



# Joint Market Monitoring Initiative (JMMI) – April 2024

**May 2024**

**REACH**

Informing  
more effective  
humanitarian action



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A light gray world map is centered on the page, overlaid with a faint, light gray geometric pattern of interconnected triangles. The map shows the outlines of continents and countries. The text '01' is positioned above the word 'Methodology' in the center of the image.

01

# Methodology

# Methodology

Providing data on price trends and market functionality indicators

Data collection is a joint, partner-led exercise

Monthly basis

Quantitative, structured interviews: retailer and customer KIs interviews

Per assessed hromada:

- 3 prices per item
- 5 customer KI interviews



## Limitations:

The results should be considered as indicative.

Only the price of the least expensive commonly purchased brand or variety is recorded for each JMMI item.

Some changes in the overall median prices may be driven by shifts in coverage rather than by true price.

# JMMI in April 2024



- 12 Participating partners
- 23 Assessed *oblasts*
- 103 Assessed *hromadas*
- 975 Key informant interviews (KIIs)
- 559 customers surveyed
- 40% 60%
- 416 retailers surveyed
- 20 Commodities assessed

A light gray world map is centered in the background. Overlaid on the map is a complex, light gray geometric pattern of interconnected lines forming various sized triangles and polygons. The number '02' is printed in a bold, red, sans-serif font, positioned centrally over the map.

02

# Key findings

# Key findings



Availability issues regarding essential items and accessibility to financial services were most frequently reported in the areas near the frontline, especially in Donetsk and Zaporizka Oblast



Access to stores and markets in these areas was reportedly restricted due to various security-related and other factors.



Nationwide, affordability remained a core issue.

A light gray world map is centered in the background, overlaid with a faint, light gray geometric pattern of interconnected triangles. The map shows the continents of North America, South America, Europe, Africa, Asia, and Australia. The text '03' is positioned above the main title, centered horizontally.

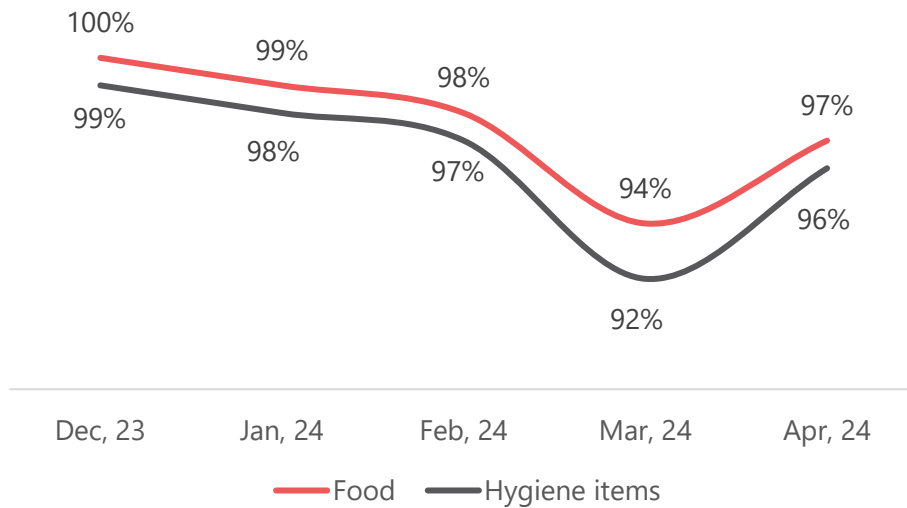
03

# Availability of goods and financial services

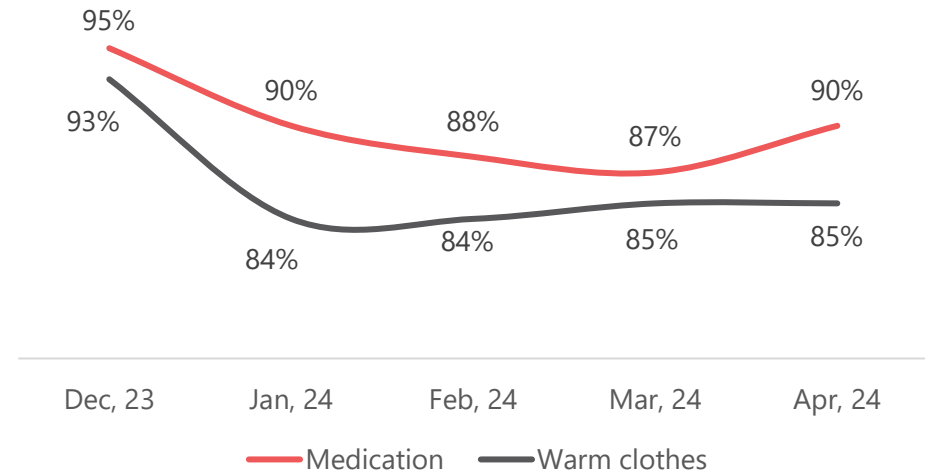


# Availability of goods

% of customer KIs reported full availability of food and hygiene items, nationally



