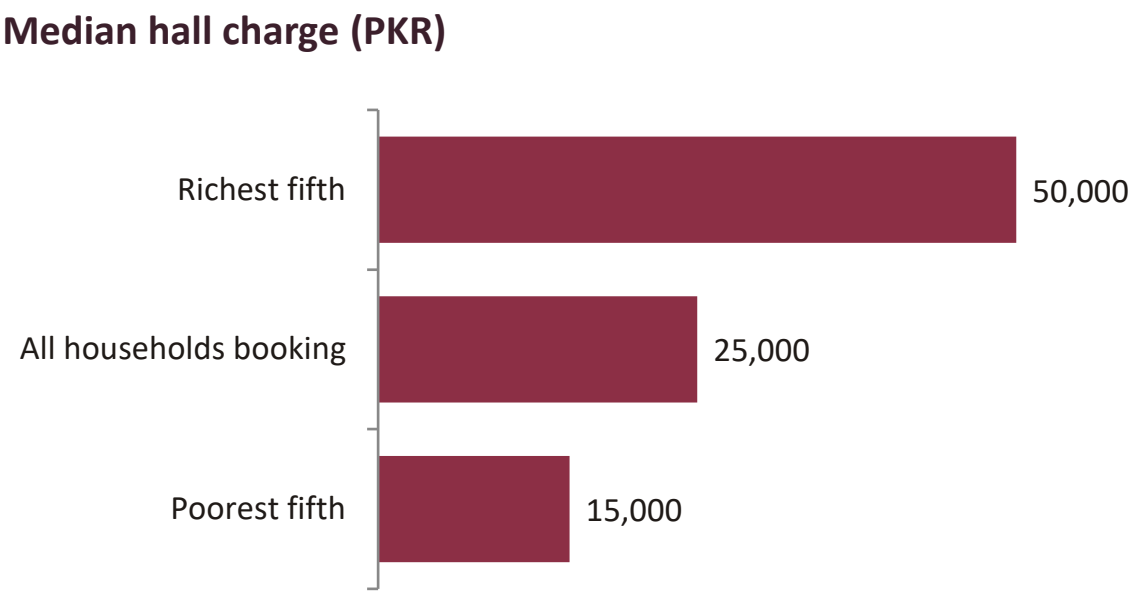
Marriage halls: richer households pay far more

1.5%
of households buy it (past year)

582K
households

PKR 25,000
median per buying household, a year

PKR 14.6bn
estimated total a year



The median charge for the richest fifth is 3.3 times what the poorest fifth pay.

Source: Gallup Pakistan Digital Analytics, Household Consumption Analysis dashboard

Weapon licence fees total more than cinema tickets

2.0%
of households buy it (past year)

785K
households

PKR 4,000
median per buying household, a year

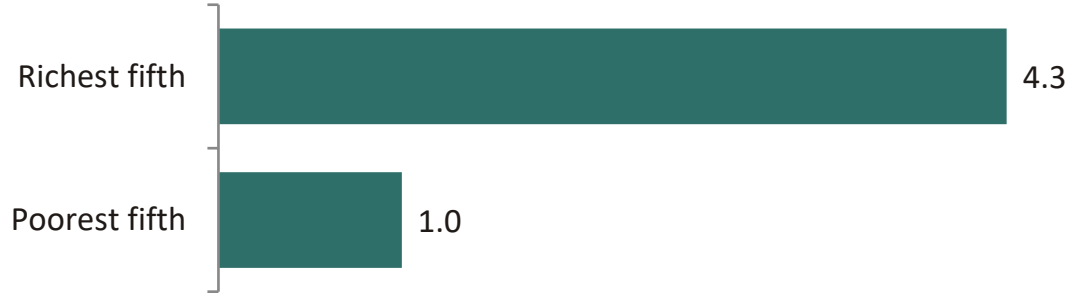
PKR 3.14bn
estimated total a year

Estimated annual licence fees total PKR 3.1bn, against PKR 2.1bn for cinema, theatre, concert and museum tickets combined.

Households paying, by province (%)



Households paying, by income group (%)



Source: Gallup Pakistan Digital Analytics, Household Consumption Analysis dashboard

Few households buy a ticket to a show or museum

2.3%
of households buy it (past year)

887K
households

PKR 2,350
median per buying household, a year

PKR 2.09bn
estimated total a year

1.5x

What rich households spend on tickets compared with poor households

Includes cinema, theatre, concert, circus and museum tickets.

Source: Gallup Pakistan Digital Analytics, Household Consumption Analysis dashboard

Legal costs are rare but large

0.6%
of households buy it (past year)

249K
households

PKR 20,000
median per buying household, a year

PKR 4.98bn
estimated total a year

3.3x

What rich households spend on legal costs compared with poor households

Lawyer or court costs not related to business.

Source: Gallup Pakistan Digital Analytics, Household Consumption Analysis dashboard

Bank lockers: the smallest item of the nine

0.3%
of households buy it (past year)

117K
households

PKR 2,000
median per buying household, a year

PKR 0.23bn
estimated total a year

0.29x

Rich-to-poor spending ratio: rich households spend less than poor ones on this measure

Locker and safe-deposit charges. Only 0.3% of households pay, so subgroup comparisons rest on a small slice.

Source: Gallup Pakistan Digital Analytics, Household Consumption Analysis dashboard

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Source: Gallup Pakistan Digital Analytics, Household Consumption Analysis dashboard

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