

Rapid Market Assessment

This Rapid Market Assessment (RMA) is a supplement to the MAU Market Price Report in South Sagaing Region. It provides township-level data on market functionality, activity, supply, and logistics. Data were collected through observation and KIIs with retailers during Feb. 21-27, 2024. Reports available at www.themimu.info/market-analysis-unit.

KEY FINDINGS

- **Markets remained open and operational**, but security was poor in Myaung, Shwebo and Yinmarbin;
- **Many foods and NFIs were available**, although NFIs were generally less available than food items;
- **Fuel and medicines were scarce regionwide**, and rice and cooking oil were limited in Monywa;
- **Regional trade remained possible**, but supply lead times ranged from two days to two weeks;
- **Monywa, Mandalay and Yangon supplied goods** to markets in the region, and costs were fairly stable;
- **Security and transportation were key challenges** for retailers, while other challenges were moderate.



Regional Overview

Market Functionality - Markets continued to operate regularly, but security was poor in some markets. Markets were generally open and there were no reports of recent damage or closures, but markets in Myaung, Shwebo Town, and Yinmarbin were described as relatively unsafe.

Market Activity - Activity in town and village markets was stable or falling in recent months. Markets in Shwebo and Yinmarbin had contracted sharply in past months, and customer activity was down in Monywa Town market. Other markets saw little change in activity, while the Ye-U village had seen customers increase as people visited from other townships.

Availability of Goods - Goods were generally available in markets, but fuel and medicines were scarce. The availability of food items was sometimes better than for NFIs, but overall many goods were available. The Yinmarbin village market was an exception as it lacked some foods and many NFIs. Poor availability of fuel and medical-related items was common across markets in the region.

Transport & Logistics - Retailers supplied from Yangon, Mandalay and Monywa, but lead-times varied.

Supply lead-times varied greatly by market and ranged from as little as two days to as much as two weeks.

Retailer Challenges - Retailers struggled most with security and transportation. Poor security was a common concern for retailers across markets, as was poor transportation and supply. Retailers in Shwebo Town reported the most challenges, and Shwebo and Yinmarbin retailers both reported weak demand.

Possible Interventions - Retailers said interventions could help them increase inventory but only slightly. Most retailers were willing and able to increase inventory provided support, but they were likely to increase it only slightly. This may be due to the fact that goods appeared to be already fairly available in most of the markets monitored.

What to Watch

- Availability of **fuel** and **medicines** was consistently poor across the region;
- Security concerns in **Monywa** in early-March may further reduce customer activity in this key market;
- Remote village markets like that in **Yinmarbin** likely face poorer food and NFI availability.

Monywa Township

Town Market

Monywa Town market was operational and relatively well supplied, but many customers had left. The market remained operational and retailers regarded the surrounding area as safe, yet customer activity had fallen by half in recent months. Availability of food and NFIs was fairly good, although supply of medicines, fuels, rice and cooking oil were somewhat limited. Formal shipping was possible, and retailers supplied from Yangon and Ye-U. Retailers reported facing relatively few challenges, although transportation limits and difficulty procuring new supply were notable challenges.

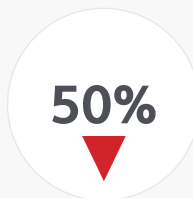


Market Functionality - Market hours were stable, and there was no recent damage or closures. Retailers described the market environment as safe.

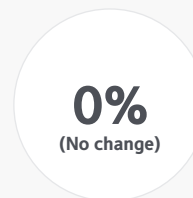
- **Opening Hours:** 7am-4pm, daily.
- **Market Security:** Safe.
- **Market Damage:** No recent damage.
- **Closures:** No closures in previous week.

Market Activity - Retailers remained active in the town market, and it still served regional customers, but customer activity had declined in recent months.

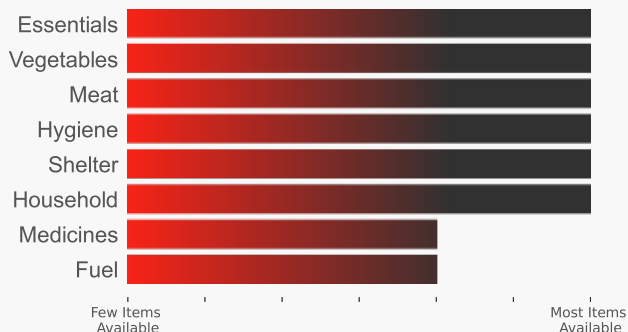
Customers



Retailers



Availability of Goods - Availability of food and NFIs was relatively good in Monywa's town market, although there was limited fuel and medicines. Rice and cooking oil were also reported to be limited.



