

Somalia | Joint Market Monitoring Initiative (JMMI)

April, 2025

MARKET OVERVIEW

INTRODUCTION

The **Joint Market Monitoring Initiative (JMMI)** was launched by the Somali Cash Working Group (CWG). Its purpose is to enhance cash-based interventions in Somalia and improve understanding of market dynamics. **The JMMI implementation is supported by the Cash Working Groups (CWG), WASH, Shelter, and Education clusters.** Assessments are conducted quarterly in key urban areas. The JMMI monitors Non-Food Items (NFIs) to fill information gaps, contributing to supply chain and price monitoring of essential items in the Minimum Expenditure Basket (MEB).

The Somalia CWG members collect data voluntarily from their respective areas of operation. The geographical coverage of the exercise varies each quarter depending on the ability of CWG members to collect data consistently. **The data is collected through key informant interviews (KIIs),** with a minimum of three vendors being interviewed for each assessed commodity for each district assessed. Findings are presented at the district level and should be considered indicative rather than representative. Hence, the narrative only summarises general trends and particular outliers.

The assessments are conducted quarterly in key urban areas across Somalia. Data collection for the Q1 2025 round was conducted from 19 to 30 April 2025 covering 19 districts.

BREAKDOWN OF INTERVIEWS

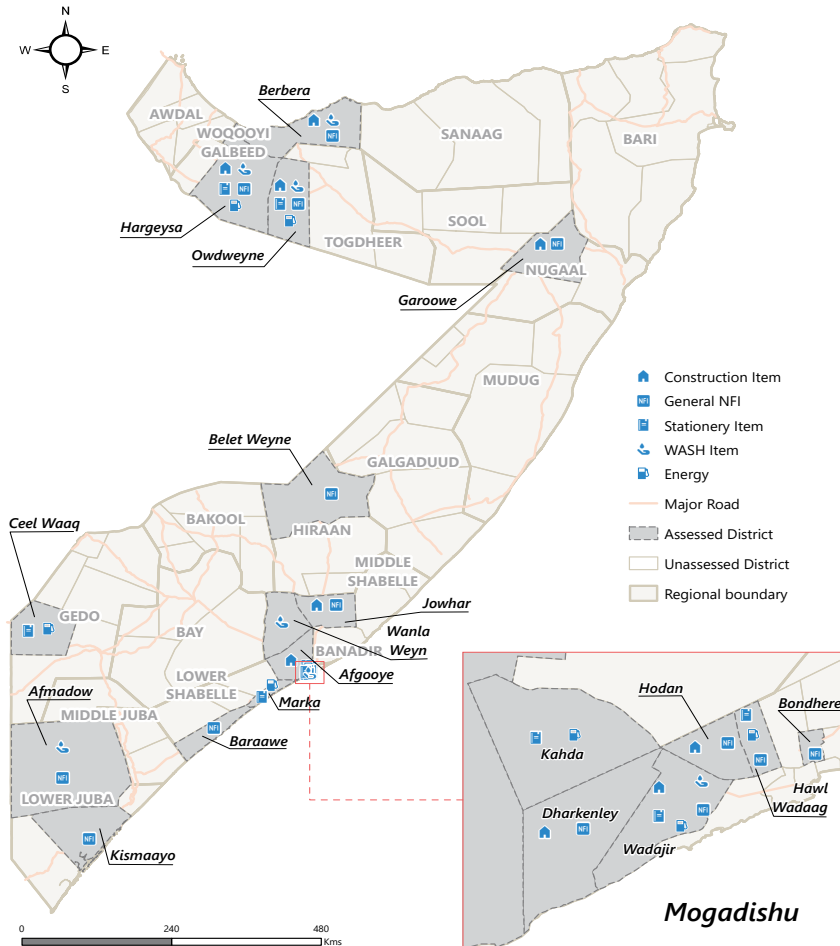
242	General NFIs
102	Construction
56	Stationery
29	Energy
21	Water

KEY INDICATORS

Median Cost of JMMI Hygiene Basket
 15 USD³
 Quarterly change since November 2024
 ● 0 USD (0%)¹

Median Cost of JMMI Stationery Basket
 25 USD³
 Quarterly change since November 2024
 ● 0 USD (0%)¹

