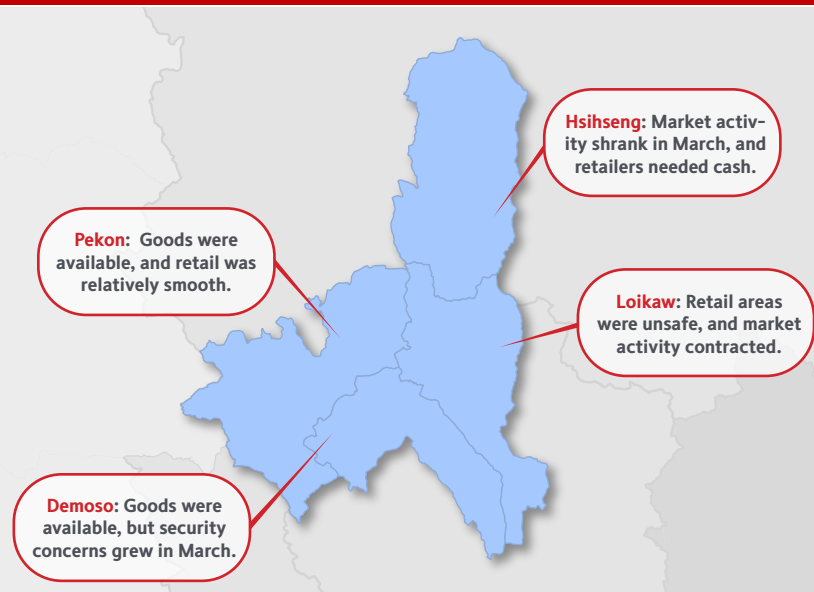


# Rapid Market Assessment

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

- **Retailers described market areas as unsafe**, yet most retailers continued to operate daily;
- **Market activity dipped in Hsihseng and Loikaw** due to conflict, but it continued elsewhere;
- **Supply of foods improved slightly in March** but remained quite poor in Hsihseng and Loikaw;
- **Supply of fuel and shelter NFIs was poor**, and many NFIs were generally unavailable;
- **Shipping rates stabilized in Demoso and Pekon**, but they climbed higher in Hsihseng and Loikaw;
- **Security and cash access were major challenges** for retailers, regardless of location.



## Regional Overview

**Market Functionality - Village markets were open, but security remained poor and closures occurred.** Retailers continued operating daily, but three of four markets monitored were described as unsafe or very unsafe. In Loikaw and Hsihseng there were periodic market closures and reports of new infrastructure damage.

**Market Activity - Conflict depressed market activity in Hsihseng and Loikaw but not in Demoso and Pekon.** Increased conflict led market activity to contract sharply in Hsihseng and Loikaw in March, but activity grew in the Demoso village market. All markets still served customers from area villages and nearby townships.

**Availability of Goods - Supply of foods improved in March, but access to fuel and many NFIs was much poorer.** NFIs were generally less-available than foods in each market. Fuel and shelter NFIs were particularly scarce, and they were rarely available in the Loikaw market. Demoso and Pekon continued to have better supply of goods than Hsihseng and especially Loikaw.

**Transport & Logistics - Shipping costs were stable in Demoso and Pekon but rising in Loikaw and Hsihseng.** Inter-township shipping remained possible in three of four markets monitored, and sources of supply

were diverse (e.g., Hopong, Pinlaung, Aungban, Taunggyi, Nyaungshwe). Shipping rates were stable in Demoso and Pekon, but they crept higher in Hsihseng and Loikaw where retailers relied more on informal routes.

**Retailer Challenges - Retailers across markets faced challenges, namely poor security and access to cash.** Cash access was the challenge most often reported, followed by poor security. Transportation worries waned in March as rates stabilized in some markets. Pekon retailers cited fewer difficulties but still struggled with cash.

**Possible Interventions - Interventions were most appealing to retailers in Loikaw and Hsihseng where conflict disrupted markets most.** Fuel subsidies and transport corridors remained popular, but interest in loans and damage-repair grew in March.

