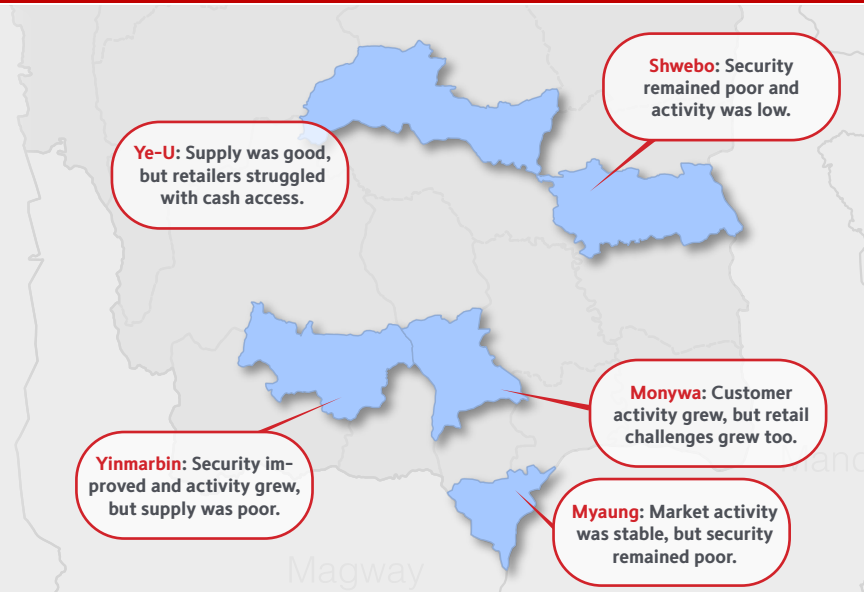


Rapid Market Assessment

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 Mar. 20–26, 2024. Reports available at www.themimu.info/market-analysis-unit.

KEY FINDINGS

- **Security was poor in Myaung and Shwebo markets** in March, but it improved slightly in Yinmarbin;
- **Activity grew in Yinmarbin, Monywa, and Ye-U**, but the rise in customers and retailers was modest;
- **Supply remained generally good across the region**, although it was poorest by far in Yinmarbin;
- **Fuel, medicine, and shelter NFIs were needed most**, and supply was better for foods than for NFIs;
- **Shipping conditions and costs were largely stable**, except for some small improvements in lead times;
- **Security took precedence over other challenges**, but retailers generally reported facing few challenges.



Regional Overview

Market Functionality - Markets operated as usual, but security remained poor in some locations. Markets monitored were open and there were no reports of new damage/closures; however, markets in Myaung and Shwebo were still described as relatively unsafe.

Market Activity - Market activity grew slightly in several markets monitored in March. Customer and retailer activity increased in the Yinmarbin market in March, and Monywa and Ye-U markets also saw small increases in traffic. Market activity was unchanged in Myaung and Shwebo, where retailers mostly served nearby villages.

Availability of Goods - Goods remained available in markets, but fuel and medicines were still needed. Supply was good in most markets, but it continued to be poorer for NFIs than for foods. Supply of fuel, medicines, and shelter items was most lacking. Supply improved at the Yinmarbin village market, although it remained worse than other markets monitored. Availability of shelter NFIs worsened somewhat in March.

Transport & Logistics - Shipping conditions and costs were largely unchanged in March. Supply lead-times improved in Yinmarbin and Ye-U, but there were few other changes. Shipping costs in the region were stable.

Retailer Challenges - Safety and security took precedence over other challenges in March. Challenges related to transportation receded somewhat in March, but retailers continued to worry about cash access and especially security conditions. Monywa retailers reported more challenges than retailers elsewhere, while Myaung retailers reported fewer challenges.

Possible Interventions - Retailer interest in receiving support increased in March. Retailers across markets showed growing interest in receiving support to increase supply, possibly because retail opportunities increased as market activity grew. Ye-U retailers continued to show the greatest interest. That said, unlikely last month when there was more interest in fuel subsidies and peace corridors, in March retailers scarcely favored any one mode of support over another.

What to Watch

- Supply of **NFIs** related to monsoon weather may prove inadequate as rains set in and demand rises;
- Market conditions in **Shwebo** should be watched closely, as activity remains muted and security poor;
- Concerns about **cash access** may grow more prominent as activity grows and more inventory is needed.

Monywa Township

Town Market

Supply was good in Monywa Town market and activity grew, but retailers cited a growing list of challenges.

The market remained safe and operational, and customer traffic rebounded to 2023-levels in March. Availability of food and NFIs was unchanged in the past month and remained quite good, although fuel and medicines were still needed. Shipping conditions were unchanged and lead-times remained 1-2 weeks. Retailers reported a wider array of challenges in March than in February, and there were growing concerns about maintaining inventory amid supply challenges.