Map 1: Locations assessed per cluster items



KEY FINDINGS

- At the national level, the cost of the **hygiene and stationary baskets remained stable** compared to **Q4 2024¹**, with no recorded changes, at 15 USD and 25 USD respectively.
- However, notable price variations were observed across the districts, influenced particularly in areas impacted by insecurity and seasonal barriers.²
- A majority (68%) of interviewed vendors reportedly faced transport challenges**, including damaged transport routes, logistical barriers, and arbitrary detentions during transit.
- These difficulties were compounded by financial constraints, with limited cash flow and restricted access to loans or banking services hindering their ability to restock. Additionally, 40% of interviewed vendors reported offering goods on credit, further straining liquidity. These issues potentially limit vendors' ability to replenish stock and reduce the profitability of their businesses.
- The **USD is the most commonly used currency**, with mobile money and cash being the preferred methods of transaction.

Q1 2025 COVERAGE

450	Vendors interviewed
67	Commodities assessed
19	Participating agencies
19	Assessed districts

JMMI Basket

The JMMI basket in Somalia is a selection of general non-food and hygiene items. It also includes stationery items. This represents typical monthly expenses for an average household of six people over 30 days. While the basket aids in monitoring non-food items to address information gaps and assist in supply chain and price monitoring of essential items, it is not a comprehensive Minimum Expenditure Basket (MEB) and does not encompass the entirety of household expenditures in Somalia. However, tracking it over time provides insights into evolving financial burdens for households.

General Non-Food Items (GNFI)

Blanket	1.5m x 2.0m, polyester
Bowl	1 litre
Cooking Pot 1	5 litres
Cooking Pot 2	7 litres
Cup	250ml
Jerry Can	10 litres, non-collapsible
Kettle	2 litres
Knife	Medium
Mosquito Net	Net 1.8m x 1.6m x 1.5m
Mug	Unit
Plastic Sheet	4m x 5m
Plate	25cm diameter
Serving Spoon	125ml
Sleeping Mat	1.8m x 0.9m
Solar Lamp	Unit
Spoon	Unit

WASH Items

Bucket	10 litres
Jerry Can	10 litres, non-collapsible
Menstrual Hygiene Management	Disposable, pack 10-14 units
Soap	3 small bars (150g)
Washing Powder	100 grams
Water Communal	20 litres
Water Piped	1000 litres
Water Truck	1000 litres

Stationery Items

Bag	Unit, polyester
Crayons	Packet, 24 units
Exercise Book	100 pages, A5 size
Math Set	Set
Pencil	Pack, 24 units
Pens	10 units
Rubber	Unit
Ruler	Unit, 30 cm long
Sharpener	Unit

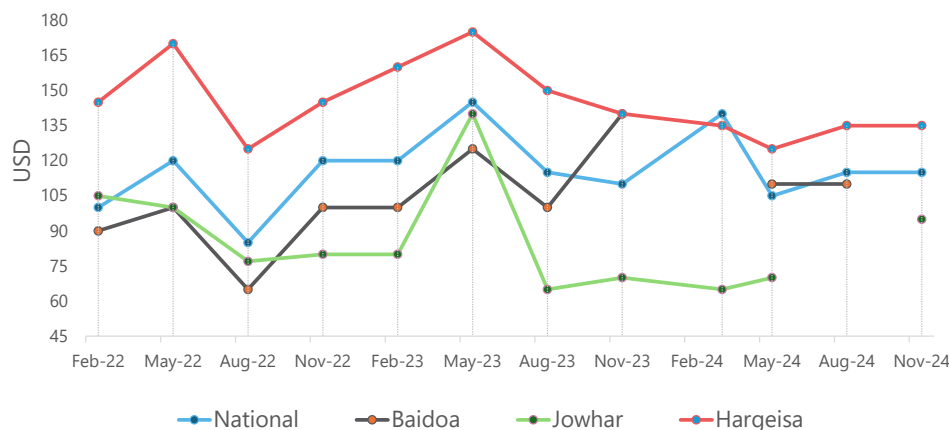
Table 1: JMMI MEDIAN BASKET PRICE AND CHANGE SINCE Q4 2024