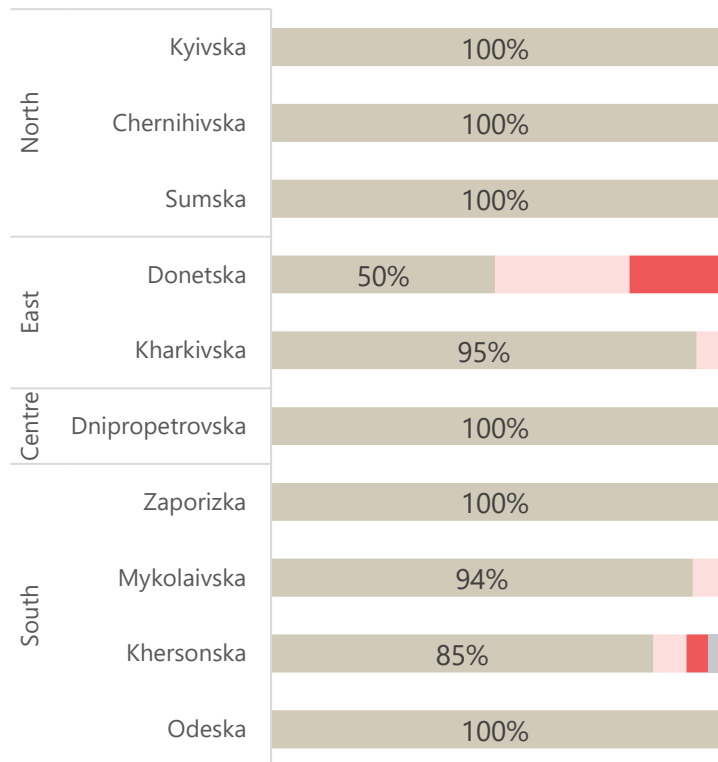
% of customer KIs reported full availability of medication and warm clothes, nationally



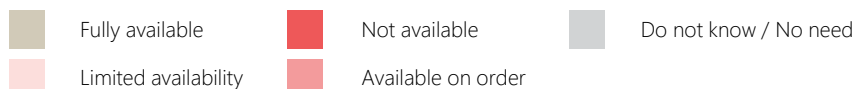
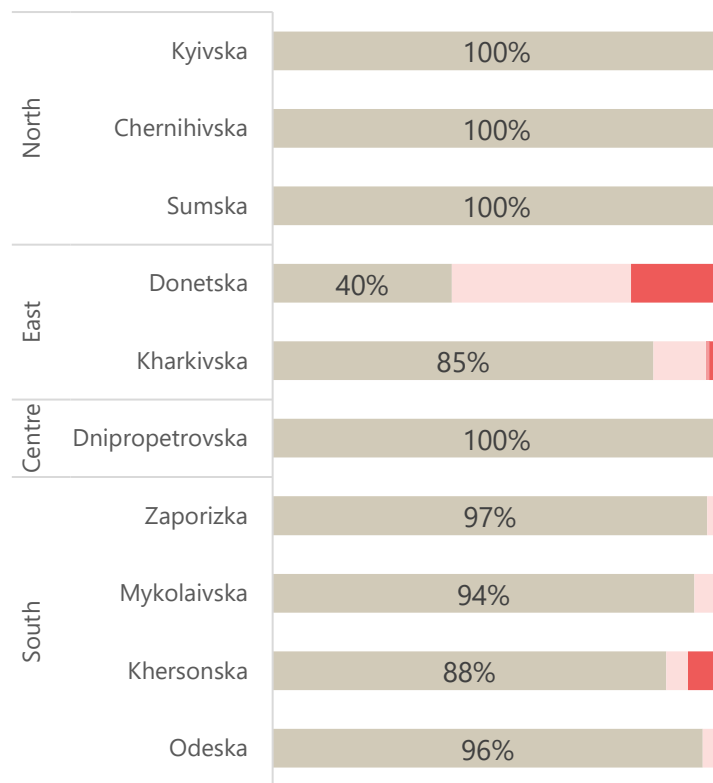
# Availability of goods

In April 2024, by oblast\*, % of customer KIs who reported the availability of:

## Food items



## Hygiene items



## Top 3 hromadas with the lowest availability of food items reported

1. Marinska (Donetska oblast)
2. Izumska (Kharkivska oblast)
3. Beryslavska (Khersonska oblast)

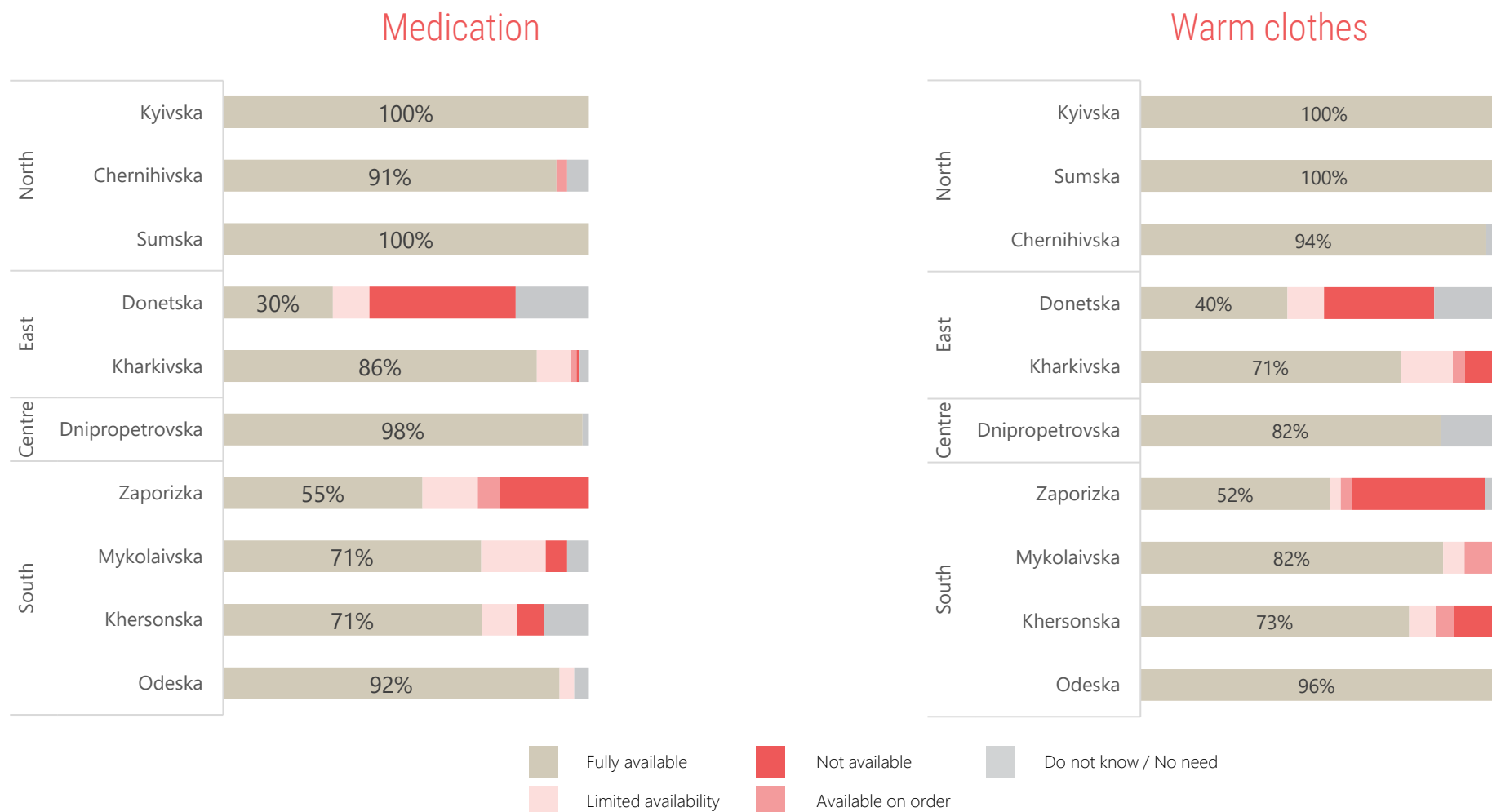
## Top 4 hromadas with the lowest availability of hygiene items reported

1. Marinska (Donetska oblast)
2. Izumska (Kharkivska oblast)
3. Beryslavska and Rohanska (Khersonska and Kharkivska oblast)

\* In the southern, eastern oblasts, as well as in selected northern and central oblasts.

