

Consumer Confidence Survey- January 2025

[The survey was conducted from January 1 -10, 2025; with 1,463 households surveyed, reported are diffusion indices (DI) ^ except Figure 5]

Consumer confidence continued to witness broad based improvement in January 2025.

Fig 1: Consumer Confidence Index

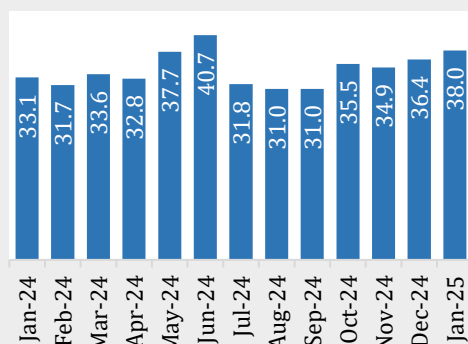


Fig 2: Current and Expected Economic Indices

■ Current Economic Conditions
■ Expected Economic Conditions

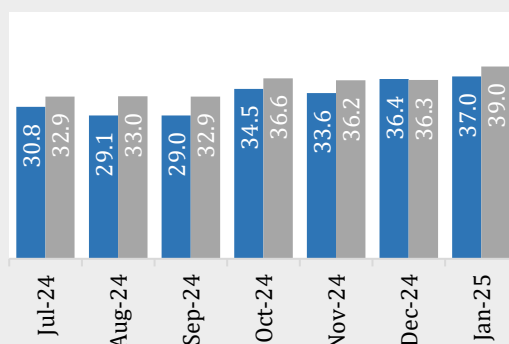
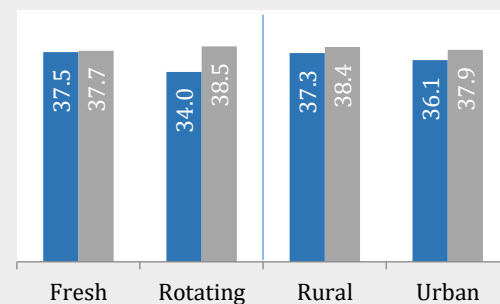


Fig 3: Decomposition of Consumer Confidence Index

■ Dec-24 ■ Jan-25



Inflation expectations of consumers eased in January 2025 as compared to the last iteration.

Fig 4: Diffusion Index of Inflation Expectations

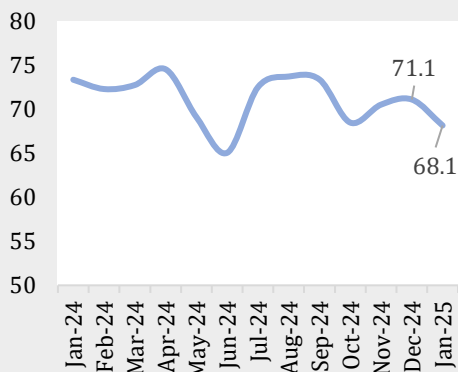


Fig 5: Expected Price of Item currently costing Rs. 100 in next 6 months

— Expected Price - 5% trimming of both ends

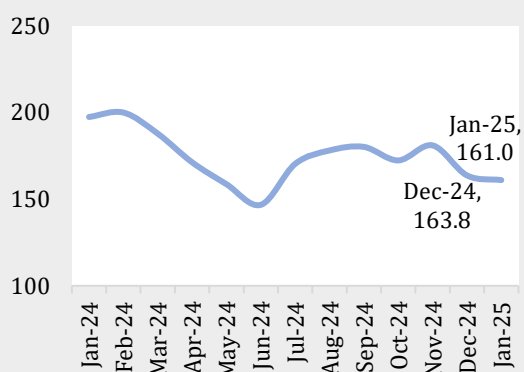
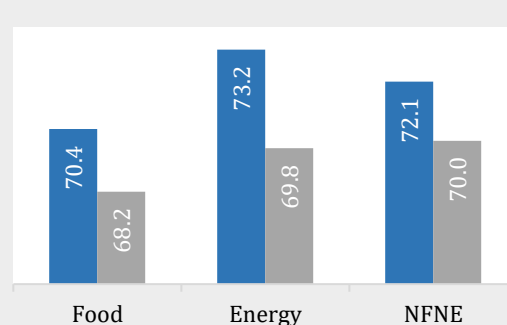


Fig 6: Food, Energy and NFNE Inflation

■ Dec-24 ■ Jan-25



Consumer expectations of employment, suitability of time to purchase durable items and expected income have improved.

Fig 7: Expected Unemployment

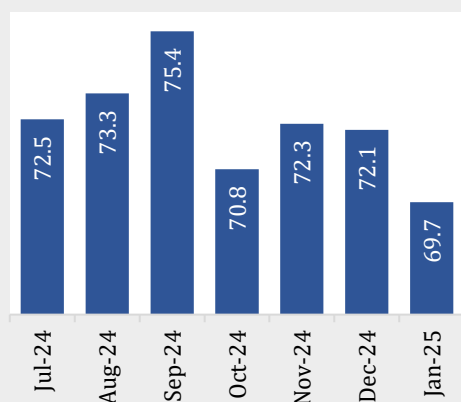


Fig 8: Expected Good Time to Purchase Durable Goods

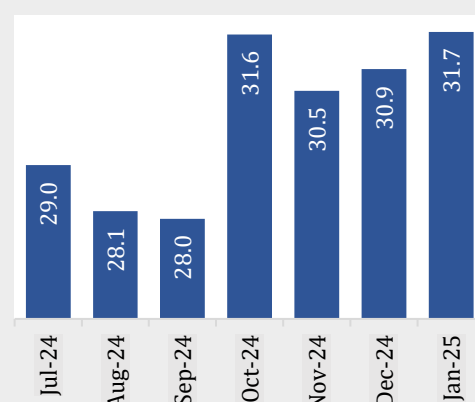
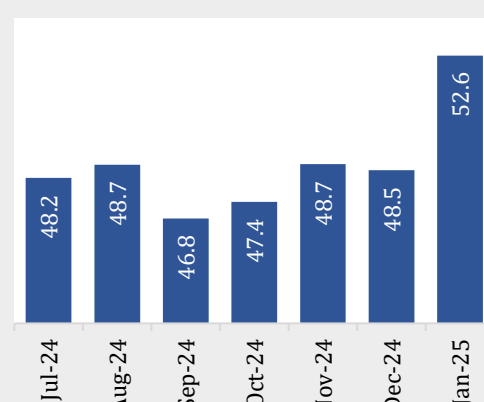


Fig 9: Expected Income



^DI > 50 indicates that Positive/Increasing views are more than Negative/Declining views. DI = 50 indicates that Positive/ Increasing views and Negative/ Declining views are equal. DI < 50 indicates that Positive/ Increasing views are less than the Negative/ Declining views. Both current and expected variables are assessed over the past or next six months.

Note: For more details of the survey, visit SBP website: <https://www.sbp.org.pk/research/CCS-d.asp>