Location	Hygiene Basket (USD) ³	Change ¹	Location	Stationary Basket (USD) ³	Change ¹
Baraawe	20	NA*	Owdweyne	35	NA*
Afmadow	15	NA*	Hargeysa	25	NA*
Kismayo	15	▼ 40%	Marka	25	NA*
Mogadishu Wadajir	15	NA*	National	25	0%
Berbera	10	NA*			
Garowe	10	NA*			
Mogadishu Dharkenley	10	NA*			
Owdweyne	10	NA*			
National	15	0%			

Rounding has been done to the nearest 5 USD for ease of implementation at the programmatic level following the methodology used in the Quarterly Cash and Markets Dashboard MEB revisions.

NA* - Not Available - denotes areas that were not assessed in the previous assessment, thereby precluding the calculation of price changes.

Figure 1: National and District JMMI GNFI⁴ Basket Over time



The General Non-Food Item (GNFI)⁴ basket could not be computed for the Q1 2025 round due to insufficient price data, as fewer than three prices were collected at the district level to establish a median. This resulted in data gaps for nearly eight items, namely cooking pot, cup, kettle, knife, mosquito net, mug, and plate, as a result the national GNFI was not derived.

Q1 2025 TAKEAWAYS

- Between Q4 2024 and Q1 2025, **price movements across hygiene, construction, and stationery items showed mixed trends**, within the districts reflecting likelihood of supply variability and seasonal dynamics.
- In the hygiene basket, the sharpest increase was observed in communal water (20L), which doubled, likely affected by reported supply constraints. Soap (+67%) also recorded a notable rise. In contrast, washing powder and jerry can, both dropped by -32%, while buckets remained stable and MHM packs (+20%) increased moderately.
- In the construction sector, significant price increases were reported for vent pipes (+50%), brick (+25%), and wood saw (+25%), indicating higher input costs. On the other hand, price decreases were observed for timber (-26%) metal bars (-25%) and wooden pole (-25%), possibly reflecting lower demand or improved supply conditions. Items including iron sheets and nails showed no change.
- In the stationery basket, core learning tools recorded sharp increases, with crayon prices tripling and pencil prices doubling. Exercise books (+29%) and rubbers (+30%) also rose notably, possibly influenced by uneven supply and demand patterns.
- **These price increases can be partly attributed to supply chain variability**, as different districts source their goods from areas affected by disruptions. **More than two-thirds of vendors (68%) reported facing transportation barriers** impacting their ability to restock. These challenges not only delay supply chains but also increase costs, which may be passed on to consumers.

Table 2: National and District Median Prices in USD³ of Basic Hygiene kit and Minimum HH Water