# Availability of goods

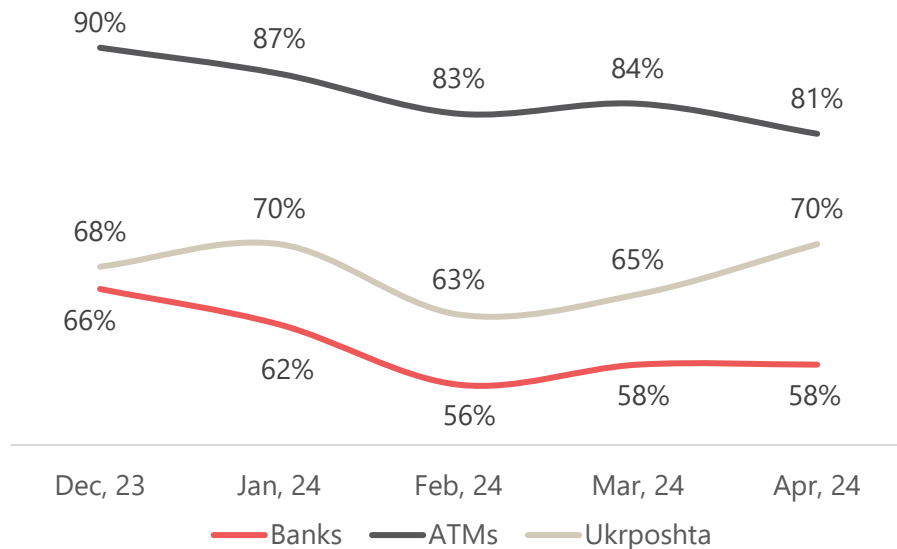
In April 2024, by oblast\*, % of customer KIs who reported the availability of:



\* In the southern, eastern oblasts, as well as in selected northern and central oblasts.

# Availability of financial services

% of customer KIs reported full availability of financial services, nationally



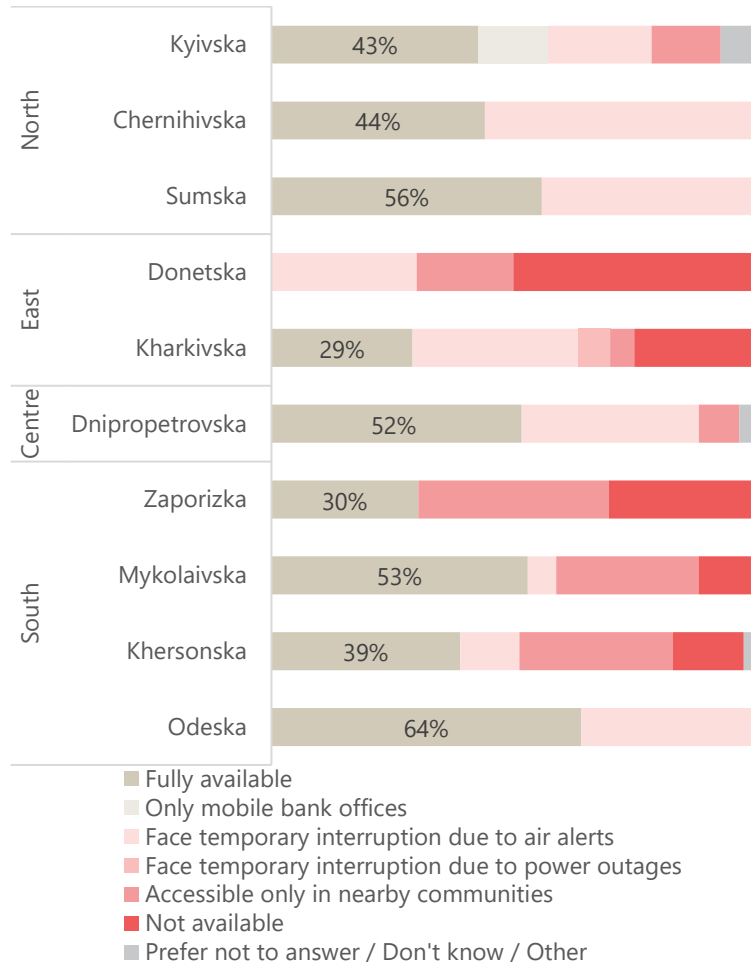
In April 2024, % of customer KIs reported:

- Temporary interruption in the operation of **banks** due to air alerts
  - **25%** nationally
- The unavailability of **banks** in their communities
  - **70%** Zaporizka **70%** Donetska **46%** Khersonska **41%** Mykolaivska
- The absence of **ATMs** in their communities
  - **70%** Donetska **58%** Zaporizka **34%** Khersonska **29%** Mykolaivska
- Temporary interruption in the operation of **Ukrposhta offices** due to air alerts
  - **19%** nationally