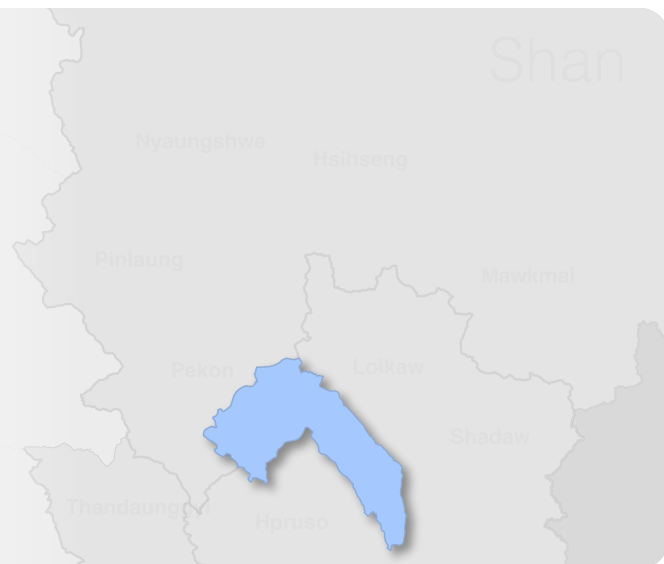
## What to Watch

- Poor **fuel** access will continue to hamper market activity and likely push prices higher;
- Regular supply of goods will remain poor in **Hsihseng** and **Loikaw** while conflict risk remains high;
- Improved **cash access** for retailers may boost inventory in Demoso and Pekon where supply is decent.

## Demoso Township

### Village Market

**Market conditions were stable in the Demoso village market, but local security remained poor.** The market remained operational and well-supplied, and market activity grew further in March. Availability of essential foods improved in March, while supply fuel supply worsened. Retailers continued to supply from multiple sources, including Taungoo, Pinlaung, and Taungoo, and shipping costs were stable. Retail challenges mounted in March as security remained poor. Although supply was good, retailers often lacked cash suggesting it could be difficult to maintain supply in the months ahead.

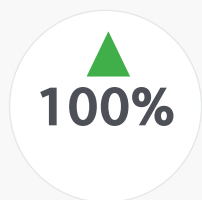


**Market Functionality** - Market hours were stable, and there was no recent damage or closures, yet retailers said local security remained poor.

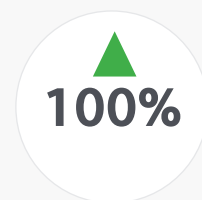
- **Opening Hours:** 7am-6pm, daily.
- **Market Security:** Unsafe.
- **Market Damage:** No recent damage.
- **Closures:** No closures in previous week.

**Market Activity** - Village market activity grew further in March and was double late-2023 levels. Customers visited from area villages and other townships.

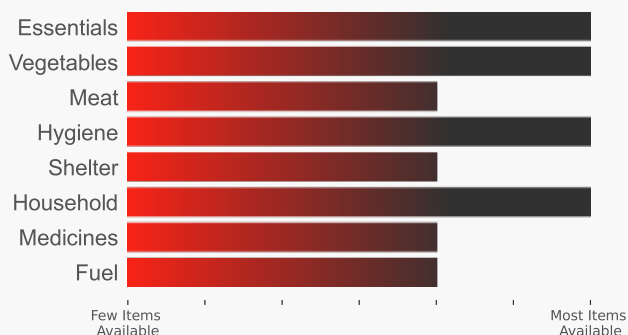
#### Customers



#### Retailers



**Availability of Goods** - Availability of goods in the market was largely unchanged in March and remained relatively good. Availability of fuel worsened slightly, while availability of essential foods improved slightly.



#### Scarce Items

- *Shrimp*

### Transport & Logistics -

- **Inter-Township:** Formal shipping allowed.
- **Suppliers:** Taungoo, Pinlaung, Taunggyi.
- **Lead Time:** 1 week.
- **Shipping Costs:** Stable.
- **Example Rates:**