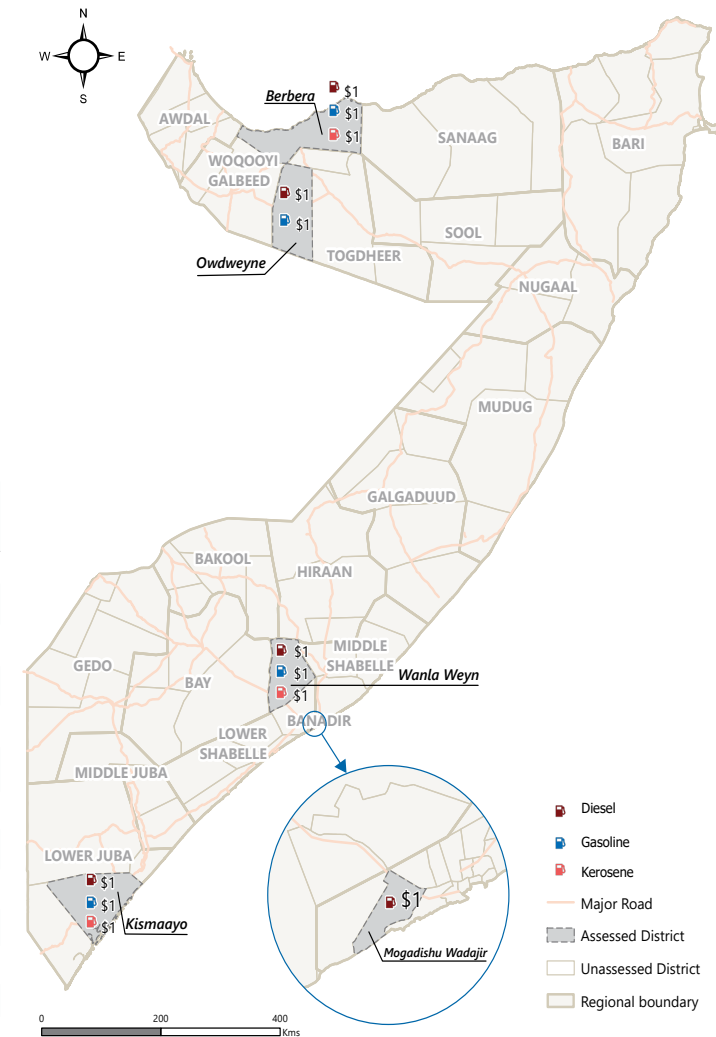
Items	National Price in USD	Change ¹	Afmadow	Baraawe	Berbera	Garowe	Kismayo	Mogadishu Dharkenley	Mogadishu Wadajir	Owdweyne	Wanla Weyn
Bucket (10 L)	4.00	0%	2.60	3.00	4.63	4.10	2.70	4.25	4.00	4.50	NA
Jerry Can (10 L, non-collapsible)	1.70	▼ 32%	2.40	1.50	1.70	1.70	1.90	1.60	1.80	1.60	NA
MHM pack	1.35	▲ 20%	1.10	1.50	1.30	1.70	1.40	NA	1.35	1.35	NA
Soap 3 small bars (150g)	1.00	▲ 67%	2.70	3.00	0.30	0.80	1.60	1.00	2.25	1.00	NA
Washing Powder (100 g)	0.20	▼ 32%	0.19	0.50	0.10	0.25	0.18	0.30	NA	0.20	NA
Water Communal (20 L)	0.50	▲ 113%	0.40	NA	NA	NA	NA	NA	NA	NA	0.50

Table 3: National and District Median Prices in USD³ Per Construction Items

Items	National Price in USD	Change ¹	Afgooye	Berbera	Garowe	Hargeysa	Jowhar	Mogadishu Dharkenley	Owdweyne
Brick 20cm x 20cm	1.00	▲ 25%	1.00	1.00	NA	NA	1.00	1.00	1.00
Cement 50kg	8.00	▲ 14%	8.00	6.00	6.00	7.00	11.00	8.00	7.00
Gumboots	9.50	▼ 5%	5.00	17.00	NA	25.00	NA	8.00	NA
Hammer 0.5kg	3.50	▼ 13%	3.00	4.00	NA	3.00	NA	3.00	3.00
Iron Sheet 0.9m x 1.5m	6.00	0%	10.00	6.00	10.00	6.00	3.00	3.00	7.00
Metal Bar 1 quintal, 6mm x 6m	3.00	▼ 25%	2.00	3.00	7.00	4.00	NA	3.00	6.00
Metal Bar 1 quintal, 8mm x 6m	5.00	▼ 17%	2.00	5.00	6.00	6.00	NA	NA	8.00
Nails 1 box, No.5 (1.5 inch)	2.00	0%	1.00	1.00	2.00	2.00	2.00	2.00	3.00
Nails 1 box, No.6 (2.5 inches)	2.00	0%	1.00	1.00	NA	2.00	2.00	3.00	3.00
Spade unit	3.50	▼ 13%	3.00	3.00	2.00	4.00	NA	4.00	NA
Timber 10cm x 2.5cm, 4m long	4.25	▼ 29%	4.00	9.00	6.00	NA	NA	6.00	NA
Vent Pipe 4m long	15.00	▲ 50%	NA	15.00	NA	14.00	NA	NA	NA
Wheelbarrow unit	29.75	▼ 15%	18.00	31.00	NA	30.00	NA	26.00	35.00
Wooden Pole 6m long	4.50	▼ 25%	4.00	6.00	NA	4.00	NA	7.00	6.00
Wood Saw 10 inches long	5.00	▲ 25%	4.00	3.00	NA	4.00	4.00	NA	5.00

Table 2 contains the items that should be included in a basic hygiene kit as guided by the WASH cluster in Somalia. The frequency with which these items are usually distributed varies, as consumable items like soap, menstrual hygiene products, and washing powder would need to be distributed more frequently than non-consumable items like buckets and jerry cans.

