

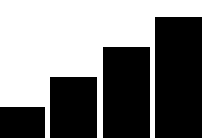
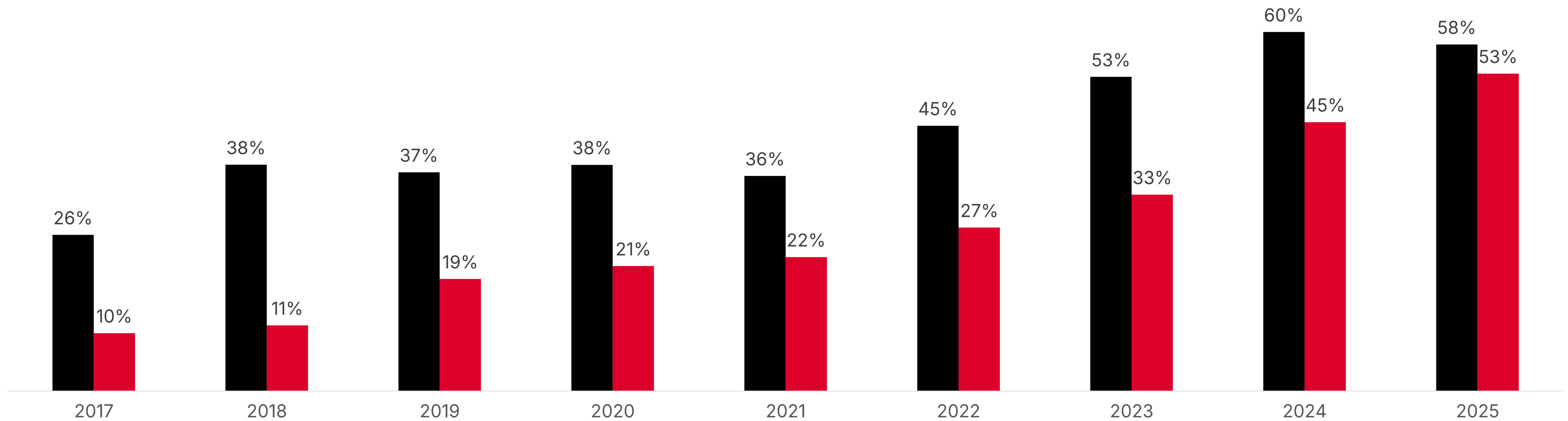
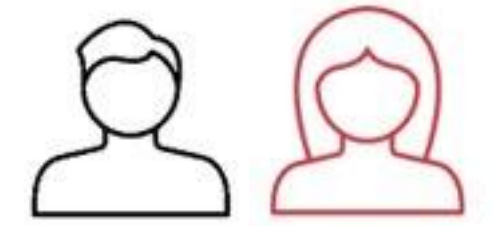
MOBILE GENDER GAP IN PAKISTAN

