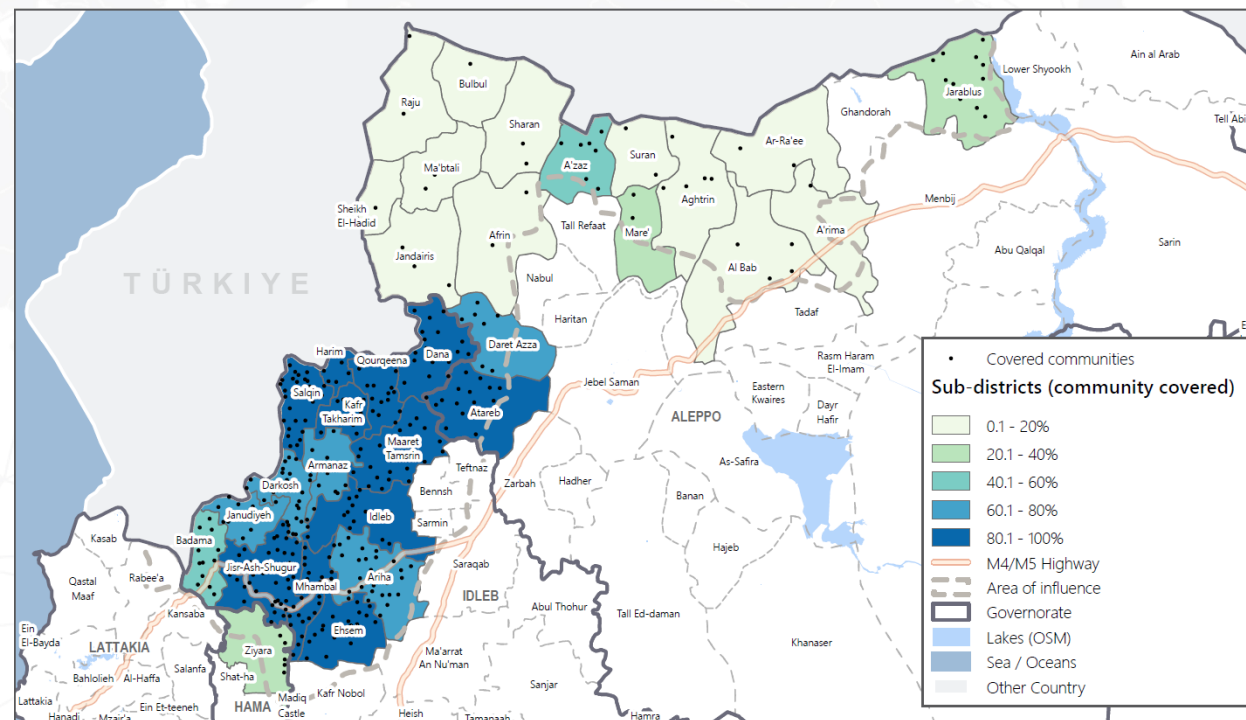


Joint Rapid Assessment of Markets (JRAM) – Key Findings

Coverage: 3395 KI interviews across 375 communities

Data collection: 14-16 February

Partners: carried out in coordination with NWS NGO Forum and NWS CWG



REACH Informing more effective humanitarian action

INTER-AGENCY
CWG
CASH WORKING GROUP
NorthWest Syria (NWS)