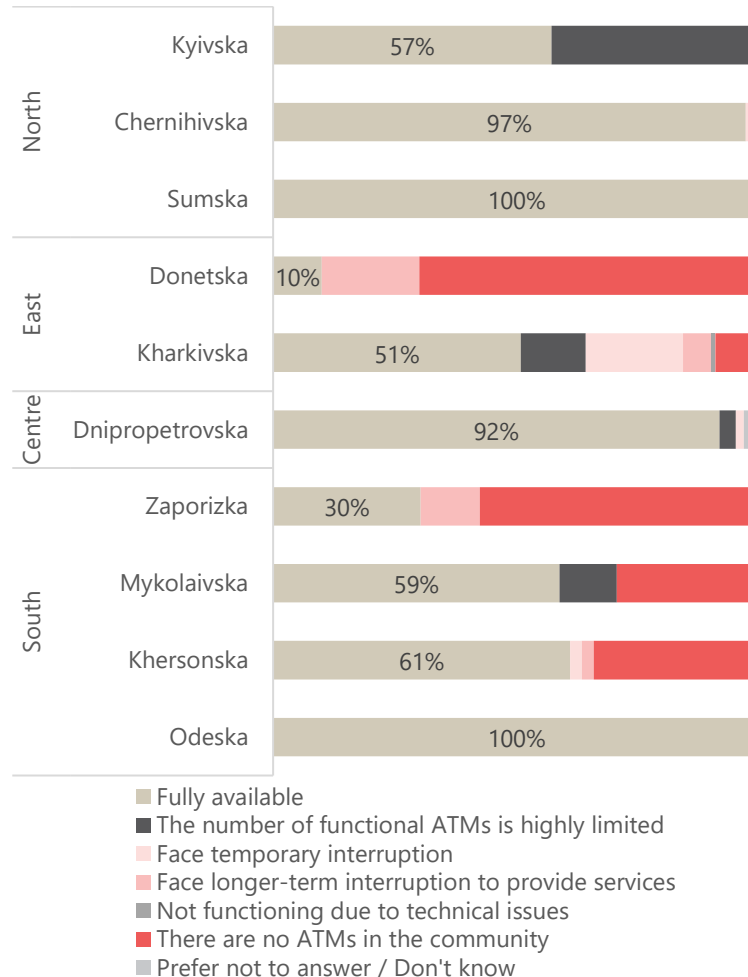
# Availability of financial services

In April 2024, by oblast\*, % of customer KIs who reported the availability of:

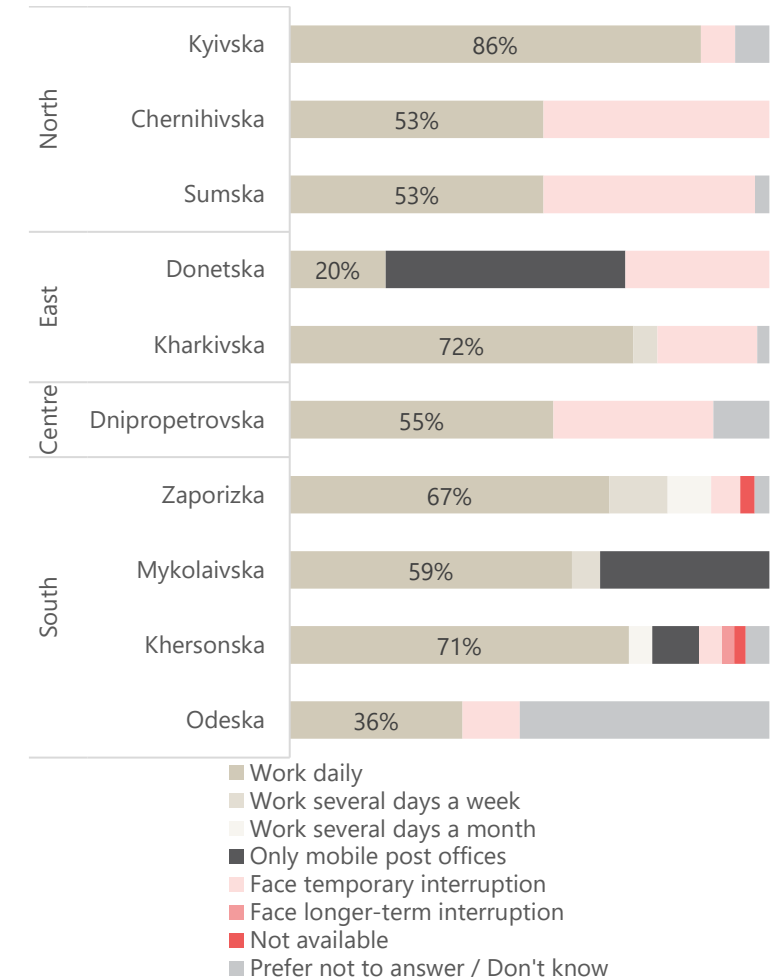
## Functioning banks



## Functioning ATMs



## Functioning Ukrposhta offices



\* In the southern, eastern oblasts, as well as in selected northern and central oblasts.

