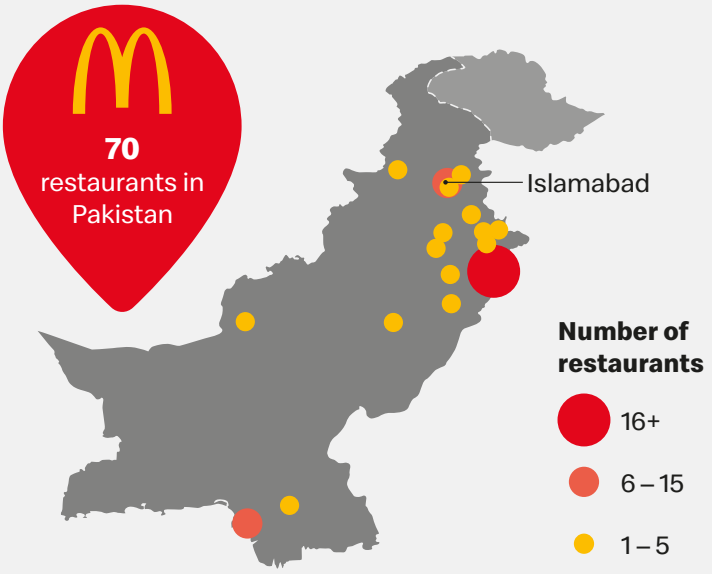
Pakistan

McDonald's socioeconomic impact[1]

McDonald's has operated in Pakistan for over 25 years, supporting economic activity through jobs, franchising, and local sourcing, while engaging in community programmes and offering localised menu items.[2]

Pakistan was home to 70 McDonald's restaurants.[3] In 2024, it welcomed over 17 million guests to its restaurants and delivered over 12 million meals to homes and businesses across the country.



McDonald's operations in Pakistan (● **direct**), its spending with domestic suppliers (● **indirect**), and the wages spent by employees and those in the supply chain (● **induced**) served…

Rs 22.6 bn

total contribution to Pakistan's GDP

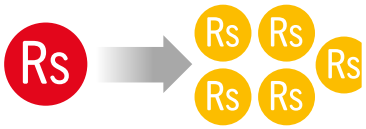
Rs Rs **Rs 3.9 bn**

Rs Rs Rs Rs Rs Rs Rs **Rs 14.1 bn**

Rs Rs **Rs 4.7 bn**

Note: Totals do not sum due to rounding.

To put the total contribution to GDP another way, every **Rs 1 million** in direct GDP by McDonald's supported a further **Rs 4.8 million** in GDP across Pakistan.



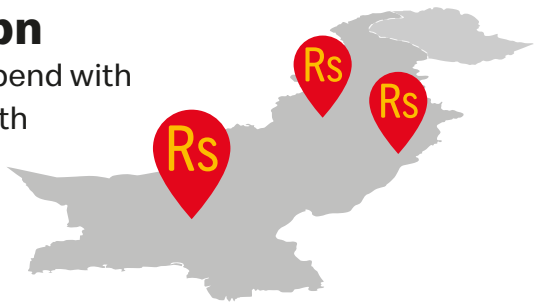


Rs 5.9 bn tax sustained

Rs 1 in every Rs 3,070 of government revenues.

Rs 15.1 bn

of McDonald's spend with suppliers was with Pakistan-based businesses…



…this was equivalent to **91%** of McDonald's total supplier spend.



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1. Values reflect the July 2024 to June 2025 period unless stated otherwise.
2. In Pakistan, McDonald's restaurants are operated by Siza Foods Pvt. Ltd.
3. Number of restaurants as of September 2025.

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13,900

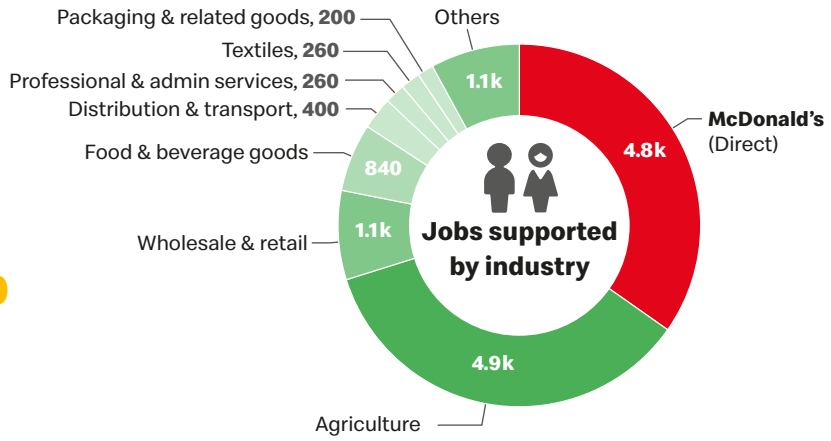
jobs supported in Pakistan

4,810

6,840

2,230

Note: Totals do not sum due to rounding.



Supporting early careers

40% of employees were **aged 18–24**, reflecting Pakistan's young population.

Continuous learning and development opportunities

Over **227,000 hours** of training delivered, and **415** McDonald's qualifications awarded. Empowering teams through skills and development.

Community impact and philanthropy

Rs 5 mn worth of meals donated, supporting community causes such as:

- Special Olympics Marathon
- Family-focused events
- Under-23 World Squash Championship
- Underprivileged schools and institutes

…in line with McDonald's commitment to giving back through educational and social support initiatives.

Rs 6 mn raised in 2025 through its Clean Drinking Water Initiative. McDonald's plans to install four clean water plants across Karachi and Lahore by early 2026, reinforcing its commitment to ensuring communities have access to clean, safe drinking water.

Values reflect the July 2024 to June 2025 period unless stated otherwise. Impact estimates provided by Oxford Economics. The GDP, employment and tax impact reflects McDonald's domestic operations in Pakistan, as well as any estimated supply chain expenditure with Pakistan-based suppliers by the International Developmental Licensed markets in scope of this 2026 study.

Explore your impact on our Economic Impact microsite via the QR code.