COUNTRY PROFILE: PAKISTAN

GENERAL INFORMATION - 2016

Population 193.2 Millions
GDP 282 506 Millions current US$
Merchandise trade 67 590 Millions current US$
Internet users 30.0 Millions
GDP growth 5.7 %
Land area 770 880 km2

Source: UNCTAD and ITU (complete URL addresses in the General Notes)

E-COMMERCE ASSESSMENT - 2017

Rank in UNCTAD B2C E-commerce Index 120/144
Rank in ITU ICT Development Index 148/176
Rank in WEF Networked Readiness Index 110/139

Source: UNCTAD, ITU and WEF (complete URL address in the General Notes)

Note: 1 = Best

ICT INFRASTRUCTURE AND SERVICES - 2016

Active mobile broadband subscriptions, 19.9
Fixed broadband subscriptions, 0.9

Internet users, 15.5

Fixed broadband Internet tariffs, PPP $/month
Highest tariff 874.4
500
Tariffs in 50% of econ. are below this value
34.1
PAKISTAN, 20.0
Lowest tariff 5
5.1

Source: ITU (complete URL address in the General Notes)

PAYMENTS - 2014

Debit card used in the past year
PAKISTAN, 1.0
SOUTHERN, EASTERN AND SOUTH-EASTERN ASIA & OCEANIA, 13.4
WORLD, 21.9

Credit card used in the past year
PAKISTAN, 0.1
SOUTHERN, EASTERN AND SOUTH-EASTERN ASIA & OCEANIA, 7.7
WORLD, 13.5

Used an account to make a transaction through a mobile phone
PAKISTAN, 0.6
SOUTHERN, EASTERN AND SOUTH-EASTERN ASIA & OCEANIA, 7.4
WORLD, 8.5

Source: World Bank (complete URL address in the General Notes)
**COUNTRY PROFILE: PAKISTAN**

**TRADE LOGISTICS - 2016**

- Percent of population having mail delivered at home:
  - Pakistan: 95.0
  - World: 83.3

- Postal reliability index (0 to 100, 100 = Best):
  - Pakistan: 39.2
  - World: 56.0

- Days to clear direct exports through customs:
  - Pakistan: 11.4
  - World: 7.7

Source: UPU and World Bank (complete URL addresses in the General Notes)

**LEGAL AND REGULATORY FRAMEWORKS - 2017**

Pakistan:
- Electronic Transactions: Legislation
- Consumer Protection: Draft legislation
- Privacy and data protection: Legislation
- Cybercrime: #N/A

Source: UNCTAD


**SKILLS DEVELOPMENT - 2013-17**

Percentage of firms using e-mail to interact with clients/suppliers:

- Pakistan: 54.4
- LDCs: 47.8
- Africa: 53.0
- Western Asia: 62.1
- Southern, Eastern & South-Eastern Asia & Oceania: 72.6
- Transition Economies: 84.6
- Latin America and the Caribbean: 84.1
- Developed Economies: 81.4

Source: World Bank (complete URL address in the General Notes)

**FINANCING FOR eCOMMERCE - 2014-15**

Percentage of firms identifying access to finance as a major constraint:

- Pakistan: 11.0
- Developed Economies: 13.2
- Transition Economies: 20.2
- Southern, Eastern & South-Eastern Asia & Oceania: 32.7
- Latin America and the Caribbean: 31.7
- LDCs: 27.8
- Western Asia: 34.2
- Africa: 15.2

Source: World Bank (complete URL address in the General Notes)
NOTES:
- For merchandise trade - sum of exports and imports.
- Country groups are weighted using population for most indicators with the exception of those on skills development, financing for e-commerce and days to clear direct exports through customs.

SYMBOLS FOR MISSING VALUES:
0: Zero means nil or negligible
#N/A: Not available or not publishable

FOR MORE INFORMATION ON DATA SOURCES SEE:
- UNCTAD, UNCTADStat: http://unctadstat.unctad.org

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- The designations employed do not imply the expression of any opinion concerning the legal status of any country, territory, city or area, or of its authorities, or concerning the delimitation of its frontiers or boundaries.

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