Map 2: Energy price map



Across all assessed districts with energy vendors, the prices of commonly used fuel items monitored including diesel, gasoline, and kerosene remained consistent, with each fuel type priced at 1 USD³ per litre. This uniform pricing suggests stability in fuel supply chains and market access across the various districts.

Table 4: National and District Median Prices in USD³ Per Item Stationery Kit

Items	National Price in USD	Change ¹	Ceel Waq	Hargeysa	Marka	Mogadishu Wadajir	Owdweyne
Bag (Unit, polyester)	7.00	▼ 30%	9.80	7.00	5.00	NA	8.00
Crayons (Packet, 24 units)	4.00	▲ 300%	NA	1.00	4.00	NA	NA
Exercise Book (100 pages, A5 size)	0.90	▲ 29%	NA	0.70	0.80	1.00	0.70
Math Set (Set)	2.00	0%	NA	1.00	2.00	NA	NA
Pencil (Pack, 24 units)	2.00	▲ 100%	NA	1.60	2.00	NA	2.40
Pens (10 units)	1.00	▼ 32%	0.40	1.80	1.00	NA	2.00
Rubber (Unit)	0.20	▲ 30%	2.10	NA	0.20	NA	0.20
Ruler (Unit, 30 cm)	0.30	▼ 40%	NA	0.30	0.25	NA	NA
Sharpener (Unit)	0.15	▼ 21%	NA	0.20	0.15	NA </td <td>0.10</td>	0.10

The supply route map to the right visualizes the supply flow of transported commodities as reported by the interviewed vendors. Supply routes are shown as either damaged/closed or open based on the response provided by most vendors reliant on a particular supply route. Although this information might help to provide context to restocking difficulties and supply barriers reported by vendors, it should be considered indicative in nature.

