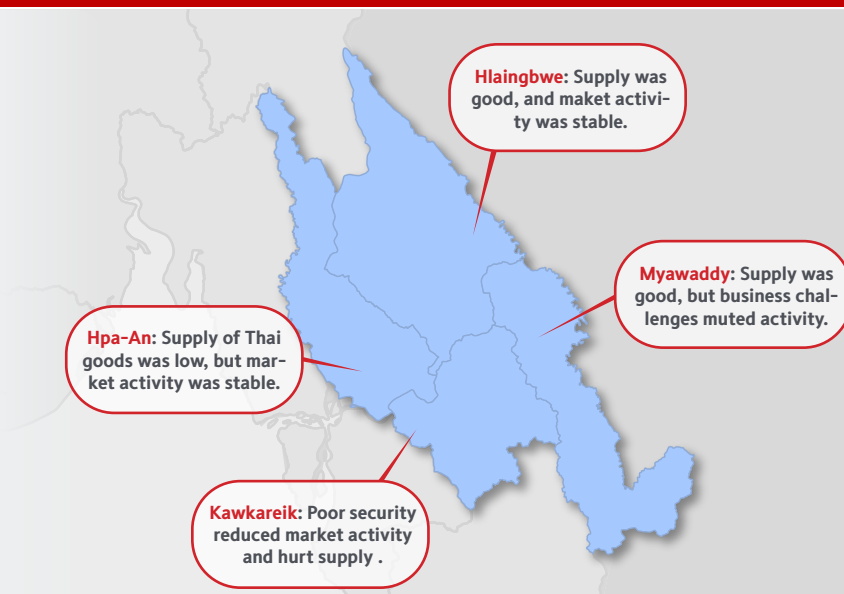


# Rapid Market Assessment

This Rapid Market Assessment (RMA) is a supplement to the MAU Market Price Report in Southeast Myanmar. It provides township-level data on market functionality, activity, supply, and logistics. Data were collected through observation and KIIs with retailers during Mar. 11-18, 2024. Reports available at [www.themimu.info/market-analysis-unit](http://www.themimu.info/market-analysis-unit).

## KEY FINDINGS

- **Town markets were functional and well-supplied**, but the village market differed significantly;
- **Activity declined in the Kawkareik village market** due to conflict, and retail challenges mounted;
- **Fuel and medicines remained scarce in the region**, and many goods were undersupplied in Kawkareik;
- **Formal inter-townships shipping continued**, but informal shipping costs climbed in Kawkareik;
- **Poor security and weak demand were challenges** for retailers in all markets in March;
- **Some retailers were reticent to boost inventory** due to weak inventory, such as those in Myawaddy.



## Regional Overview

**Market Functionality** - Town markets were operational, but Kawkareik village conditions were worse. Markets remained open, but retailers described safety in Kawkareik and Myawaddy markets as poor. That said, there were no reports of recent damage or closures.

**Market Activity** - Market activity declined in Kawkareik in March, but it was little changed in towns. Conflict muted market activity in the Kawkareik village market, and a difficult operating environment limited retailer activity in Myawaddy where route closures and high shipping costs pushed some retailers out of the market.

**Availability of Goods** - Goods were fairly well supplied in towns, but fuel and medicines were scarce. Town markets generally offered a range of foods and NFIs, and only fuel and medicines stood out as particularly understocked. Supply was unsurprisingly poorer in the Kawkareik village market than in the town markets.

**Transport & Logistics** - Inter-township shipping was possible, but rice shipments were limited. Shipping costs were rising in Kawkareik—where retailers relied on informal shipping—and in Hlaingbwe. Hpa-An retailers said regulation of rice shipments limited supply. Most retailers sourced supply from nearby townships.

**Retailer Challenges** - Retailers faced challenges related to poor supply, poor security, and weak demand. Weak demand was a concern for retailers in town markets, but retailers also reported challenges accessing supply. Security was a concern across markets, but only retailers in the Kawkareik village market cited market- or infrastructure-related damage as a large concern. Poor cash access was a growing concern in March.

**Possible Interventions** - Some retailers were unlikely to increase supply amid high fuel costs and flagging demand. Retailers in Kawkareik and Myawaddy said they were unlikely to increase inventory as long as fuel costs stayed high and demand remained poor. Retailers in Hpa-An and particularly Hlaingbwe were more keen to increase inventory provided assistance such as fuel subsidies or assurances of safe travel.

## What to Watch

- Protracted conflict in **Kawkareik** township could permanently reduce village market activity;
- Town markets were functional and fairly well supplied, but **village** conditions may differ significantly;
- Access to **fuel** and **medicines** is likely to remain poor, and supply of Thai goods may remain irregular.