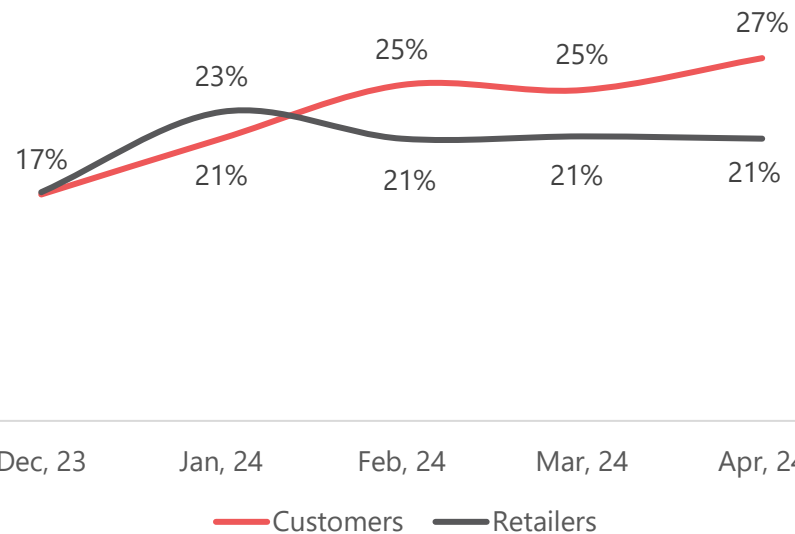
A light gray world map is centered in the background. Overlaid on the map is a complex, light gray geometric pattern of interconnected lines forming a network of triangles and polygons. The number '04' is printed in a bold, red, sans-serif font, positioned centrally over the map's midsection.

04

# Accessibility of stores and markets

# Accessibility

% of respondents reporting that full-scale war has affected the ability to access stores, nationally



Main physical barriers to accessing stores or marketplaces reported by customer KIs in April 2024