Scarce Items

- *Rice, cooking oil*
- *Medicines*

Transport & Logistics

There were no recent changes in formal shipping.

- **Inter-Township:** Formal shipping was allowed.
- **Suppliers:** Yangon, Ye-U.
- **Lead Time:** 10-15 days.
- **Shipping Rates:**



50kg Rice Bag
3,000 MMK
(locally)



Small Car
45,000 MMK
(from Butalin)



Small Truck
95,000 MMK
(from Butalin)



Small Boat
-

Retailer Challenges - Monywa town retailers reported few major business-related challenges. Transportation and supply limits were the most notable difficulties, but retailers did not appear as concerned with these challenges as retailers in other markets monitored.

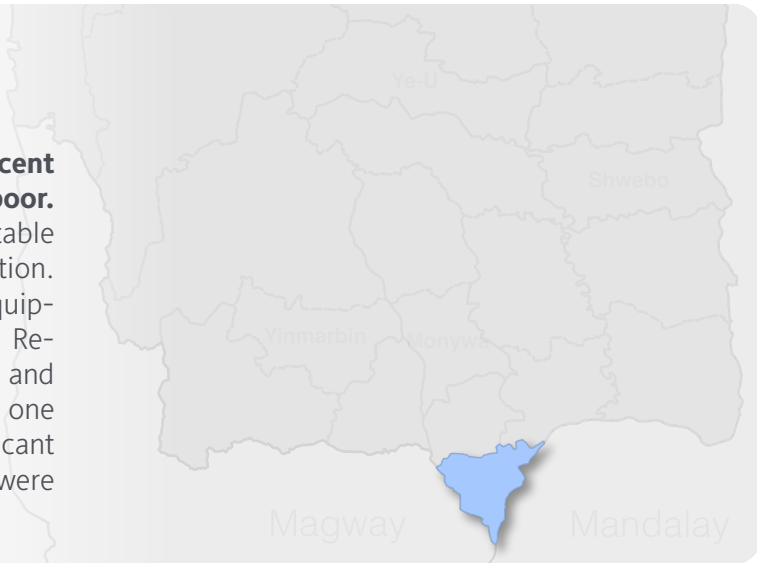


Myaung Township

Village Market

The Myaung village market was unchanged in recent months and supply was good, but security was poor.

Activity in the village market had remained fairly stable in recent months, despite a tenuous security situation. Many goods were available, although medical equipment and supplies were limited and fuel was scarce. Retailers reported supplying from Mandalay, Monywa, and Chaung-U, but resupply was slow and typically took one week or more. Safety and security was the most significant concern for retailers, although transportation limits were also challenging for them.

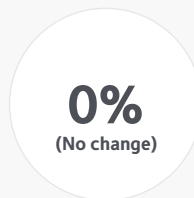


Market Functionality - Market hours were stable, and there was no recent damage or closures. Retailers said the market environment was somewhat unsafe for visitors.

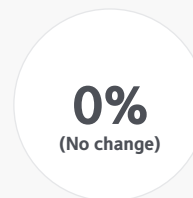
- **Opening Hours:** 6am-5pm, daily.
- **Market Security:** Unsafe.
- **Market Damage:** No recent damage.
- **Closures:** No closures in previous week.

Market Activity - Village market activity had changed little since late-2023. The market served only customers from Myaung Township.

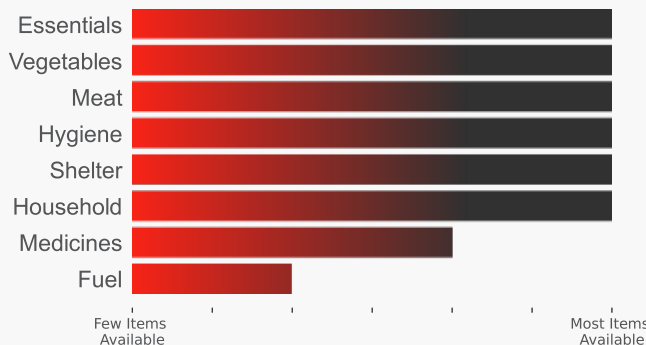
Customers



Retailers



Availability of Goods - Availability of food and NFIs was relatively good in the Myaung village market, although there was limited fuel and medicines. Medical supplies and equipment were also scarce.