NGO FORUM
Northwest Syria



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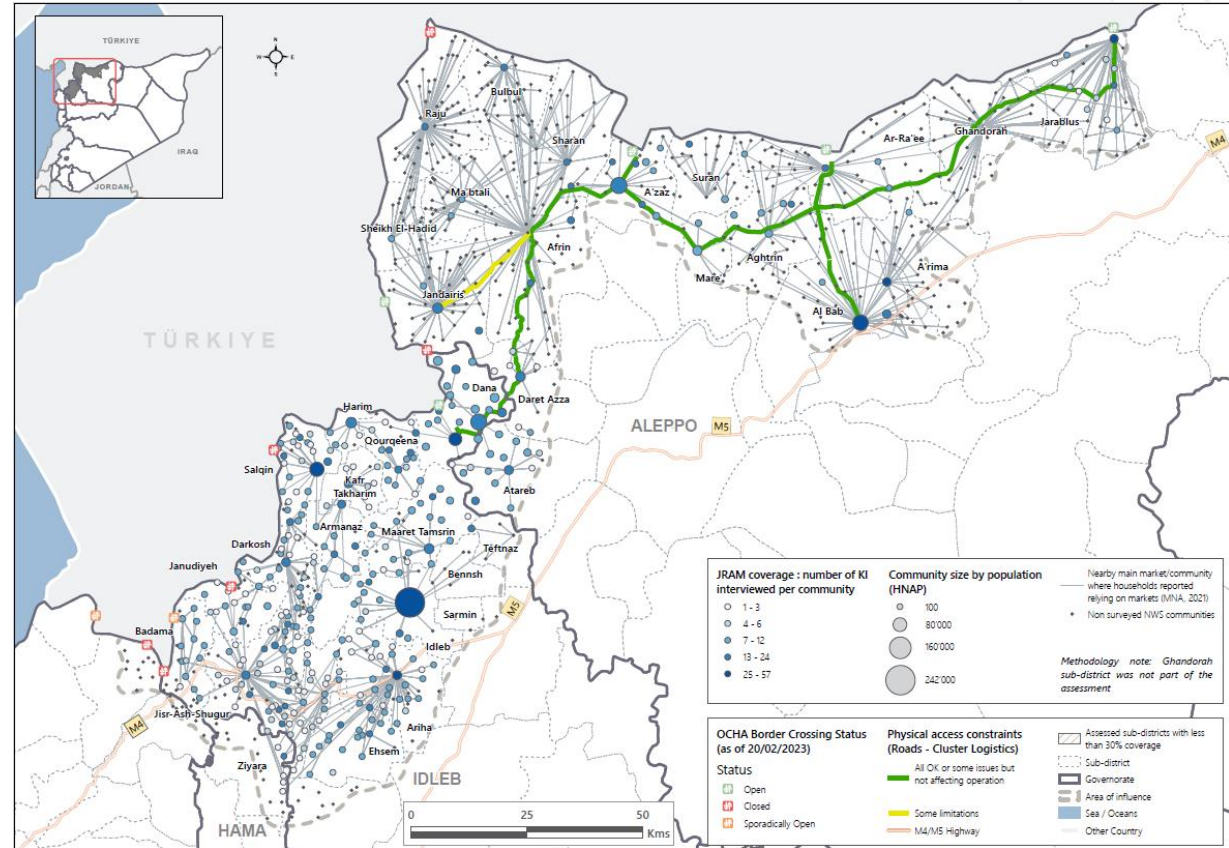
A world map is centered in the background, rendered in a light gray color. Overlaid on the map is a complex geometric pattern of thin, light gray lines that form a network of irregular polygons, resembling a low-poly mesh or a stylized globe grid. The overall aesthetic is clean and modern.

01

Methodology

Methodology

- Markets covered - JMMI and MNA assessment coverage where partners had access and capacity
- KI interviews: findings are indicative of markets in assessed areas which communities rely on for their basic needs
- Sample: 10-12 interviews / market (depending on the size of the community)
- Sampling strategy: predominantly visiting markets in person (sample bias to shops open at the time of data collection)
- Prioritised vendors selling basic commodities + other vendors were included to provide KI information on market conditions