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



**Small Car**  
700,000 MMK  
(from Taunggyi)



**Small Truck**  
1,400,000 MMK  
(from Taunggyi)



**Small Boat**  
-

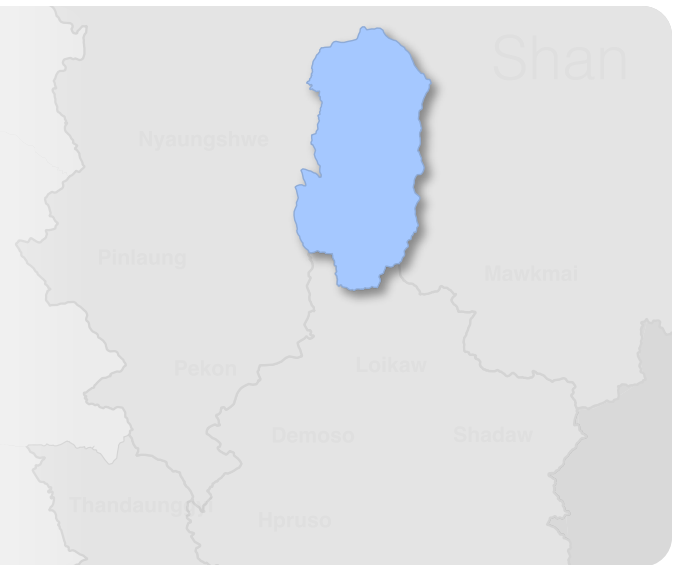
**Retailer Challenges** - Retail challenges mounted in March, and retailers were particularly concerned with local safety/security. Access to cash was the other major challenge for retailers, followed by poor transportation, weak demand, and limited supply.



# Hsihseng Township

## Village Market

The Hsihseng village market remained operational, but activity contracted in March due to conflict risk. The market was operational and there were no recent closures, but retailers said the area was unsafe. Village market activity grew in recent months, but customers and retailers decreased in March due to nearby conflict. Supply of fuel and vegetables improved, but NFI access in general still remained poor; supply of shelter NFIs and medicines was particularly poor. As shipping costs increased in March, retailers struggled with cash access, limited supply, poor transportation, and safety/security.

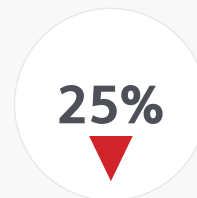


**Market Functionality** - Market hours were stable and there was no recent damage or closures, but retailers said local security remained poor.

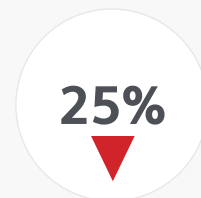
- **Opening Hours:** 5am-5pm, daily.
- **Market Security:** Unsafe.
- **Market Damage:** No recent damage.
- **Closures:** No closures in previous week.

**Market Activity** - Market activity contracted sharply in March due to increased conflict, yet customers still visited from area villages and townships.

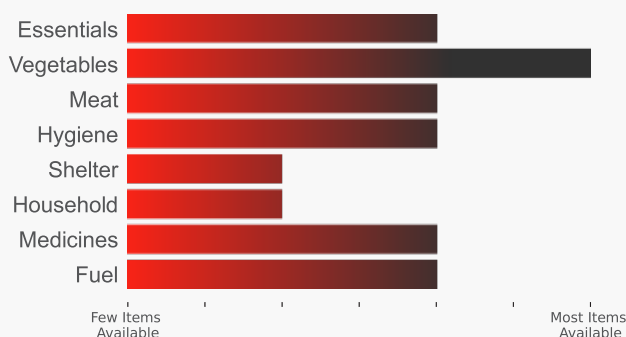
### Customers



### Retailers



**Availability of Goods** - Supply of many goods remained moderate or poor in March, although supply of vegetables and fuel improved. Availability of NFIs remained poorest among the product categories.



### Scarce Items

- Shelter items
- Medicines

## Transport & Logistics

- **Inter-Township:** Formal shipping allowed.
- **Suppliers:** Nawng Mun Hopong, Taunggyi.
- **Lead Time:** 1-7 days.
- **Shipping Costs:** Rising.
- **Example Rates:**



**50kg Rice Bag**  
20,00 MMK  
(from Taunggyi)



**Small Car**  
150,000 MMK  
(from Taunggyi)



**Small Truck**  
750,000 MMK  
(from Taunggyi)



**Small Boat**  
-

**Retailer Challenges** - Hsihseng retailers said their most significant challenge was poor access to cash. Challenges in general proliferated in March as retailers worried about their financial security. Transportation, supply, demand, and safety all presented challenges for retailers.