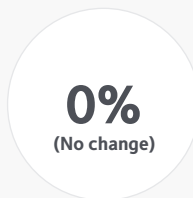


Market Functionality - Market hours were stable, and there was no recent damage or closures. Retailers described the market environment as safe.

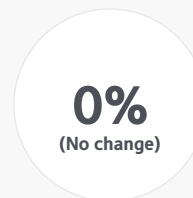
- **Opening Hours:** 7am-5pm, daily.
- **Market Security:** Safe.
- **Market Damage:** No recent damage.
- **Closures:** No closures in previous week.

Market Activity - The town market continued to serve regional customers, and customer traffic rebounded in March.

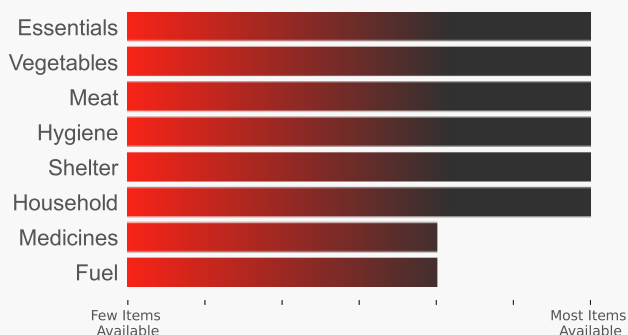
Customers



Retailers



Availability of Goods - Availability of food and NFIs was relatively good in Monywa Town market. Supply of rice and cooking oil improved in March, but fuel and medicines remained limited.



Scarce Items

- Medicines
- Fuel

Transport & Logistics

Shipping conditions were largely unchanged.

- **Inter-Township:** Formal shipping was allowed.
- **Suppliers:** Ye-U, Monywa
- **Lead Time:** 1-2 weeks.
- **Shipping Rates:**



50kg Rice Bag
3,000 MMK
(from Ye-U)



Small Car
65,000 MMK
(from Ye-U)



Small Truck
140,000 MMK
(from Ye-U)



Small Boat
-

Retailer Challenges - Monywa town retailers reported more business-related challenges in March than in February. Retailers struggled most with acquiring supply, but transportation, safety, demand, and access to cash were also greater challenges than they were last month.



Transport Limits



Supply Limits



Weak Demand



Market Damage



Cash Access



Personal Safety

Myaung Township

Village Market

Conditions were stable in the Myaung village market, and supply was good despite poor security conditions.

Security conditions remained poor in March, and customer and retailer activity was unchanged in recent months. The market still mostly served only nearby villages. Most goods remained stocked and fuel access improved in March, but fuel and medicines were still not adequately supplied. Shipping conditions were little changed, and lead times were long. Safety/security conditions remained the most significant concern for retailers, although overall they reported few business-related challenges.

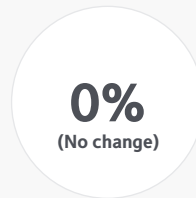


Market Functionality - Market hours were stable and there was no recent damage or closures, yet observers said the market remained relatively unsafe for visitors.

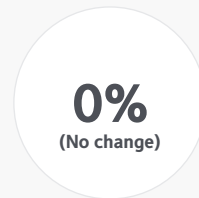
- **Opening Hours:** 6am-4pm, daily.
- **Market Security:** Unsafe.
- **Market Damage:** No recent damage.
- **Closures:** No closures in previous week.

Market Activity - Village market activity was stable despite safety concerns. The market continued to serve only customers from Myaung Township.

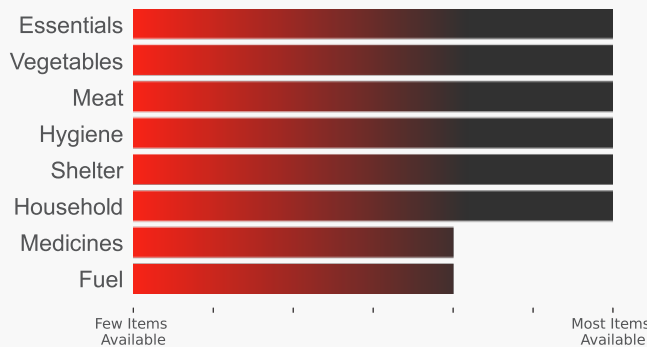
Customers



Retailers



Availability of Goods - Availability of food and NFIs in the Myaung village market remained relatively good in March, although fuel supply worsened. Fuel and medicines remained more scarce than other items.