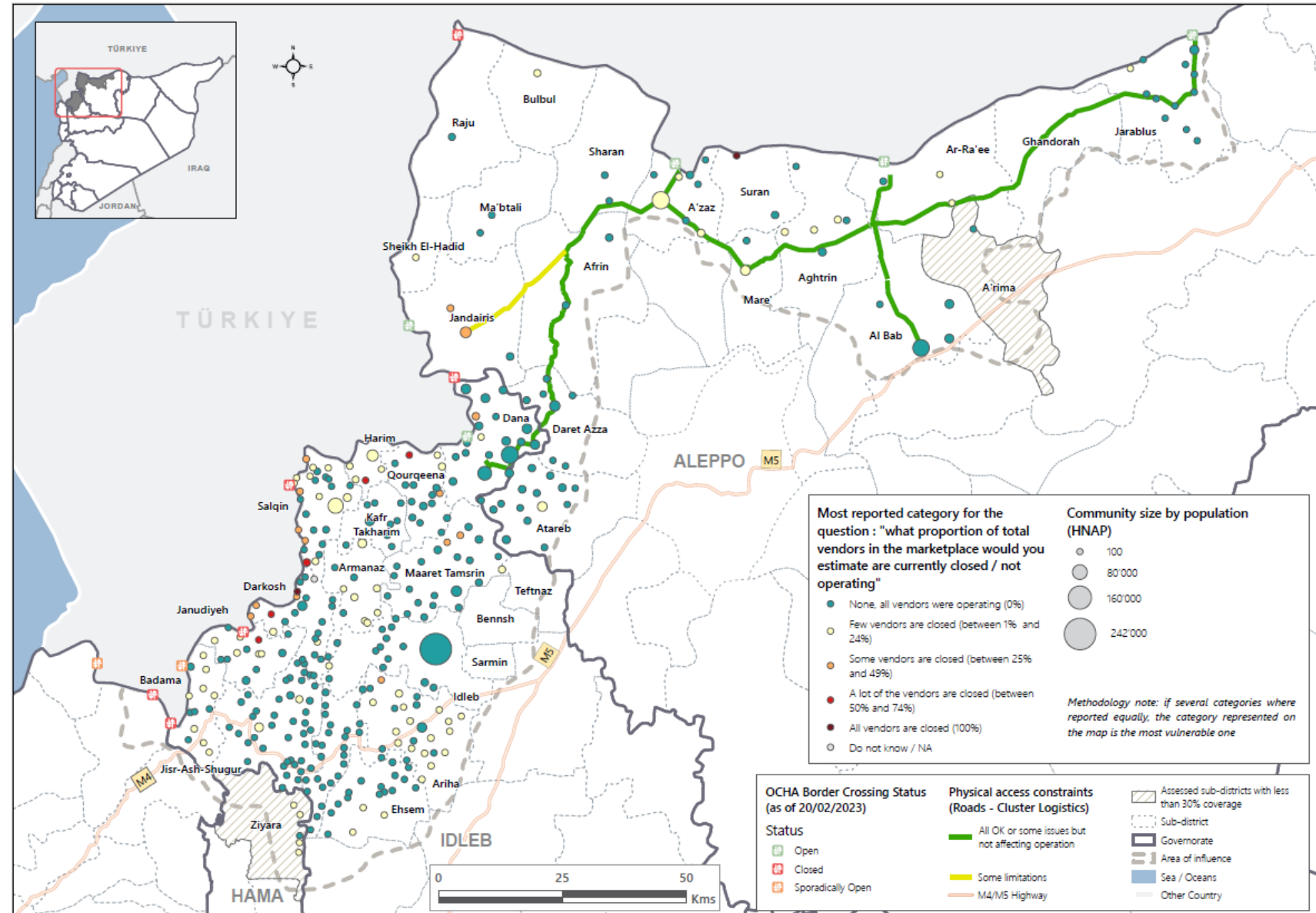
02

Key findings



Shop closures

Proportion of communities reporting on the percentage of vendors currently closed in the market (as reported by the majority of KIs in assessed communities)




In the vast majority of assessed communities KI vendors reported that **all vendors were operating in the marketplace (73%)** or only a few vendors were closed (21%) at the time of data collection. However, a higher proportion of shops were estimated to be closed across sub-districts within Harim district as well as in Janudiyeh and Jandarisis sub-districts.

Shop closures

53%
of communities reported that they closed their shops following the earthquake.¹

for which average closure was for
2.8 days



Most commonly reported top three barriers to re-opening
(as reported by the majority of vendors in % of assessed communities)*

1	Lack of funds	72%
2	Safety concerns related to the earthquake	70%
3	Infrastructural damage to shops	51%

Financial services



- KIs in over two thirds of assessed communities reported that both larger and smaller hawalas and specialized currency exchange shops and vendors are operating.
- Despite this, KIs in approximately a third of assessed communities reported that these services would have **limited or no capacity to meet increased demand**; this was the case in some sub-districts more than others.

% of communities with hawalas² operating
(as reported by vendor KIs)



- 71%** Larger and smaller hawalas were operating
- 19%** Only larger hawalas were operating
- 7%** Neither been operating since the earthquakes

% of communities with money exchange services operating
(as reported by vendor KIs)



- 67%** Exchange shops and non-specialised vendors were operating
- 26%** Only non-specialised vendors were operating
- 7%** Neither been operating since the earthquakes

Sub-districts where financial services providers had limited or no capacity to meet increased demand (as % of assessed communities, showing sub-districts where more than half of communities reported limited/no capacity)



* Figures may exceed 100 due to rounding.