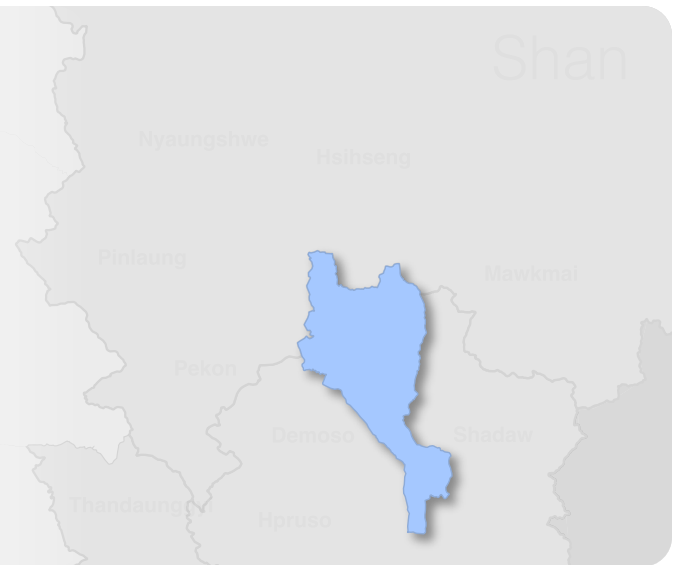


# Loikaw Township

## Village Market

### Market conditions grew more difficult in the Loikaw village as conflict muted activity and limited supply.

Village retailers continued selling from their homes, but they reported new structural damage and very unsafe conditions. Retail activity contracted in March due to these safety risks. Availability of food and medicines improved in March, but supply of NFIs remained extremely poor. Shipping costs climbed and lead-times grew as retailers ordered supply from Nyaungshwe and Taunggyi. Retailers faced many significant challenges, most notably market damage, poor supply, and poor cash access.

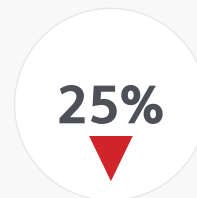


**Market Functionality** - Village retailers sold from their homes by appointment during daylight hours. Several retailers reported recent damage to their homes/stores and said the village was unsafe.

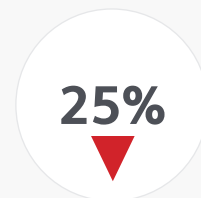
- **Opening Hours:** 7am-5pm, daily.
- **Market Security:** Very unsafe.
- **Market Damage:** Shrapnel damage to structures.
- **Closures:** No closures in previous week.

**Market Activity** - Market activity shrank in March due to increased conflict, yet customers still visited the village market from area villages and townships.

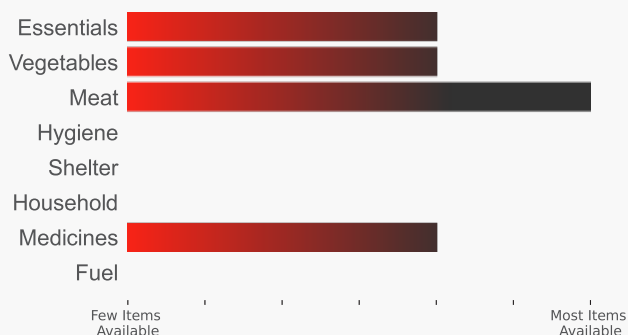
#### Customers



#### Retailers



**Availability of Goods** - Availability of goods improved in March but still remained very poor. There was new supply of food and medicines, but NFIs remained difficult or impossible to find in the village.



