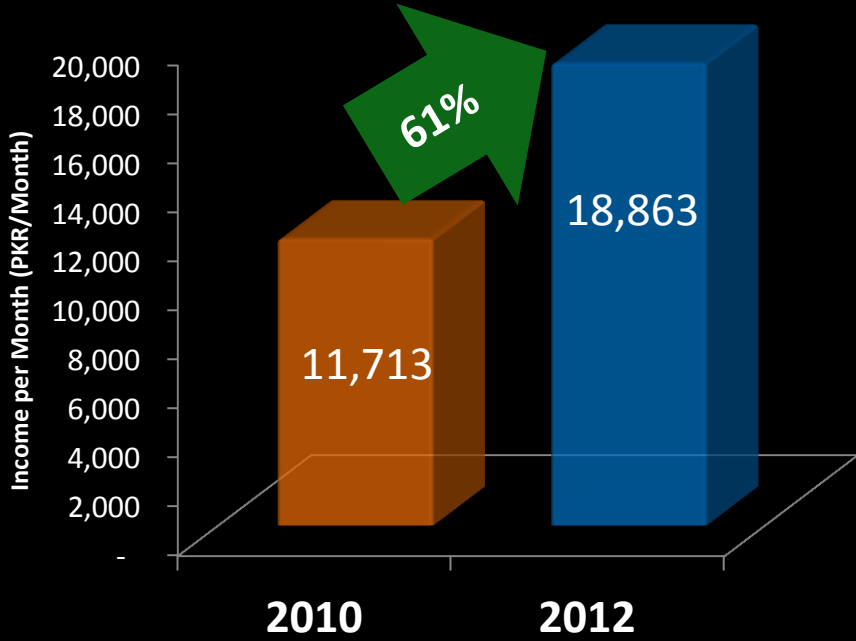




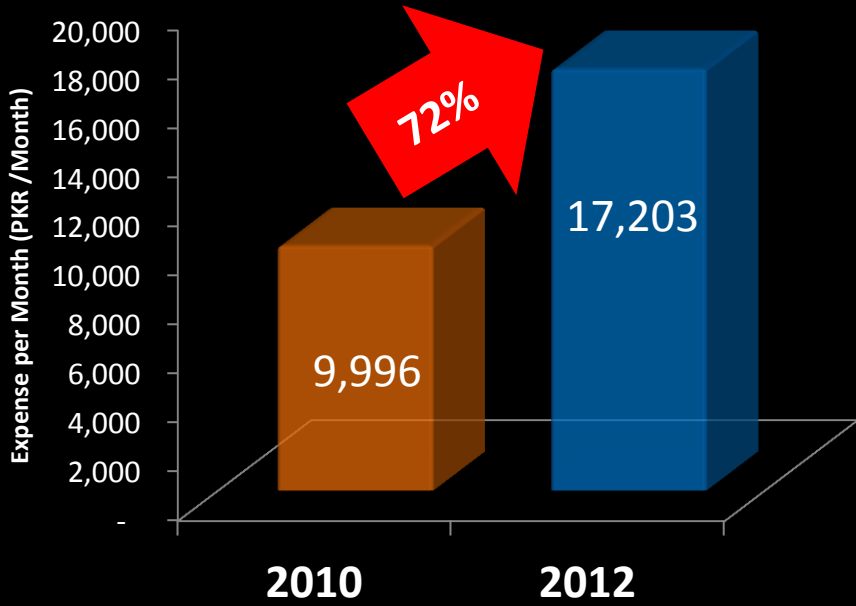
How
Pakistani Households
are responding to inflation

Average Pakistani household **expenditure has grown much faster (72%)** compared to their **income growth (61%)**