**Active fighting or shelling**

**90%** Donetska  
**51%** Khersonska  
**18%** Zaporizka



**Feeling unsafe due to fear of being targeted**

**100%** Donetska  
**32%** Khersonska  
**30%** Zaporizka



**Movement restrictions**

**90%** Donetska  
**34%** Khersonska  
**27%** Zaporizka



**Buildings or infrastructure have been damaged**

**50%** Donetska  
**22%** Khersonska  
**18%** Mykolaivska



**Damage or blockages on roads**

**70%** Donetska  
**9%** Zaporizka  
**7%** Khersonska



**Air alerts**  
**10%** nationally



**Lack of transportation**

**80%** Donetska  
**17%** Khersonska  
**16%** Kharkivska



**Power outages**

**60%** Donetska  
**29%** Kharkivska  
**18%** Zaporizka



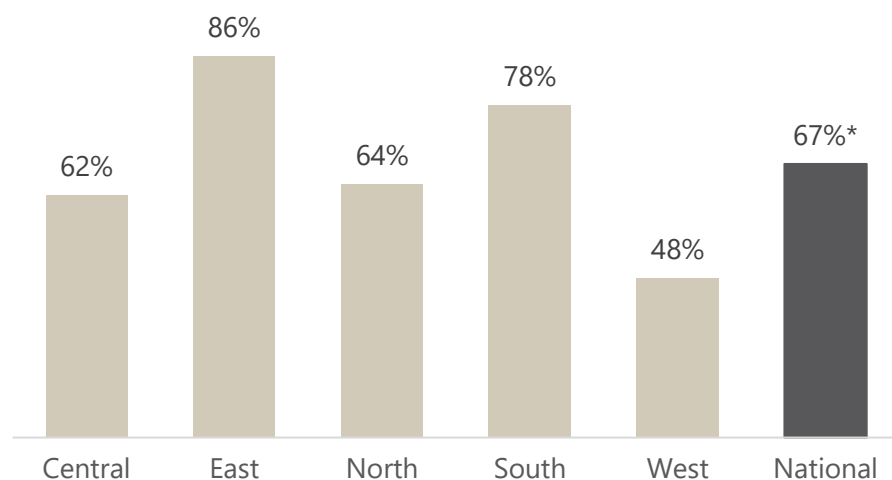
05

# Affordability and prices

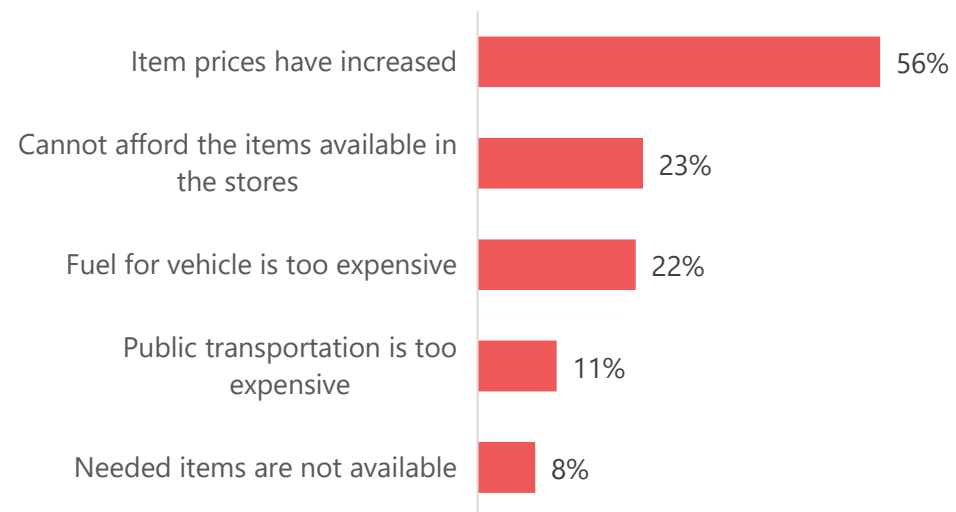


# Affordability

% of customers KIs reporting that financial factors affected their access to goods in stores or marketplaces in April 2024, by region



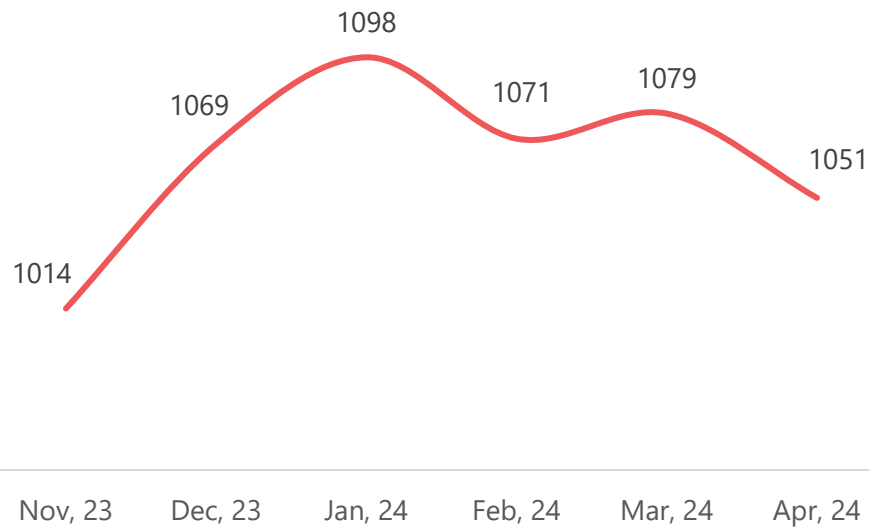
Main financial barriers to accessing goods in stores or marketplaces reported by customer KIs in April 2024, nationally\*



\* Data collected in Kyiv was not taken into account when calculating the indicator.

# JMMI basket

Monthly evolution of the JMMI basket price (in UAH), nationally



JMMI basket in April 2024:

Full JMMI Basket **1051 UAH**



-3% to March 2024  
-12% to April 2023

Food Basket **485 UAH**



-6% to March 2024  
-24% to April 2023

Non-Food (Hygiene) Basket **565 UAH**



0% to March 2024  
+2% to April 2023

Compared to the previous month:

**33%** of retailer KIs in **Chernihivska oblast** reported an increase in prices for all food items within the JMMI basket

**30%** of retailer KIs in **Mykolaivska oblast** reported an increase in prices for all non-food items within the JMMI basket

# Prices

Median prices (in UAH) of food items in April 2024, nationally

Item	Unit	Median prices (in UAH)	Change since March 2024	Change since April 2023
Bread	500 g	18	-5%	-8%
Buckwheat	1 kg	25	-8%	-58%
Cabbage	1 kg	14	-7%	-44%
Carrots	1 kg	13	2%	-71%
Chicken (legs, fresh)	1 kg	97	-9%	-7%
Complementary cereal	200 g	90	-4%	15%
Eggs (chicken)	10 pcs	30	-25%	-49%
Milk (2.5%, fresh)	900 mL	34	-1%	6%
Oil (sunflower, refined)	900 mL	44	-2%	-26%
Onions	1 kg	16	-6%	-69%
Potatoes	1 kg	22	-6%	140%
Rice (round)	1 kg	50	0%	-14%
Water	1.5 L	16	11%	13%
Wheat flour (white)	1 kg	16	-4%	-11%
Total		485	-6%	-24%