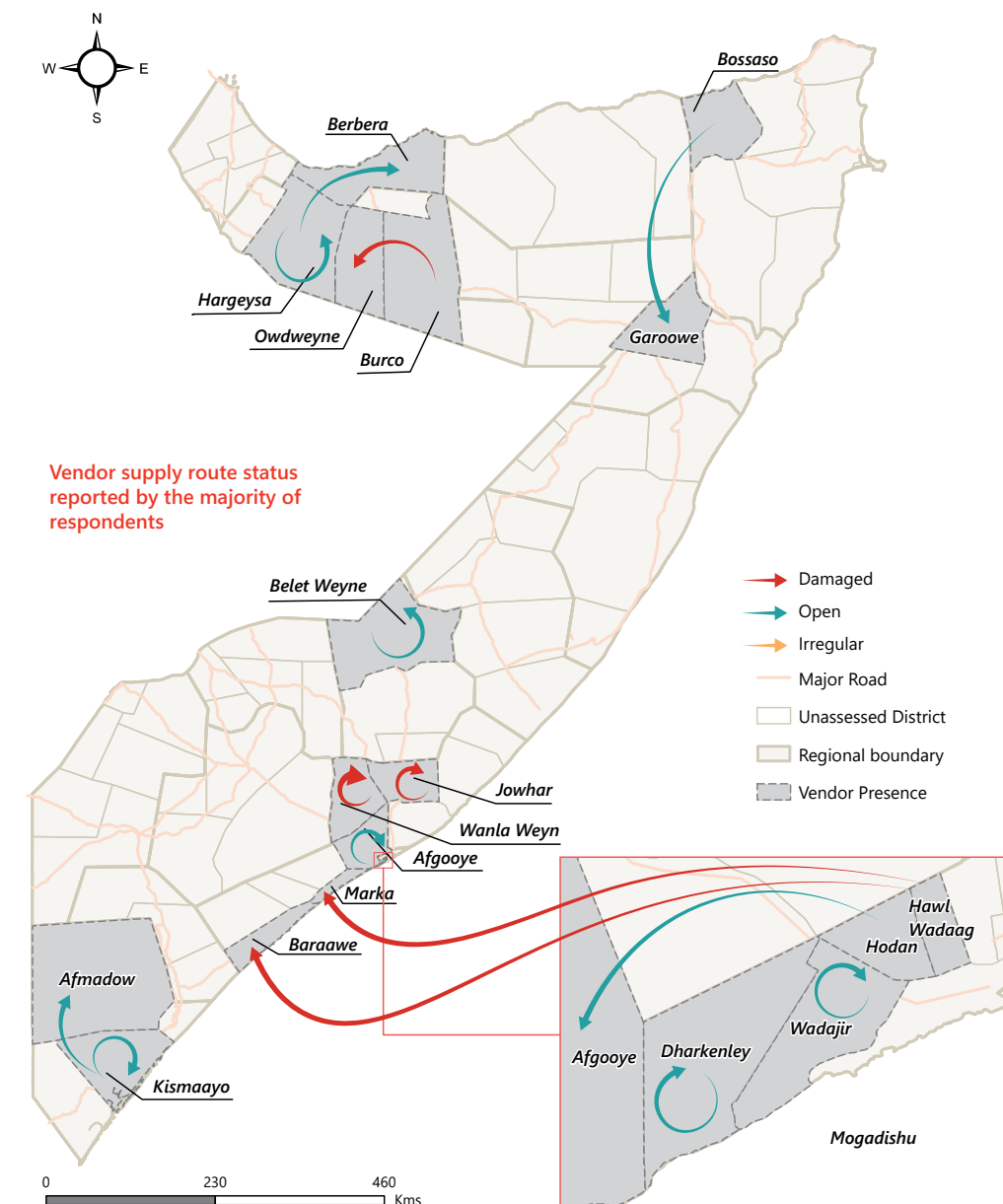
The analysis of road conditions from suppliers to various locations in Somalia suggests a notable variability in accessibility. **More than a third (36%) of the interviewed vendors indicated that routes were open but damaged, particularly in areas like Owdweyne (94%) and Jowhar (50%),** implying ongoing challenges that could potentially hinder supply chains. Conversely, almost half (49%) of interviewed vendors reported that routes were open normally, particularly in Kismayo and Hargeysa, both reported by 100% of interviewed vendors.

The **most common mode of transport used by vendors is hired vehicles (47%),** highlighting their reliance on external transport, which may increase both costs and vulnerability to supply chain disruptions. In addition, **nearly half of the interviewed vendors (45%) reported facing seasonal supply chain challenges,** with the Gu season found to be the most critical, as the rainy season increases the likelihood of transport disruptions and reduced market access.

The most challenging items to restock were water and stationery items, as reported by more than half of the vendors interviewed selling these commodities. In particular, blackboard drawing set (71%), communal water (71%) and blackboards (57%) were reported as the most difficult to restock.

In contrast, construction items were generally easy to restock. Vendors reported no challenges in obtaining gumboots, hinges, sand, timber, and vent pipes, while nails, wooden poles, and hammers were also readily available, with 96% of vendors indicating no restocking difficulties.

Map 3: Supply routes⁵ reported by interviewed vendors in Q1 2025



MARKET ENVIRONMENT

Most reported mode of transport commonly used by vendors when restocking commodities:

- 1 47% Using a hired vehicle
- 2 17% Using my own vehicle
- 3 14% Wholesaler delivers them
- 4 13% Using professional transporters

Percentage of interviewed vendors reporting supply issues due to particular seasons:



Among the 45% of vendors reporting facing greater supply issues in particular seasons, % of vendors per season they reportedly faced greater supply issues:⁶



**The two rainy seasons in Somalia are Deyr and Gu.

Top 4 Transportation barriers for reported by vendors:⁶

- 1 30% Poor quality of roads
- 2 21% Closure of roads by authorities
- 3 17% Risk of bombing
- 4 14% Arbitrary detention

Top 4 Financial barriers reported by vendors:⁶

- 1 47% Low purchasing power/inflation
- 2 38% Vendor has limited cash
- 3 9% Banks limiting loans
- 4 5% Banks have limited cash

Top 4 Security barriers reported by vendors:⁶

- 1 21% Risk of theft
- 2 8% Arbitrary detention
- 3 8% Risk of gun attacks (for purposes other than robbery)
- 4 7% Risk of bombings