Scarce Items

- Medicines
- Medical equipment

Transport & Logistics

Shipping conditions were largely unchanged in March.

- **Inter-Township:** Formal shipping was allowed.
- **Suppliers:** Mandalay, Monywa, Chaung-U.
- **Lead Time:** 1-2 weeks.
- **Shipping Rates:**



50kg Rice Bag
2,000 MMK
(from Monywa)



Small Car

-



Small Truck

-



Small Boat

-

Retailer Challenges - Safety and security remained the greatest concern for Myaung village retailers in March as was the case in February. In general, Myaung village retailers continued to report relatively few major business challenges.



Shwebo Township

Town Market

Shwebo Town market remained fairly quiet as security risks persisted, but supply remained good. Market activity remained very muted in Shwebo, and observers continued to describe the area as unsafe. Foods remained widely available in the market, and fuel access improved, but some NFIs were scarce. Retailers continued to supply from Mandalay, Yangon, and Monywa, and shipping costs fell slightly in March. Retailer challenges were largely unchanged, although transportation and safety concerns diminished somewhat and some retailers began to worry about access to cash.

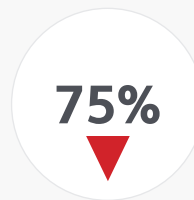


Market Functionality - Market hours were stable and there was no recent damage or closures, yet observers said the market remained relatively unsafe for visitors.

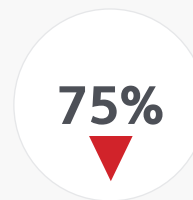
- **Opening Hours:** 6am-5pm, daily.
- **Market Security:** Unsafe.
- **Market Damage:** No recent damage.
- **Closures:** No closures in previous week.

Market Activity - Market activity was stable in March and remained below late-2023 levels. The market still served mainly area villages.

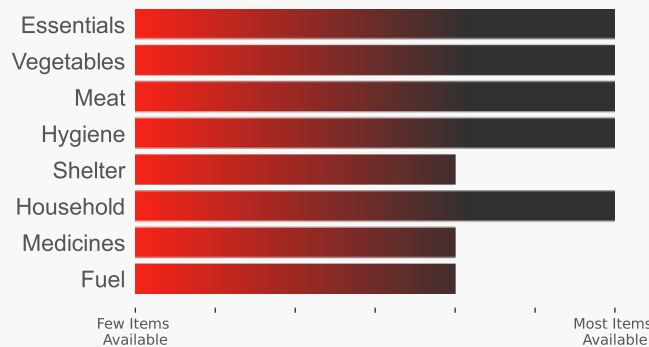
Customers



Retailers



Availability of Goods - Availability of food and NFIs remained relatively good in Shwebo Town market. Fuel supply improved in March, but availability of shelter materials worsened. Medicines were still most scarce.



Scarce Items

- Medicines

Transport & Logistics

Shipping was mostly unchanged, but costs fell a bit.

- **Inter-Township:** Formal shipping was allowed.
- **Suppliers:** Mandalay, Yangon, Monywa.
- **Lead Time:** 2-4 days.
- **Shipping Rates:**



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



Small Car
35,000 MMK
(from Monywa)

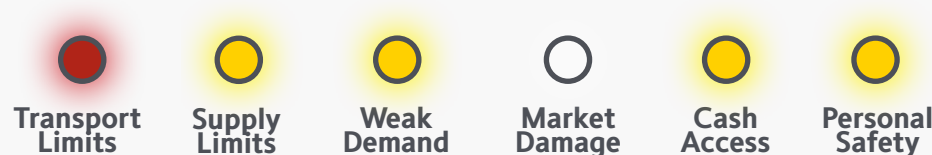


Small Truck
40,000 MMK
(Monywa)



Small Boat
-

Retailer Challenges - Transportation limits remained the most significant challenge for Shwebo Town retailers, while safety concerns abated slightly. Supply and demand continued to trouble some retailers, and there was growing concern about cash access.



Ye-U Township

Village Market

Retail activity grew in the Ye-U village market and supply was good, but retailers struggled to access cash. as Observers continued to describe the Ye-U village market area as safe in March. Customer traffic remained elevated, and a growing number of retailers frequented the commercial area. Supply of goods was mostly reliable, although there were fewer shelter NFIs and fuels available than last month. Shipping lead times—already fairly short—improved further, but costs were unchanged. Retailers reported facing fewer challenges than last month, but poor cash access remained a notable challenge.

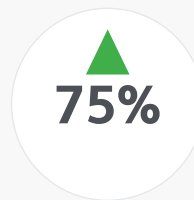


Market Functionality - The daily wet market and local shops kept regular hours in March, and observers said the commercial area was safe.