Based on findings from the GSMA Consumer Survey 2025



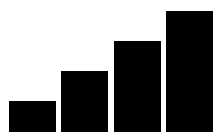
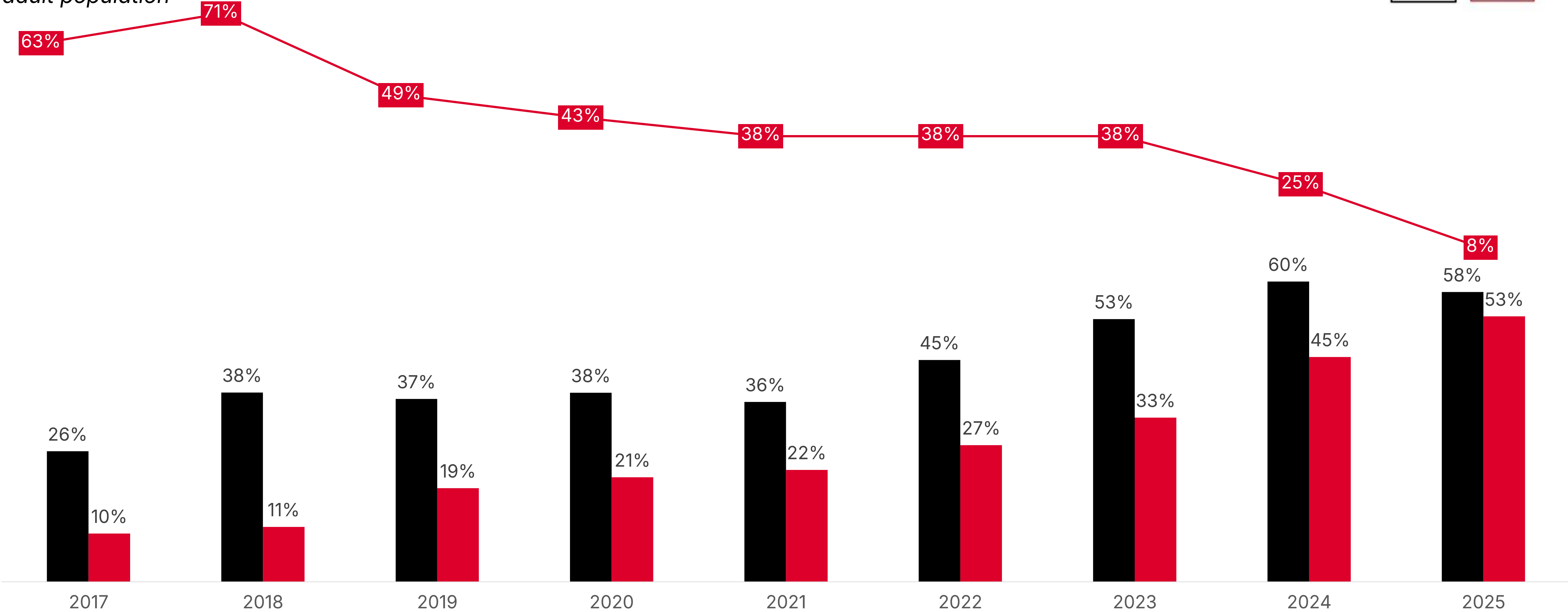
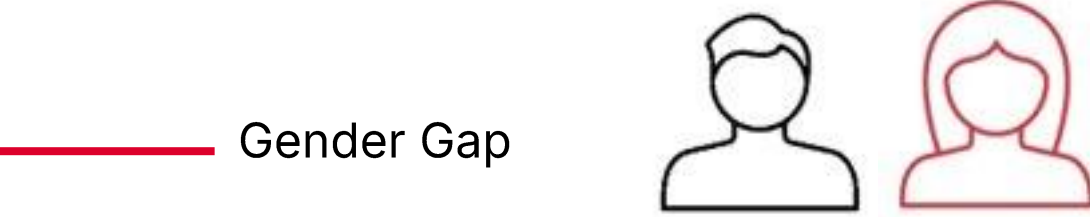
Mobile internet adoption in Pakistan has rapidly increased in recent years