Scarce Items

- Medicines
- Medical equipment

Transport & Logistics

There were no recent changes in formal shipping.

- **Inter-Township:** Formal shipping was allowed.
- **Suppliers:** Mandalay, Monywa, Chaung-U.
- **Lead Time:** 7 days.
- **Shipping Rates:**



50kg Rice Bag
1,000 MMK
(from Monywa)



Small Car
1.5 lakh MMK
(from Monywa)



Small Truck
-
-



Small Boat
-
-

Retailer Challenges - Myaung village retailers reported few major business-related challenges. Transportation difficulties and safety/security were the most notable challenges, however few other business conditions were reported to be particularly challenging.



Shwebo Township

Town Market

Shwebo Town market had shrunk due to safety concerns, although many goods remained available. Customer and retailer activity had contracted sharply in recent months due to security risks, and observers described the market area as unsafe. Foods and NFIs were generally available in the market, although medicines and particularly fuels were not widely available. Retailers in the market ordered supply from Mandalay, Yangon, and Monywa, and lead times were reasonable. Retailers reported facing many significant challenges, most notably security risks and transportation limits.



Market Functionality - Market hours were stable, and there was no recent damage or closures. Retailers said the market environment was somewhat unsafe for visitors.

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

Market Activity - Customer and retailer activity had declined sharply since late-2023, and the market mainly attracted customers from Shwebo Township.

Customers

75%

Retailers

75%

Availability of Goods - Availability of food and NFIs was relatively good in Shwebo's town market, although fuel availability was severely limited. Availability of medicines was worse than other goods.

Category	Availability Level
Essentials	High
Vegetables	High
Meat	High
Hygiene	High
Shelter	High
Household	High
Medicines	Medium-Low
Fuel	Very Low

Scarce Items

- Fuel

Transport & Logistics - There were no recent changes in formal shipping.

- **Inter-Township:** Formal shipping was allowed.
- **Suppliers:** Mandalay, Yangon, Monywa.
- **Lead Time:** 2-3 days.
- **Shipping Rates:**
 - 50kg Rice Bag** 3,000 MMK (from Monywa)
 - Small Car** 35,000 MMK (locally)
 - Small Truck** 40,000 MMK (locally)
 - Small Boat** -

Retailer Challenges - Transportation limits and safety/security were the most significant challenges for Shwebo town retailers. Transportation difficulties translated into supply limits, and retailers struggled with poor demand as customer traffic declined.

Transport Limits

Supply Limits

Weak Demand

Market Damage

Cash Access

Personal Safety

Ye-U Township

Village Market

The Ye-U village was increasingly active, and supply was good even absent a daily general market. Customer activity had more than doubled in recent months, although retailer activity had not grown in step. Foods and NFIs were nonetheless well-stocked in this village with a wet market and standalone shops (there was no daily general market). Retailers ordered supply from Mandalay, Monywa, and Tabayin, and lead times were relatively short. Retailers reported facing several challenges like cash access, transportation limits, and poor security, but these were generally moderate.

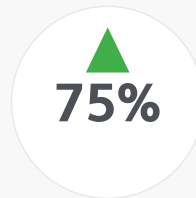


Market Functionality - There was no general market in the village, but the daily wet market and local shops kept regular hours. Retailers said the commercial areas were safe.

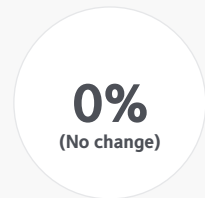
- **Opening Hours:** 6am-5:30pm, periodic.
- **Market Security:** Safe.
- **Market Damage:** No recent damage.
- **Closures:** No closures in previous week.

Market Activity - Customer activity in this market—which serves area villages and townships—had grown recently, but retailer activity had not.

