



Technology

The Information Technology (IT) sector is one of the fastest growing industries in Pakistan witnessing a 3-year CAGR of 37% and contributing around 2.5% towards the country's GDP. The sector consists of two major segments namely, IT solutions and E-Commerce. The IT solution division has been growing at a 3-year CAGR of 32% whereas E-Commerce division has grown by 60% during the same time period. The proliferation of tech-startups and their buyouts by foreign companies is likely to enhance the sector contribution and it may witness exponential growth in coming years.

Did you know?

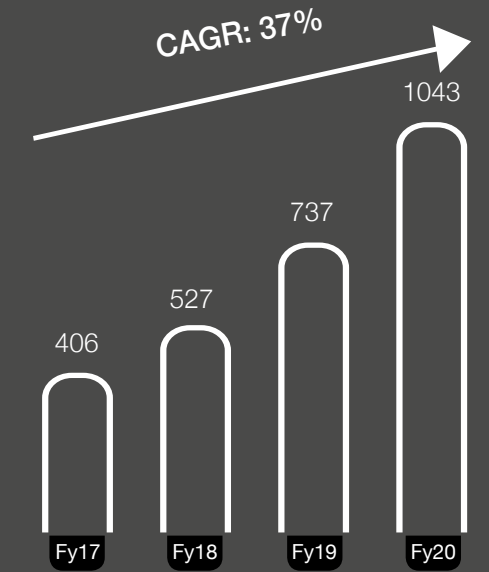
- Cellphone penetration in Pakistan is nearly 82% with a total of 176 million mobile connections, one of the highest in South Asia.
- Pakistan achieved 4th highest revenue growth rate of 47% in the freelance market.

Market Size:

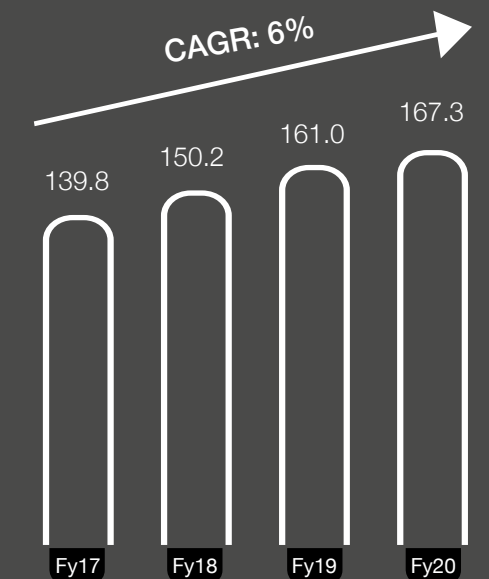
The total market size stands at PKR 1,043 Billion (USD 6.6 Billion), with IT solutions contributing 78% to the total expenditure, while the remaining share is of E-Commerce. The market has been largely untapped and vast potential exists to contribute strongly in the future. There is a total of 300,000 IT experts in Pakistan, with 10,000 new professionals produced each year.

CAGR
37%
 (last 3 years)

Technology Industry (PKR Billion)



Cellular Mobile Subscribers (PKR Billion)



Source: State Bank of Pakistan, Pakistan Economic Survey, Kamyu (now known as Daraz) and Ministry of Information Technology, Board of Investment Pakistan, Pakistan Telecommunication Authority, Cyan Research