COUNTRY PROFILE:  PAKISTAN

Population  
216.6 Millions

GDP  
258 323 Millions current US$

Merchandise trade  
73 683 Millions current US$

Internet users  
37.0 Millions

GDP growth  
1.9 %

Land area  
770 880 km2

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

---

E-COMMERCE ASSESSMENT - 2017-20

Rank in UNCTAD B2C E-commerce Index  
116/152

Rank in ITU ICT Development Index  
148/176

Rank in WEF Networked Readiness Index  
111/134

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

---

ICT INFRASTRUCTURE AND SERVICES - 2019

- Fixed broadband Internet tariffs, PPP $/month
  - Highest tariff: 549.2
  - Median tariff: 40.3
  - Lowest tariff: 5.4

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

---

PAYMENTS - 2017

- Debit card used in the past year
  - PAKISTAN, #N/A
  - SOUTHERN, EASTERN AND SOUTH-EASTERN ASIA & OCEANIA, 25.6
  - WORLD, 32.6

- Credit card used in the past year
  - PAKISTAN, #N/A
  - SOUTHERN, EASTERN AND SOUTH-EASTERN ASIA & OCEANIA, 19.5
  - WORLD, 29.3

- Mobile phone or the internet used to access a financial institution account in the past year
  - PAKISTAN, 2.0
  - SOUTHERN, EASTERN AND SOUTH-EASTERN ASIA & OCEANIA, 20.3
  - WORLD, 23.2

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

Contact: info@etradeforall.org
COUNTRY PROFILE: PAKISTAN

TRADE LOGISTICS - 2017-19

<table>
<thead>
<tr>
<th></th>
<th>PAKISTAN</th>
<th>WORLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent of population having mail delivered at home</td>
<td>95.0</td>
<td>86.7</td>
</tr>
<tr>
<td>Postal reliability index (0 to 100, 100 = Best)</td>
<td>49.9</td>
<td>43.4</td>
</tr>
<tr>
<td>Days to clear direct exports through customs</td>
<td>11.4</td>
<td>7.6</td>
</tr>
</tbody>
</table>

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

LEGAL AND REGULATORY FRAMEWORKS - 2020


SKILLS DEVELOPMENT - 2013-17

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

<table>
<thead>
<tr>
<th></th>
<th>PAKISTAN</th>
<th>LDCs</th>
<th>AFRICA</th>
<th>WESTERN ASIA</th>
<th>SOUTHERN, EASTERN &amp; SOUTH-EASTERN ASIA AND OCEANIA</th>
<th>TRANSITION ECONOMIES</th>
<th>LATIN AMERICA AND THE CARIBBEAN</th>
<th>DEVELOPED ECONOMIES</th>
<th>WORLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>54.4</td>
<td>54.5</td>
<td>59.0</td>
<td>57.6</td>
<td>63.0</td>
<td>78.5</td>
<td>82.3</td>
<td>86.9</td>
<td>70.1</td>
</tr>
</tbody>
</table>

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

FINANCING FOR eCOMMERCE - 2013-17

Percentage of firms identifying access to finance as a major constraint

<table>
<thead>
<tr>
<th></th>
<th>PAKISTAN</th>
<th>LDCs</th>
<th>AFRICA</th>
<th>WESTERN ASIA</th>
<th>SOUTHERN, EASTERN &amp; SOUTH-EASTERN ASIA AND OCEANIA</th>
<th>TRANSITION ECONOMIES</th>
<th>LATIN AMERICA AND THE CARIBBEAN</th>
<th>DEVELOPED ECONOMIES</th>
<th>WORLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>13.2</td>
<td>34.4</td>
<td>38.0</td>
<td>38.9</td>
<td>16.7</td>
<td>16.0</td>
<td>28.9</td>
<td>14.3</td>
<td>27.0</td>
</tr>
</tbody>
</table>

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. Regional average values relate to developing economies in those regions.

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

DISCLAIMER:
- 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.

GENERATION DATE:
15 March 2021