# Hlaingbwe Township

## Town Market

**Market conditions were stable in Hlaingbwe Town market, and goods were relatively well supplied.**

Hlaingbwe market remained operational, and retailers said conditions were safe. Customer activity declined in recent months, but most retailers remained active. Critical items like essential foods, fuel, and medicine were not adequately supplied, but most other goods were available. Retailers supplied from Hpa-An town, but shipping costs were rising. Supplying critical items was challenging for retailers; they also reported poor cash access, safety risks, and weak demand as customer activity declined.



**Market Functionality** - Market hours were stable in Hlaingbwe Town, and there was no recent damage or closures. Retailers said the market area was safe.

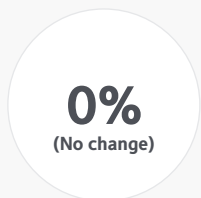
- **Opening Hours:** 5am-6pm, daily.
- **Market Security:** Safe.
- **Market Damage:** No recent damage.
- **Closures:** No closures in previous week.

**Market Activity** - Hlaingbwe town market activity was fairly stable in recent months, and customers continued to visit from area villages and townships.

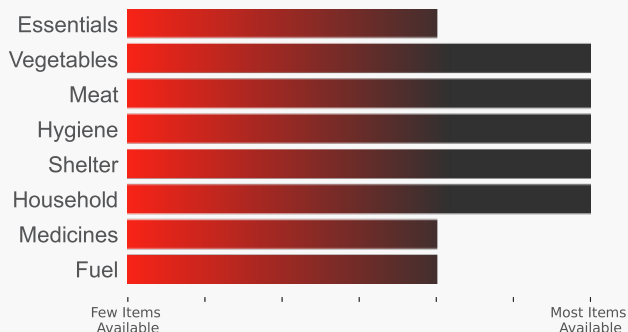
### Customers



### Retailers



**Availability of Goods** - Availability of many goods was relatively good in Hlaingbwe Town, although there was limited supply of critical items like essential foods, fuel, and medicines.



### Scarce Items

- Rice powder
- Fuel

## Transport & Logistics

- **Inter-Township:** Formal shipping allowed.
- **Suppliers:** Hpa-An.
- **Lead Time:** 1 day.
- **Shipping Costs:** Rising.
- **Example Rates:**



**50kg Rice Bag**  
2,000 MMK  
(from Hpa-An)



**Small Car**  
45,000 MMK  
(from Hpa-An)



**Small Truck**  
150,000 MMK  
(from Hpa-An)



**Small Boat**  
-

**Retailer Challenges** - Hlaingbwe town retailers said their greatest challenge was accessing regular supply, but they also face multiple other challenges. In March retailers also struggled with weak demand, poor cash access, and personal safety.



# Hpa-An Township

## Town Market

**Market conditions were stable in Hpa-An and food supply was good, but NFI supply was poor.** Hpa-An market remained operational, and retailers said conditions were safe. Customer activity grew slightly in recent months, but retailer activity did not. Foods were well-supplied in Hpa-An, although NFI access was poor and rice supply suffered from restrictions on shipments. Retailers continued to supply from Thaton in Mon State, and shipping costs were stable. Transportation limits and supply bottlenecks were retailers' major concerns, although they worried about weak demand and safety/security as well.

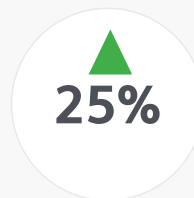


**Market Functionality** - Market hours were stable in Hpa-An Town, and there was no recent damage or closures. Retailers said the market area was safe.

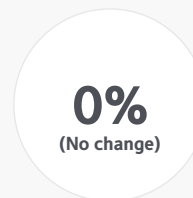
- **Opening Hours:** 6am-5:30pm, daily.
- **Market Security:** Safe.
- **Market Damage:** No recent damage.
- **Closures:** No closures in previous week.

**Market Activity** - Hpa-An town market activity was fairly stable in recent months, and customers continued to visit from area villages and townships.

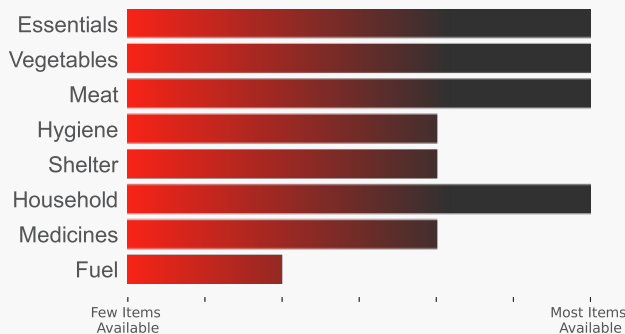
### Customers



### Retailers



**Availability of Goods** - Availability of many foods was good in the Hpa-An Town market, but supply of NFIs was poorer. Supply of fuel was particularly poor, and restrictions on transporting rice limited local supply.