Mobile internet adoption in Pakistan, 2017-2025
% of adult population



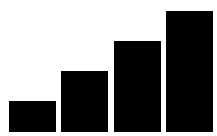
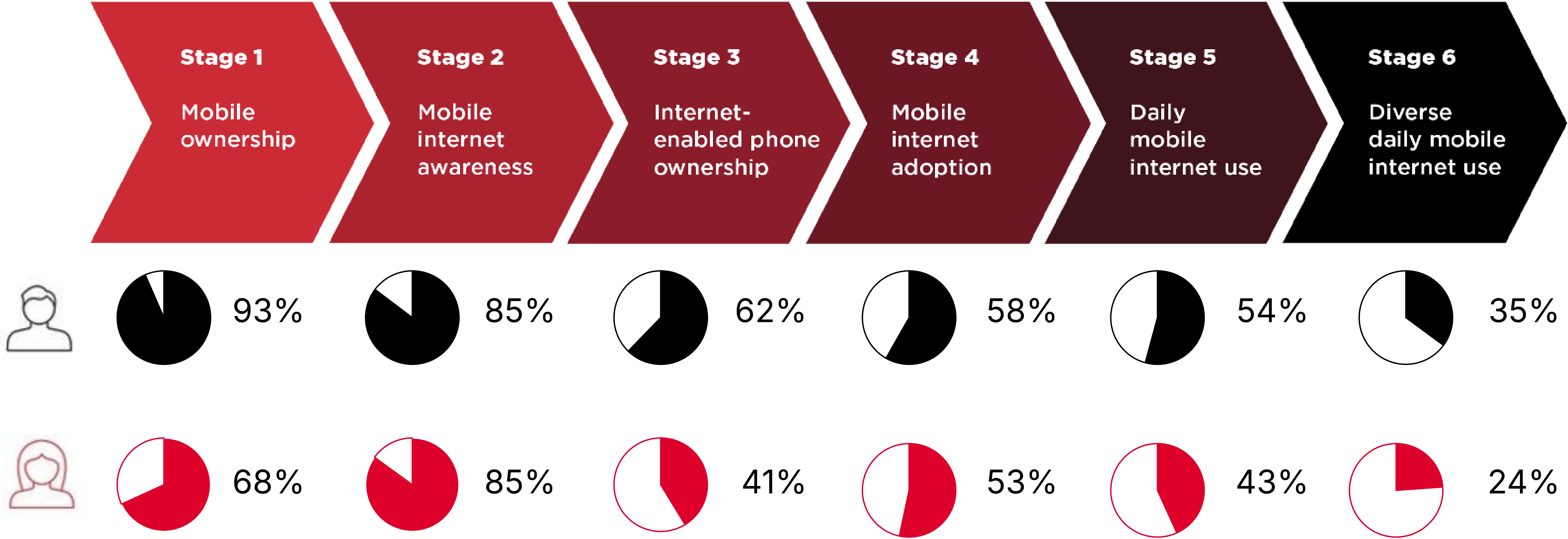
Over the past year, women's mobile internet adoption increased at a faster rate than men's, significantly narrowing the gender gap

Mobile internet adoption in Pakistan, 2017-2025
% of adult population



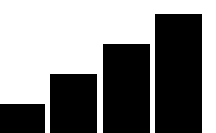
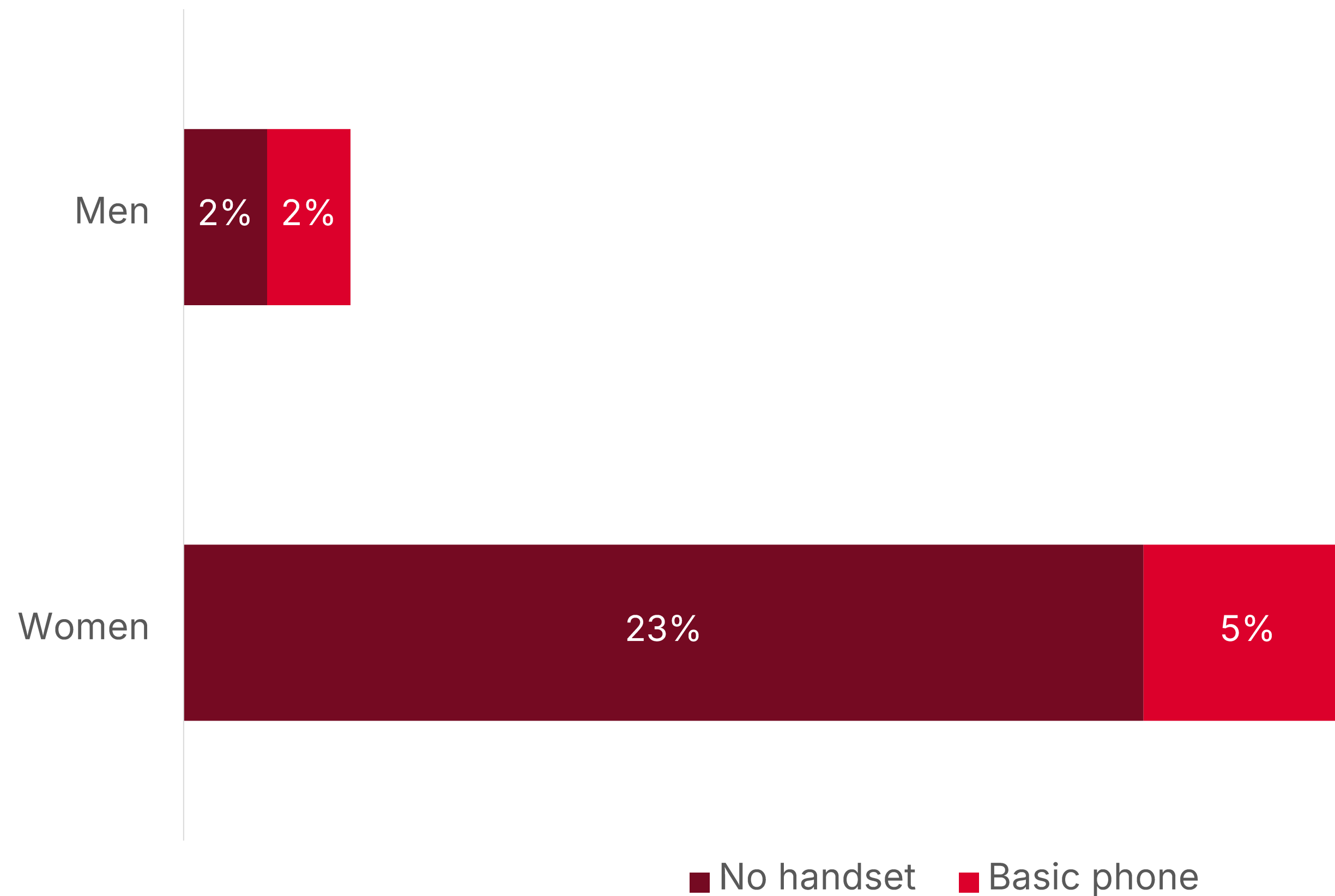
Women are less likely than men to progress along the mobile internet user journey in Pakistan