Credit and economic vulnerabilities

Proportion of customers that currently purchase goods on credit* (as % of assessed communities)



- 56% Some customers purchase on credit (1%-49%)
- 41% Most customers purchase on credit (50%-99%)
- 4% No customers (0%)/no not offer credit to customers
- 1% All customers (100%) purchase on credit

Change in demand for credit since the earthquakes* (as % of assessed communities)



- 59% Demand has increased
- 38% No change in demand
- 3% Demand has decreased

56%
:
70%

of communities saw vendors reporting their **capacity to allow purchases on credit decreased** since the earthquakes.

of vendor KIs who said that demand for credit in their shop has increased also reported that their **capacity to allow purchases on credit had decreased** since the earthquakes.



In general, **the same communities reporting increased demand for credit were also reporting reduced capacity to allow purchases on credit.**

Item unavailability



Shelter and winter items

In **Jandaris, Harim and A'zaz sub-districts** between 70% and 100% of communities reported limited availability of **shelter items**.

100% of communities in **Bulbul, Jandaris, and Sheikh El-Hadid sub-districts** reported limited availability of **winter items**.



Fuel

Of those sub-districts reporting limited availability of fuel: limited availability of fuel in **Jandairis (100% of communities) and Ar-Ra'ee (67%)** sub-districts also impacts those surrounding communities identified in the September 2021 Market Network Analysis (MNA) that specifically rely on these markets for fuel, including 36 communities surrounding Jandairis and 17 communities surrounding Ar-Ra'ee.



Basic food items

Sub-districts such as **Harim, Jandaris and Sheikh Al-Hadid**, that were heavily impacted by the earthquake reported limited or no availability of basic food items. These are markets that several communities reportedly rely on for basic needs (MNA, 2021).

Other sub-districts that were less impacted by the earthquake, but previously underserved and not main market hubs, such as **Ehsem, Ariha and Ziyara** sub-districts also reported limited or no availability of food items.

% of communities reporting limited availability of items* (as reported by vendor KIs that reported selling these items)



Price changes and market shortages

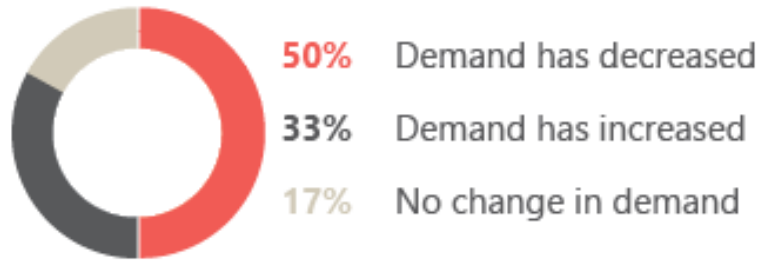
- Overall, the prices of key items were relatively stable according to KI vendors across most assessed communities at the time of data collection.
- The findings indicated market shortages and price increases of items in high demand, and where there is high reliance on imports from Türkiye, including blankets, tents, plastic sheets/tarpaulin, and gas.

Item	Increased price**	Market shortages	Imported from Türkiye
Blankets	92%	46%	45%
Tents	72%	51%	44%
Plastic sheets/ tarpaulin	72%	41%	47%
Gas	52%	45%	55%

** KIs selling the category of item were asked which specific products had increased in price most since the earthquake.

Changes in demand for goods

Change in demand for goods since the earthquake (as % of assessed communities)



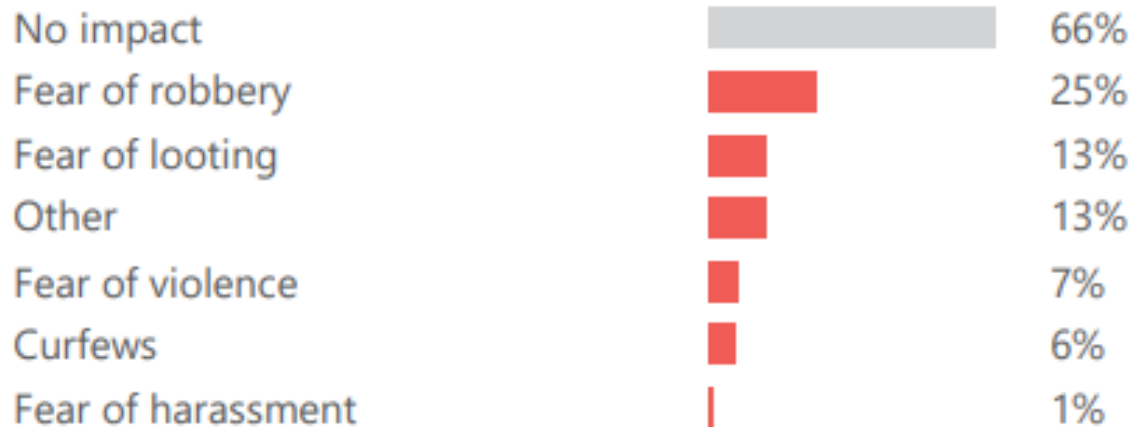
51%
of KIs who reported that demand for goods had increased (54 communities), reported facing barriers to meeting greater demand.