### Scarce Items

- Rice
- Packaged foods

## Transport & Logistics

- **Inter-Township:** Formal shipping allowed.
- **Suppliers:** Thaton.
- **Lead Time:** 2 days.
- **Shipping Costs:** Stable.
- **Example Rates:**



**50kg Rice Bag**  
1,500 MMK  
(from Thaton)



**Small Car**  
225,000 MMK  
(from Thaton)



**Small Truck**  
300,000 MMK  
(from Thaton)



**Small Boat**  
-

**Retailer Challenges** - Transportation difficulties—such as limits on the movement of rice—were a major challenge for retailers, as well as weaker-than-normal demand. Personal safety and poor access to supply of fuel, medicines, and NFIs were notable challenges as well.



# Kawkareik Township

## Village Market

**Kawkareik village retailers faced many challenges—particularly security risks—and activity declined.** The village market remained open in mornings, but retailers described conditions as unsafe. Retail activity declined in March, even as the township's main town market remained closed. Supply of medicines and some other goods was poor, but essential foods were generally available. Retailers continued to source goods from Myawaddy and Hpa-An, although shipping costs were rising in March. Kawkareik village retailers reported facing many significant challenges.

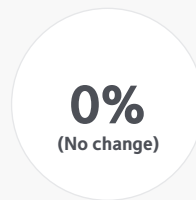


**Market Functionality** - Market hours were stable, and there was no recent damage or closures, but retailers said the local market environment was unsafe.

- **Opening Hours:** 5am-11am, daily.
- **Market Security:** Unsafe.
- **Market Damage:** No recent damage.
- **Closures:** No closures in previous week.

**Market Activity** - Market activity contracted in March due to ongoing conflict risk. Customers visited from area villages and townships.

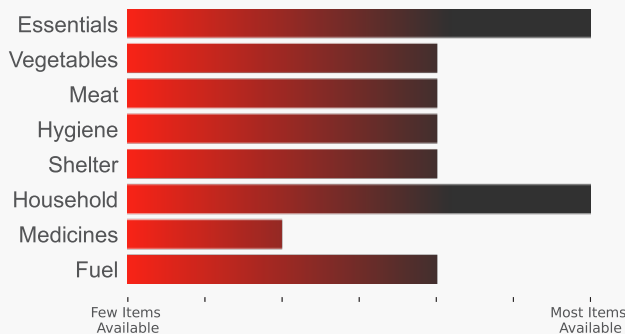
### Customers



### Retailers



**Availability of Goods** - Availability of essential foods and household NFIs was good, but supply of medicines and other goods was poor. A number of foods and NFIs were generally available in the market.



### Scarce Items

- Rice
- Meat/fish
- Soap, detergent
- Cooking pots
- Fuel

## Transport & Logistics

- **Inter-Township:** Formal shipping not allowed.
- **Suppliers:** Myawaddy, Hpa-An.
- **Lead Time:** 1-2 days.
- **Shipping Costs:** Rising.
- **Example Rates:**



**50kg Rice Bag**  
7,000 MMK  
(from Myawaddy)



**Small Car**  
300,00 MMK  
(from Myawaddy)



**Small Truck**  
600,000 MMK  
(from Myawaddy)



**Small Boat**  
-

**Retailer Challenges** - Kawkareik village retailers reported a wide range major business-related challenges. Despite relatively broad availability of goods, retailers still worried about poor transportation and limited supply. Personal safety and weak demand were significant challenges as well.



# Myawaddy Township

## Town Market

**Myawaddy town market was operational and well-supplied, but retailers struggled to continue operating.**

Myawaddy market remained operational, but retailers said the local area was unsafe. Customer activity increased recently as nearby village markets lacked supply, yet retailer activity declined due to mounting operational challenges. Not all vegetables and medicines were available in Myawaddy, but most goods were well-supplied. Retailers faced many challenges, particularly weak demand and difficulties with transportation and movement of goods to neighboring townships in Kayin State.

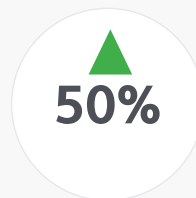


**Market Functionality** - Market hours were stable in Myawaddy Town, and there was no recent damage or closures. Retailers said the market area was unsafe.

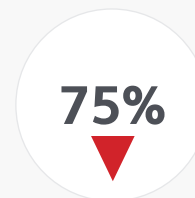
- **Opening Hours:** 5am-6pm, daily.
- **Market Security:** Unsafe.
- **Market Damage:** No recent damage.
- **Closures:** No closures in previous week.