Top 4 Non-Security barriers reported by vendors:⁶

- 1 14% Rotting of commodities in shop
- 2 12% Contamination of commodities in shop
- 3 11% Government restrictions
- 4 6% Expiry of commodities (due to length of storage time)

ANTICIPATED CASH AND VOUCHER ASSISTANCE EFFECT

Percentage of vendors reporting different anticipated effects on prices, if CVA were to be distributed to the local population:



Percentage of vendors reporting having provided goods on credit to any of their customers in the 30 days prior to data collection:



Most frequently reported currency used in shops:

- 1 87% USD³
- 2 12% SLSH⁷
- 3 1% SOSH⁸

Types of payment modalities:⁶

- 1 98% Mobile
- 2 60% Cash
- 3 1% Voucher

Methodology

The WASH, Shelter, and Education Clusters are responsible for the identification of partners, among cluster members, willing to contribute to the JMMI. The clusters also lead external coordination with the Humanitarian Country Team (HCT) stakeholders and government actors. Cluster members identified as partners provide data collection capacity according to their access and availability, and support the study with sector-specific expertise.

REACH is responsible for leading the tools and analysis framework design, training of partners and technical support for data collection, supporting focal points in managing the field data collection, leading on technical data management and data cleaning, data analysis, and output production.

The geographic coverage is determined by the access and capacity of partners. In order to maximise efficacy, certain markets are prioritised to reflect the areas in which cash transfer programmes, particularly focused on NFIs, are planned or ongoing, as well as key supply chains information for the main NFIs assessed. Not all items are monitored in all locations listed above, and not all locations are included in each round (see map on page 1).

A market is defined in this case either as a single permanent market or as multiple shops located in close proximity to one another. Markets are selected in each location by partners, based on their size, location, and accessibility. While large, easily accessible, and centrally located markets are preferred in general, partners are free to select other markets to best inform their cash programming.

Primary data is collected through structured key informant interviews (KIIs) with market vendors. In line with the purpose of the JMMI, only the prices of the cheapest available types are recorded for each item. **In each assessed location, at least three prices per item need**

to be collected from different vendors to ensure the quality and consistency of the collected data. Considering water suppliers are less numerous, at least two prices need to be collected for communal, piped, and trucked water. Vendors should be retailers selling directly to consumers and are purposively selected based on the items sold, until the minimum number of prices is collected. **Prices are calculated from the median** of at least 3 reported prices, for “general”, “construction”, and “stationery” items, or at least 2 reported items from water suppliers.

The data is collected by field staff from the cluster partners, trained on the methodology and tools by REACH. **Data collection is conducted through the Kobo Collect** mobile application. Market data is published quarterly, stratified by location.

Using the purposive sampling method, 450 vendors were interviewed as KIIs. The interviews were conducted both face-to-face (94%) and remotely (6%) with vendors. Findings presented in this factsheet are based on the JMMI data collection conducted from 19 to 30 April 2025 covering 19 districts. The Q1 2025 round, initially scheduled for March, was delayed due to the USAID funding communication and stop-work order. Activities later resumed, resulting in a postponed start to data collection compared to the usual schedule.

Data Processing

REACH performs data checks with the partners during and after the main data collection. Data processing includes conducting checks for duplicate interviews (same vendor interviewed multiple times), unusually short interviews, and various numerical outliers (particularly item prices), as well as translating and standardising the text fields.

The methodology used for price analysis and other numeric indicators is “district medians” or

“medians-of-medians,” an approach whereby the median prices for each of all assessed items are calculated as medians within each assessed location and then the median of all those locations is calculated to derive aggregated prices. This methodology is designed to minimise the effects of outliers and differing amounts of data among assessed locations. Quartiles and outliers are reported only where relevant.

Non-numeric indicators of categorical values are calculated as proportions (percentages). Indicators based on yes or no questions are reported for all options. For questions that allow respondents to select more than one option, the sum of the percentages may exceed 100%.

As the vendors are selected purposively, the findings are not statistically representative. All findings are indicative only of the time frame within which data was collected and specifications may vary slightly between locations according to the different brands available.