Avg. Households Income /Month

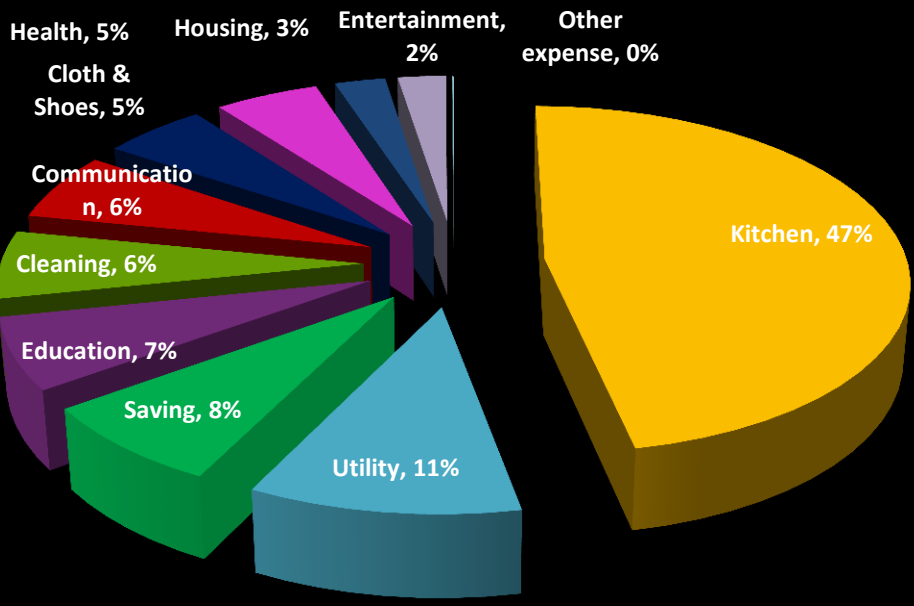


Avg. Households Expense /Month

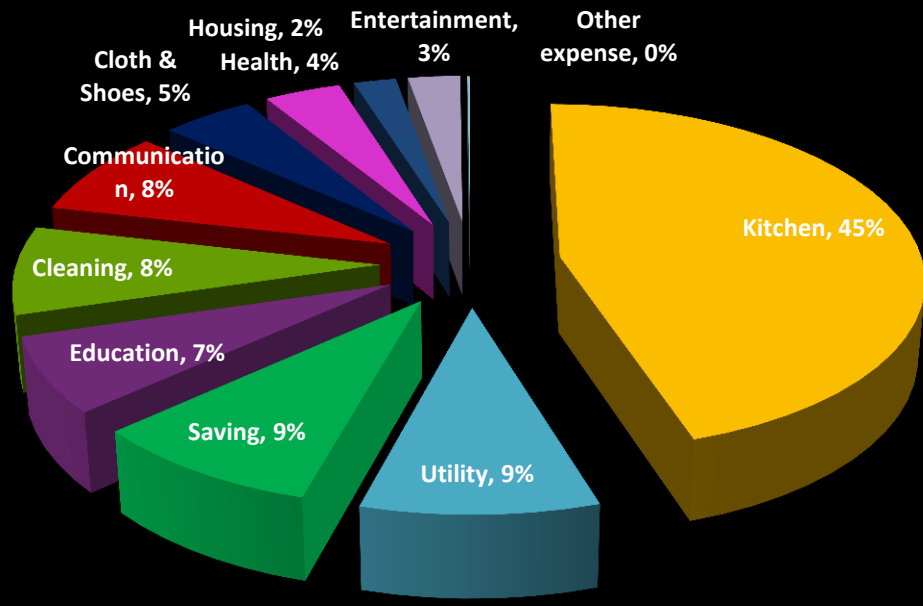


Kitchen remain the biggest expenditure head, though declining from **47% to 45%** and expenditure on **Transportation, Cleaning & Savings (Investments)** has seen an slight upward trend

2010



2012



- Kitchen
- Utility
- Saving
- Education
- Cleaning
- Communication
- Cloth & Shoes
- Health
- Housing
- Entertainment
- Other expense

Thank You !

For more information, please contact **Household Panel** team at **foresight|research**