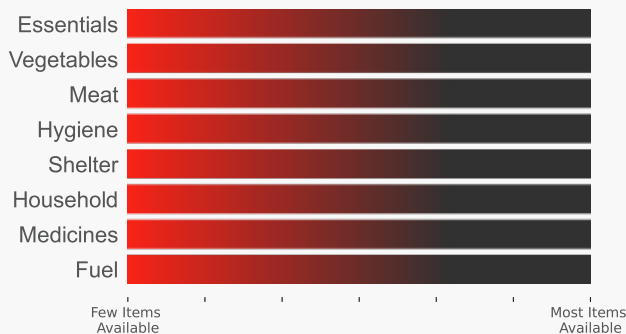
Customers



Retailers



Availability of Goods - Availability of food and NFIs was relatively good in the Ye-U village, despite the absence of a daily general market. Observers said the main product shortages related to machinery and farming.



Scarce Items

- *Machine parts*
- *Agriculture inputs*

Retailer Challenges - Transportation limits, safety/security, and poor access to cash were the most significant challenges for Ye-U village retailers, although retailers said these were not terribly severe. In general, retailers in the Ye-U village market said they faced few major challenges.



Transport & Logistics

Shipping costs were rising in recent months.

- **Inter-Township:** Formal shipping was allowed.
- **Suppliers:** Mandalay, Monywa, Tabayin.
- **Lead Time:** 3-4 days.
- **Shipping Rates:**



50kg Rice Bag
6,000 MMK
(from Tabayin)



Small Car
25,000 MMK
(from Tabayin)



Small Truck
30,000 MMK
(from Tabayin)



Small Boat
-

Yinmarbin Township

Village Market

The Yinmarbin village market had contracted due to poor security, and supply was poorer than elsewhere.

Customer and retailer activity had shrunk in recent months due to security risks, and observers said the market environs were somewhat unsafe. Goods were not widely available, although supply was slightly better for foods than for NFIs. Medicines, shelter items, and household items were most scarce. Retailers supplied from Monywa and lead times were very long. Weak demand due to declining customer activity was retailers' greatest challenge, but poor supply and cash access were also notable difficulties.

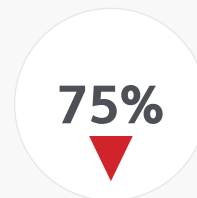


Market Functionality - Market hours were stable, and there was no recent damage or closures, but retailers said the market area was relatively unsafe compared to past months.

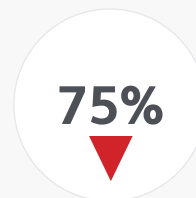
- **Opening Hours:** 6am-4pm, daily.
- **Market Security:** Unsafe.
- **Market Damage:** No recent damage.
- **Closures:** No closures in previous week.

Market Activity - Customer and retailer activity had fallen significantly since late-2023, and the market mainly served area villages.

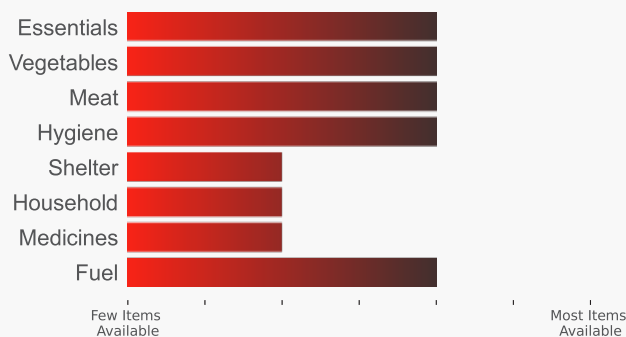
Customers



Retailers



Availability of Goods - NFIs were not widely available in the Yinmarbin village market, and shelter/construction materials were most scarce. Food items were available but less so than in other markets monitored.



Scarce Items

- *Shelter/construction*

Transport & Logistics

There were no recent changes in formal shipping.

- **Inter-Township:** Formal shipping was allowed.
- **Suppliers:** Monywa.
- **Lead Time:** 2 weeks.
- **Shipping Rates:**



50kg Rice Bag

-



Small Car

-



Small Truck

-



Small Boat

-

Retailer Challenges - Weak demand was the most significant challenge for Yinmarbin village retailers, likely due to recent contractions in market activity. Limited access to new supply and difficulty accessing cash were also notable challenges.



Transport Limits



Supply Limits



Weak Demand



Market Damage



Cash Access



Personal Safety

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.

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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