**Market Activity** - Operating challenges reduced retailer counts in recent months, yet customer activity rose as buyers arrived from supply-poor rural areas.

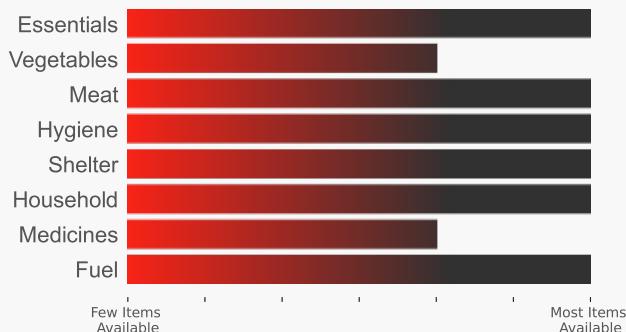
### Customers



### Retailers



**Availability of Goods** - Availability of food and NFIs was relatively good in Myawaddy Town market. Supply was particularly good for NFIs in this trade town, although vegetables and medicines remained scarce.



### Scarce Items

- Rice
- Vegetables
- Medicines

## Transport & Logistics

- **Inter-Township:** Formal shipping allowed.
- **Suppliers:** Mae Sot.
- **Lead Time:** <1 day.
- **Shipping Costs:** Stable.
- **Example Rates:**



**50kg Rice Bag**  
10,000 MMK  
(from Mae Sot)



**Small Car**  
100,000 MMK  
(from Mae Sot)



**Small Truck**  
300,000 MMK  
(from Mae Sot)



**Small Boat**  
-

**Retailer Challenges** - Retailers faced a wide variety of challenges, and they said demand remained weak even as customers arrived from area villages. Transportation also remained challenging even as shipping costs held stable. Poor supply, market damage, cash access, and safety were all challenges.



## Indicator Descriptions

### Market Functionality

**Opening Hours:** Typical market hours during the week of data collection.

**Market Security:** Observer's assessment of security environment in/around market, relative to preceding months.

**Market Damage:** Whether significant recent damage to market infrastructure and/or inventory has occurred.

**Closures:** Whether market-wide closures affected the location during the week of data collection.

### Market Activity

**Retailer Activity:** Estimated portion of normal (e.g., early-November 2023) retailers active in the market.

**Customer Traffic:** Estimated portion of normal (e.g., early-November 2023) customers visiting the market.

**Customers Served:** Provenance of customers served by the market.

### Availability of Goods, by Category

**Availability:** Estimated portion of goods in each category with reliable availability.

Category	Examples
Essentials	Rice, cooking oil, pulses, etc.
Vegetables	Eggplant, long bean, watercress, green chili, etc.
Meat/Fish	Chicken, dried fish, fresh fish, fish paste, etc.
Hygiene	Soap, detergent, sanitary pads, toothpaste, etc.
Shelter	Plastic tarp, wood, nails, wire, construction tools, etc.
Household	Blanket, clothing, towels, jerry can, cooking pots, etc.
Medicines	Paracetamol, amoxicillin, etc.
Fuel	95 octane, 92 octane, etc.

### Transportation & Logistics, by Modality

**Inter-Township:** Whether or not inter-township shipping is formally allowed, according to retailers.

**Suppliers:** Primary source of goods supplied to the market, according to retailers.

**Lead Time:** Time needed to receive goods after order is placed, according to retailers.

**Shipping Costs:** Whether shipping costs are falling, stable, or rising in recent weeks.

**Example Rates:** Example one-way shipping costs, according to retailers.

### Retailer Challenges

**Measure:** Qualitative estimate of the frequency / severity of challenge: low (white), medium (yellow), or high (red).

Challenge	Description
Transport Limits	Price and availability of shipping / transportation services.
Supply Limits	Ability to maintain and replenish inventory with new supply.
Weak Demand	Customer purchases and active demand for goods.
Market Damage	Damage to market infrastructure and/or inventory.
Cash Access	Availability of desired cash and/or credit (for business operations).
Personal Safety	Personal safety of retailers and/or customers in/around market.

## **Market Analysis Unit (MAU)**

The Market Analysis Unit is an independent project that provides donors, humanitarian responders, development practitioners and private sector actors in Myanmar with data and analysis to better understand the impacts of market developments, conflict and other crises on:

- Household purchasing power, including coping mechanisms, safety nets and access to basic needs;
- Supply chains, including trade, cross-border dynamics and market functionality (particularly as it relates to food systems);
- Financial services, including financial services providers, household and business access to finance and remittances; and
- Labor markets (formal and informal), with a focus on agricultural labor and low-wage sectors (e.g., construction, food services).

### **CONTACT**

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