

Households: Pakistan

October 2023

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HEADLINES

PROSPECTS

The couples with children household type will remain dominant by 2027
Quetta to witness the fastest population growth
Couples with children will drive demand for family-orientated products and services
Insufficient electricity access continues to be a challenge for households in Pakistan
Internet penetration in Pakistan forecast to increase, but remain relatively limited
Multan to witness growing population intensity

HOUSEHOLD PROFILE

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