Most commonly reported top three barriers to meeting greater demand (as % of assessed communities)

1	Lack of resources to purchase additional stock	69%
2	Suppliers are unable to provide enough stock	57%
3	Producers are unable to produce enough to meet demand	51%

Security factors

Security factors currently negatively impacting business* (by % of assessed communities)



67%

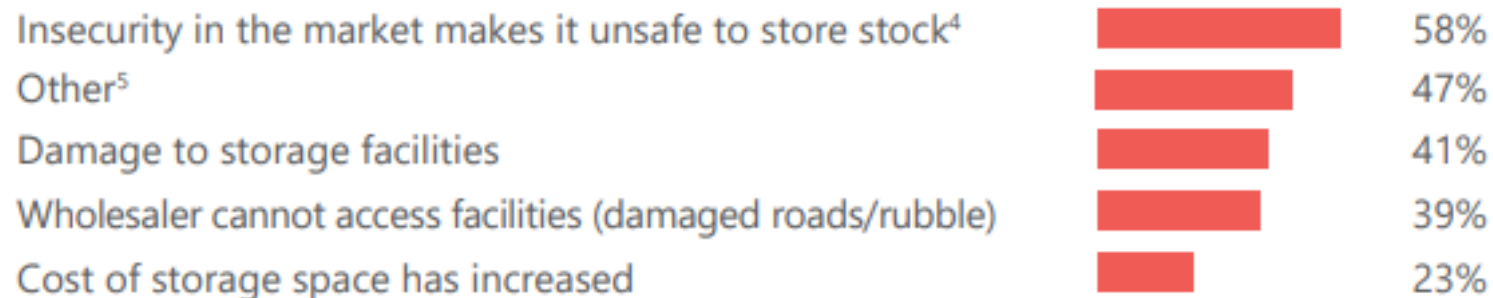
of KIs in communities in Al-Bab and Aghtrin sub-districts reported **fear of robbery**, and 67% of KIs of communities in Jandarisi sub-district reported **fear of looting** impacting their business.

Note: 13% of communities reported 'other' security factors, which were largely related to safety issues related to the earthquake.

Storage capacity

- In just under a third of communities KIs reported that their **storage capacity had been reduced** since the earthquake, with the most commonly reported reason being that **insecurity in the market makes it unsafe to keep goods there**. However, many of the sub-districts with high proportions of communities reporting that insecurity in the market makes it unsafe to store stocks, did not commonly report on security issues that impact their business such as robbery, looting etc. (previous slide). It is reasonable to expect in the aftermath of a disaster that some respondents would have linked insecurity to lack of safety.
- The most commonly reported 'other' response was that vendors' ability to stock goods had been reduced due to factors such as lack of funds, price inflation, and low purchasing power of the community. This indicates less of an issue to do with capacity reduction as a result of the earthquake and more that existing economic pressures have been exacerbated by the earthquake.
- KIs in over a third of communities reported reduced **storage capacity as a result of damage to storage facilities or that wholesalers could not access facilities due to damaged roads, rubble etc.**; this was more commonly reported in areas with very strong macro seismic intensity from the earthquake.

Reasons why storage capacity had been reduced* (as reported by KIs in assessed communities who said their storage capacity had been reduced, n=95, 27% of assessed communities)





03

Outputs



JRAM Resources

Dataset

Organisations wanting to use the data for programmatic purposes should consult the [base data](#) for community level findings. Arabic dataset to come.

Situation Overview

The [Situation Overview](#) presents findings from the aggregated data at the sub-district level. Nine static maps.

Dashboard

Interactive [dashboard](#) including all indicators from the JRAM and RNA at community and sub-district level.

Key findings brief

Top [headline findings](#).



Thank you for your attention



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