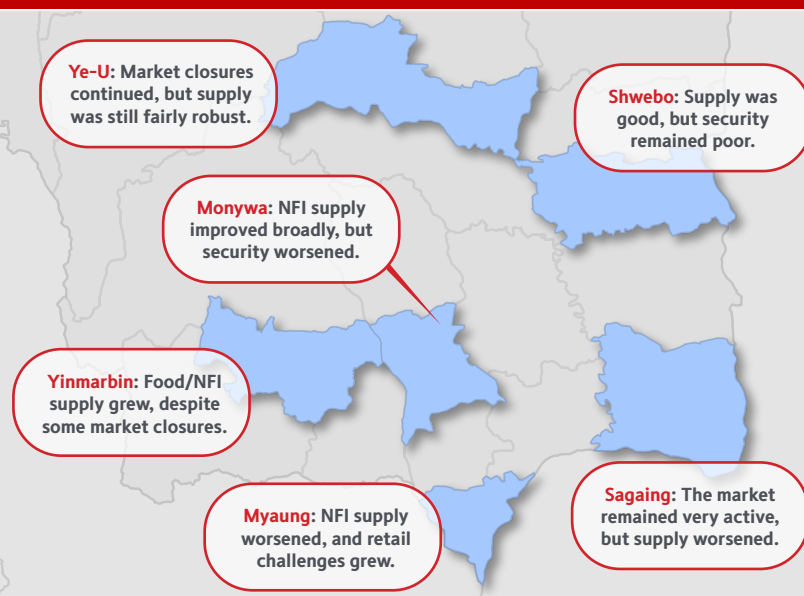


# Rapid Market Assessment

This Rapid Market Assessment (RMA) is a supplement to the MAU Market Price Report in Southern Sagaing Region. It provides township-level data on market functionality, activity, supply, and logistics. Data were collected through observation and KIIs with retailers during December 21-22, 2024. Reports available at [www.themimu.info/market-analysis-unit](http://www.themimu.info/market-analysis-unit).

## KEY FINDINGS

- **Markets were functional but security worsened**, and four-of-six market areas were unsafe;
- **Retail activity varied by township**, but it rebounded in Monywa and Ye-U where it was low in October;
- **Food supply generally improved in the region**, but NFI supply trends varied across the region;
- **Supply was good in Ye-U, Shwebo and Yinmarbin**, but it was relatively poor in Sagaing;
- **Shipping rates were stable in the region**, but supplying goods from Mandalay grew more difficult;
- **Poor security worried retailers more than supply**, yet supply and transportation remained difficult too.



## Regional Overview

**Market Functionality - Security worsened at markets in the region, and operational challenges grew.** All markets monitored remained open throughout the day, but observers described four-of-six markets as relatively unsafe. There were no reports of market damage in December, but Ye-U and Yinmarbin markets saw some short-term market closures.

**Market Activity - Market activity grew in some townships while contracting in others.** Monywa and Ye-U markets saw increased retailer and customer activity from October to December, but activity shrank slightly in Myaung and Yinmabin. The Sagaing and Monywa markets remained by far the most busy, but all markets monitored received customers from neighboring villages and townships.

**Availability of Goods - Food supply improved from October to December, while NFI supply was stable.** Supply improved for vegetables and essential foods like rice and cooking oil, and supply of critical hygiene NFIs improved as well. NFI supply was otherwise stable, but fuel supply remained very poor. Yinmarbin and Monywa markets accounted for much of the improvement in supply. Supply was poorest in Myaung and Sagaing, and supply in these markets declined further in December.

**Transport & Logistics - Retailers said shipping costs were stable in the region, but supply lead-times fluctuated.** Supply lead-times from Mandalay grew while lead-times from Yangon contracted. For example, lead-times from Yangon to Monywa fell from two weeks to just ten days, while lead-times from Mandalay to Monywa grew from five days to seven. Supply lead times local within the region were unchanged.

**Retailer Challenges - Safety concerns grew in December and remained paramount for retailers.** Challenges related to transportation and cash receded somewhat, yet security worries remained high. Retail challenges grew in Myaung, but they receded in Yinmarbin and Ye-U. Myaung and Monywa retailers reported the most serious retailer challenges. Supply challenges remained concerning for retailers but less so than security.

## What to Watch

- Declining inventory at the relatively busy **Sagaing** market could impact supply to smaller villages;
- Tenuous supply links with **Mandalay** will likely continue to complicate supply to the region;
- Supply of **food** and particularly **vegetables** may improve further as winter harvest gains speed.

## 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 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.

