Press Release

Digital economy could contribute up to 7pc to GDP by 2030, highlights OICCI's latest Digital Report

KARACHI, APRIL 1, 2026: Pakistan's digital economy has the potential to contribute 5–7 per cent to GDP by 2030 if key structural bottlenecks are addressed and reforms accelerated, according to the OICCI Digital Report 2025, which underscores the sector's growing role as a driver of productivity, exports and financial inclusion.

The Overseas Investors Chamber of Commerce and Industry (OICCI) on Wednesday launched its flagship report, *'Recommendations for Pakistan's Digital Future'*, presenting a comprehensive assessment of the country's digital ecosystem, policy gaps and growth opportunities.

The OICCI Digital Report highlights strong momentum in Pakistan's digital adoption. IT and IT-enabled services (IteS) exports reached $3.8 billion, while the country's thriving freelance economy generated $779 million in earnings. Pakistan now has more than 150 million broadband subscriptions and over 200 million telecom connections, with the mobile ecosystem contributing an estimated $17 billion to the national economy.

Despite this progress, the report points to significant infrastructure gaps that could slow growth. Only about 18pc of cellular towers are connected through fibre, far below the global benchmark of around 40pc, limiting network capacity and readiness for next-generation technologies.

OICCI President Yousaf Hussain said the OICCI Digital Report reflects encouraging gains in digital finance and inclusion. "Pakistan has made notable strides in digital payments and financial inclusion. The Raast instant payment system processed PKR 18 trillion in peer-to-peer transactions in FY26, demonstrating the rapid adoption of digital financial services," he said, adding that infrastructure bottlenecks and regulatory delays continue to constrain the sector's full potential.

OICCI Secretary General M. Abdul Aleem noted that while policy dialogue has progressed, implementation remains slow. "Only about one-quarter of OICCI's digital policy recommendations issued in OICCI's Digital Report 2022 have been implemented so far. Faster execution, improved fibre penetration and a more investment-friendly regulatory environment will be essential to unlock Pakistan's digital potential," he said.

The OICCI report recommends lower taxes on broadband services and digital devices, accelerated fibre deployment, regulatory clarity in data protection and cybersecurity, and stronger public-private collaboration to position Pakistan as a competitive regional digital economy.

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