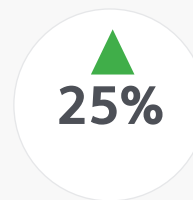
- **Opening Hours:** 6am-5:30pm, periodic.
- **Market Security:** Safe.
- **Market Damage:** No recent damage.
- **Closures:** No closures in previous week.

Market Activity - Customer activity remained elevated, and retailer activity grew in March. The market continued serving area villages and townships.

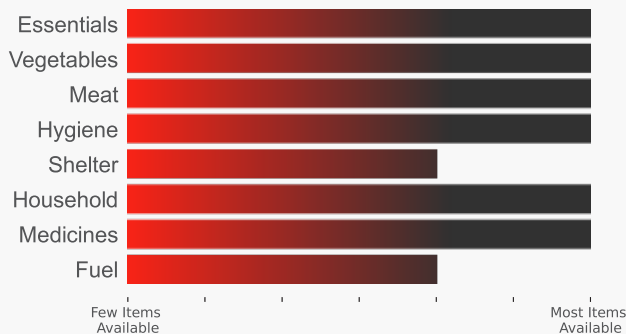
Customers



Retailers



Availability of Goods - Availability of foods and NFIs remained good in the Ye-U village market, although supply of fuel and construction materials (e.g., wood) worsened since February.



Transport & Logistics

Shipping lead times improved slightly in March.

- **Inter-Township:** Formal shipping was allowed.
- **Suppliers:** Mandalay, Monywa.
- **Lead Time:** 1-2 days.
- **Shipping Rates:**



50kg Rice Bag
3,000 MMK
(from Monywa)



Small Car
130,000 MMK
(from Monywa)



Small Truck
-
-



Small Boat
-
-

Retailer Challenges - Poor access to cash remained the most significant challenge for Ye-U village retailers, but transportation and safety/security improved somewhat. Supply and demand remained somewhat challenging for Ye-U retailers.



Yinmarbin Township

Village Market

Market activity grew in March as security and supply improved slightly, and area customers began to return.

Market security improved in March, and activity rebounded as customers from nearby townships began to return. Supply improved in the Yinmarbin market but remained poorer than other markets monitored. Supply of vegetables, household NFIs, and hygiene NFIs improved, although shelter NFIs and medicines remained scarce. Lead times were still long, but shipping costs were stable. Retailers reported fewer challenges than last month, but they remained particularly concerned about safety.

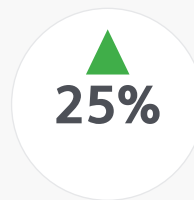


Market Functionality - Market hours were stable, and there was no recent damage/closures. Observers said market security improved somewhat in March.

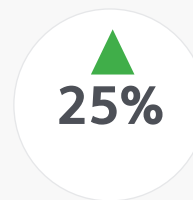
- **Opening Hours:** 6am-6pm, daily.
- **Market Security:** Safe.
- **Market Damage:** No recent damage.
- **Closures:** No closures in previous week.

Market Activity - Customer and retailer activity rebounded in March, as customers from neighboring townships began returning to the market.

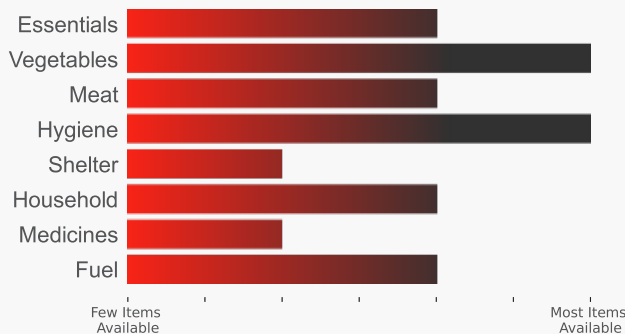
Customers



Retailers



Availability of Goods - Supply at the Yinmarbin village market improved in March but remained poorer than in other markets monitored. Vegetable and hygiene supply improved, but shelter and medicine supply was still poor.



Scarce Items

- *Sheet metal*
- *Electronics*

Transport & Logistics

Supply lead times improved, and costs were stable.

- **Inter-Township:** Formal shipping was allowed.
- **Suppliers:** Monywa.
- **Lead Time:** 1-2 weeks.
- **Shipping Rates:**



50kg Rice Bag
10,000 MMK
(from Monywa)



Small Car
100,000 MMK
(from Monywa)



Small Truck
175,000 MMK
(from Monywa)



Small Boat
-

Retailer Challenges - Retailers in Yinmarbin remained worried about safety/security, but other challenges waned somewhat in March. Weak demand and poor cash access both remained troubling, while transportation and supply worries subsided as inventory improved.



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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