#### Scarce Items

- Rice
- Cooking oil
- Medicines
- Fuel

### Transport & Logistics -

- **Inter-Township:** Formal shipping not allowed.
- **Suppliers:** Nyaungshwe, Taunggyi.
- **Lead Time:** 4-14 days.
- **Shipping Costs:** Rising
- **Example Rates:**



**50kg Rice Bag**  
30,000 MMK  
(from Nyaungshwe)



**Small Car**  
200,000 MMK  
(from Nyaungshwe)



**Small Truck**  
500,000 MMK  
(from Nyaungshwe)



**Small Boat**  
-

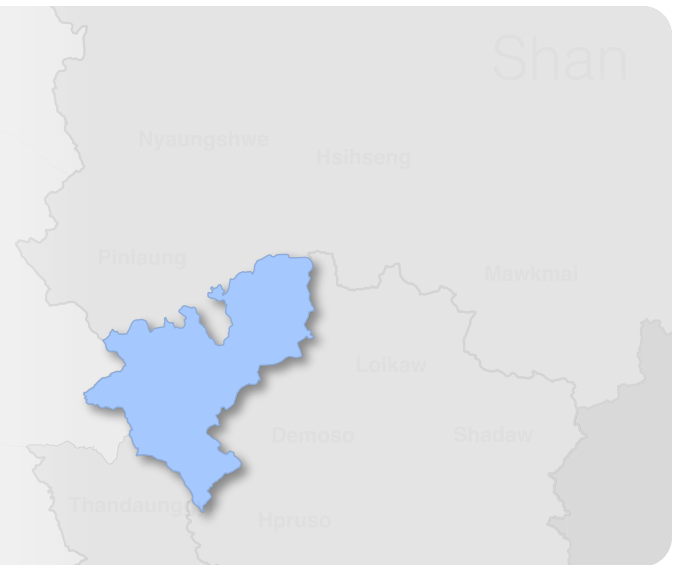
**Retailer Challenges** - Loikaw village retailers continued to face a wide range of challenges. Damage to homes/stores, limited supply, and poor cash access were most prominent in March, but poor safety, weak demand, and limited transportation remained challenging as well.



## Pekon Township

### Village Market

The Pekon village market was operational and fairly safe, and there was decent availability of goods. Retailer activity was largely unchanged in March and remained much greater than in late-2023. Supply of food and NFIs was fairly good, although fuel and medicines were in short supply. Retailers ordered supply from Aungpan, and lead times were relatively short. Retailers faced fewer challenges in March than in February, and both security and supply had improved. Poor access to cash was the more severe challenge in March, although poor safety, weak demand, and market past market damage remained concerning.

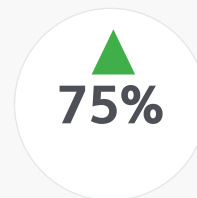


**Market Functionality** - Market hours were stable, and there was no recent damage or closures. Retailers continued to describe the market as safe.

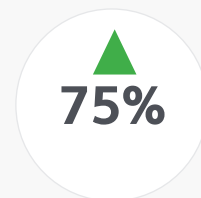
- **Opening Hours:** 7am-5pm, daily.
- **Market Security:** Safe.
- **Market Damage:** No recent damage.
- **Closures:** No closures in previous week.

**Market Activity** - Market activity was stable in March and still higher than in late-2023. Customers visited from area villages and other townships.

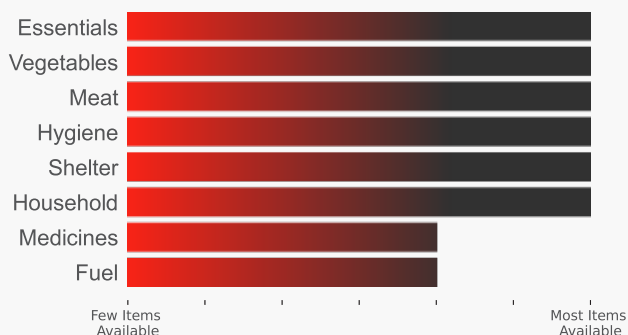
#### Customers



#### Retailers



**Availability of Goods** - Availability of many foods and NFIs improved in March, and supply remained better than other markets monitored. Supply was poorest for fuel and medicines.



#### Scarce Items

- Medicines
- Fuel

### Transport & Logistics -

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



**50kg Rice Bag**  
5,000 MMK  
(from Aungpan)



**Small Car**  
180,000 MMK  
(from Aungpan)



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



**Small Boat**  
-

**Retailer Challenges** - Poor cash access was the largest challenge for Pekon retailers, although they reported fewer overall challenges in March than in February. Poor safety, weak demand, and market damage all presented challenges for retailers in March, while supply concerns abated.



## 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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