Challenges and Limitation

- The JMMI data collection tool requests the cheapest available type of each item to be recorded, as availability varies across regions. Therefore, price comparisons across regions may be based on slightly varying products.
- Instances where less than three prices are available from the current and/or the previous round of data collection. This leads to price data gaps of items at the district level.
- The current coverage, data is primarily collected mainly from urban markets, which may not accurately represent rural areas.
- Inconsistent coverage across districts, which limits the ability to compare data across different quarters.
- All findings are indicative and not statistically representative at any level.

- Non-food items (NFIs) are particularly challenging to standardize due to their significant variations in types, brands, and specifications.
- Vendors’ willingness to share accurate information can be influenced by concerns about competition or perceived impacts on humanitarian efforts.
- For some questions such as the challenges faced by vendors required vendors to recall events over a 3-month period. This is a long period of time, which might impact the accuracy of answers.
- All findings are indicative and not statistically representative at any level.

Acronyms and Abbreviations

CVA	Cash and Voucher Assistance
CWG	Cash Working Group
ETB	Ethiopian Birr
FSNAU	Food Security and Nutrition Analysis Unit
GNFI	General Non-Food Item
HCT	Humanitarian Country Team
JMMI	Joint Market Monitoring Initiative
KII	Key Informant Interview
MBP	Market-Based Programming
MHM	Menstrual Hygiene Management
MEB	Minimum Expenditure Basket
NA	Not available
NFI	Non-Food Item
SOSH	Somali Shilling
SLSH	Somaliland Shilling
OCHA	Office for the Coordination of Humanitarian Affairs
USD	United States Dollar
WASH	Water, Sanitation and Hygiene
WFP	World Food Programme

JMMI OUTPUT 2025

Factsheets	Datasets
Q1	Quarter one data-set

JMMI Somalia can be accessed through the JMMI [Dashboard](#) and visiting the following link: <https://dashboards.impact-initiatives.org/som/jmmi/>.

Endnotes

- ¹ Change since the last round of JMMI data collection in November 2024 (Q4 2024).
- ² [Markets and Supply Chain Update, World Food Programme, April 2025.](#)
- ³ USD - United States Dollar
- ⁴ General NFIs -The basic non-food item (NFI) kit, as recommended by the [Somalia Shelter Cluster's Sustainable Solutions Technical Working Group](#). They include any non-food items or tools that contribute to the physical and/or psychological health of populations affected by a significant deterioration in their environment which threatens their survival.
- ⁵ Vendors were asked to report on the condition of their main supply routes (irregularly open, closed, damaged, and open). The supply flow visualised in this map represents the most commonly reported road condition for each supply route.
- ⁶ For multiple answer questions, respondents could select multiple options hence the findings may exceed 100%.
- ⁷ SLSH - Somaliland Shilling
- ⁸ SOSH - Somali Shilling

Participating agencies

- ACTED
- Active in Development Aid
- Action Against Disasters Somalia
- African Volunteers for relief and development (AVORD)
- ASAL Youth Development Association (AYDA)
- Ayub NGO
- Centre for Rural Prosperity and Development (CRPD)
- Dignity First Somalia
- Gacan Qabad Humanitarian Aid and Development Organization (GHADO)
- Integrated Community Action Network (ICAN)
- Livelihood Relief and Development Organization
- Minority Empowerment and Development Agency (MEDA)
- Polish Humanitarian Aid(pah)
- Secure Environment and Education Development Organization (SEEDO)
- Somali Advocacy and Relief organization (SARO)
- Somaliland Barde Association (SOBA)
- Somaliland Community Action Network (SCAN)
- Wamo Relief and Rehabilitation Services (WRRS)
- World Vision

About REACH

REACH Initiative facilitates the development of information tools and products that enhance the capacity of aid actors to make evidence-based decisions in emergency, recovery and development contexts. The methodologies used by REACH include primary data collection and in-depth analysis, and all activities are conducted through inter-agency aid coordination mechanisms. REACH is a joint initiative of IMPACT Initiatives, ACTED and the United Nations Institute for Training and Research - Operational Satellite Applications Programme (UNITAR-UNOSAT).

Participating agencies



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Somali Advocacy & Relief Organization