The mobile internet user journey in Pakistan
% of adult population



28% of women mobile internet users in Pakistan only access mobile internet through someone else's device

Mobile internet users in Pakistan who do not own an internet-enabled phone
% of mobile internet users



Literacy and digital skills and family disapproval are the top barriers to mobile internet adoption for women who are aware of it but don't yet use it

Top reported barriers to mobile internet adoption in Pakistan
Among those who are aware of mobile internet but do not use it

	Women	Men
1	Literacy and digital skills	Literacy and digital skills
2	Social norms	Affordability
3	Affordability	Safety and security concerns



The economic and social opportunity of closing the gender gap in mobile internet adoption in Pakistan is considerable

Closing the gender gap in mobile internet adoption in Pakistan over an 8-year period would generate an **additional \$55 billion in GDP**



Recommendations for stakeholders to further accelerate women's mobile internet adoption in Pakistan

Raise awareness of socially acceptable mobile internet use cases for women

(e.g. children's education, family income generation, video-calling relatives)

Raise awareness of the benefits of women having their own mobile phone

(e.g. privacy for health and financial services; chance to practice digital skills)

Improve women's mobile digital skills

(e.g. in schools, at sales touchpoints, or training programmes)

Design mobile services to accommodate women's lower literacy and digital skills

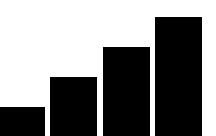
(e.g. use simple terminology, local language, icons not text)

Improve the availability of ultra low-cost internet-enabled devices

(e.g. consider removing taxes and fees; ensure they are part of the offer to consumers, including as part of subsidy and device-financing schemes)

Use women to reach women with mobile internet

(e.g. female role models, female ambassadors, female agents)





Thank you

The Mobile Gender Gap Report 2026 is available at:

www.gsma.com/gender-gap/

For more information, please contact:

connectedwomen@gsma.com

The GSMA Connected Women programme is currently funded by the UK Foreign, Commonwealth & Development Office, the Swedish International Development Cooperation Agency, and supported by the GSMA and its members. The Gates Foundation also contributes to the Mobile Gender Gap Report research and other work by the programme.