# Prices

Median prices (in UAH) of non-food (hygiene) items in April 2024, nationally

Item	Unit	Median prices (in UAH)	Change since March 2024	Change since April 2023
Body soap	1 bar (75 g)	13	4%	1%
Diapers (infant)	1 pack (40-60 pcs)	401	0%	0%
Hygiene pads	1 pack (10pcs)	42	-3%	13%
Laundry soap	1 kg	21	5%	6%
Toothpaste	1 kg	40	3%	7%
Washing powder	200 g	49	3%	4%
Total		565	0%	2%

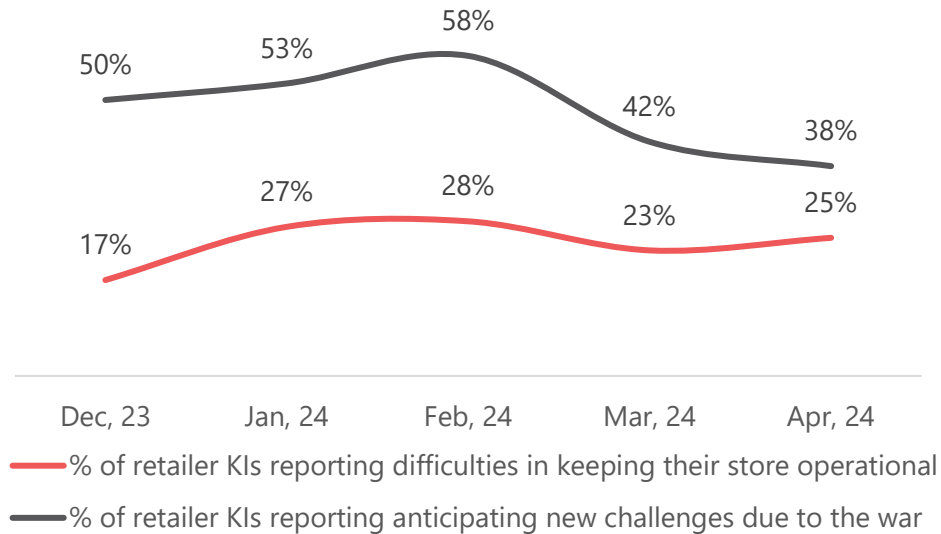
A light gray world map is centered on the slide, showing the continents of North America, South America, Europe, Africa, Asia, and Australia. The map is overlaid with a faint, light gray geometric pattern of interconnected lines forming a network of triangles and polygons. The number '06' is displayed in a bold, red, sans-serif font, positioned centrally over the map, specifically over the European continent.

06

# Market functionality

# Market functionality

% of retailer KIs reporting difficulties in keeping their stores operational and anticipating new challenges in the coming months due to the war



**23%** of retailer KIs in the South, **20%** in the East, and **9%** in the North reported some structural or severe damage

Main difficulties in maintaining operational and well-stocked stores reported by retailer KIs in April 2024

- 1 16% nationally**  
Price increase among suppliers
- 2 27% in the South, 16% in the East**  
Storage of goods during the absence of electricity
- 3 16% in the North, 12% in the West**  
Full staffing

Top 2 challenges retailer KIs expect to face in the coming months due to the war, nationally

- 1 32%** Rising prices
- 2 28%** Reduced purchasing power of customers

A light gray world map is centered on the slide, showing the outlines of continents. Overlaid on the map is a faint, light gray geometric pattern of interconnected lines forming a network of triangles and polygons. The number '07' is displayed in a bold, red, sans-serif font, positioned centrally over the map of Europe and Africa.

07

# Conclusion

# Concluding remarks

**Availability issues regarding food and hygiene items** were most frequently reported in Donetsk and Khersonska oblasts, **while issues with medications and warm clothes** were mainly reported in Donetsk and Zaporizka oblasts.

Customer KIs in the areas near the frontline faced **challenges accessing financial services, primarily due to the lack of functioning banks and ATMs in their communities. Access to shops and markets in these areas was reportedly restricted due to insecurity, damage to buildings and roads, lack of transportation, and power outages.**

**The issue of affordability remained crucial nationwide**, with 56% of customer KIs citing increased prices as the primary barrier to accessing goods in markets, and 23% reporting an inability to afford goods available in stores.

**Multi-purpose cash assistance could still be relevant for most of the country**, in terms of humanitarian response. A **differentiated approach** to aid selection, whether cash or in-kind assistance, **may be necessary in the areas near the frontline.**

**Ongoing monitoring of the market situation is essential in the areas closer to the frontline and the North due to deteriorating security conditions.**



# Thank you for your attention



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