



Joint Market Monitoring Initiative (JMMI) – August 2024

REACH Ukraine



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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 text '01' is positioned in the center of the map, slightly above the word 'Methodology'.

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 key informant (KI) 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 August 2024



12 Participating partners

20 Assessed *oblasts*

100 Assessed *hromadas*

864 Key informant interviews (KIIs)

506 customers surveyed



358 retailers surveyed

20 Commodities assessed

Partners



acted



KAPITAC
UKRAÏNI



CARITAS
UKRAINE



REACH Informing
more effective
humanitarian action

Donors



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's mid-section.

02

Key findings

Key findings

In August, as the situation in the energy sector stabilized, customers' access to stores and financial services improved nationwide. A decreased proportion of retailer KIs faced difficulties in keeping their stores operational and stocked with goods. **However, the JMMI findings continue to highlight the market-related challenges affecting both customer and retailer KIs in areas near the frontline.**

Price increases accelerated, with inflation rising to 7.5% in August, up from 5.4% in July. The median value of the JMMI basket rose by 3% from July and was 7% higher than in August of the previous year. According to the JMMI findings, 51% of retailer KIs expected supplier prices to keep rising, while 38% anticipated that declining customer purchasing power would pose a major challenge in the coming months.

Affordability remained a key issue, with 62% of customer KIs in August identifying price increases as the main financial barrier to accessing goods. Meanwhile, 17% of customer KIs were unable to afford items in stores, even though the prices for those items had not risen.

The August JMMI analysis indicates that access to markets and essential goods was particularly challenging for customer KIs in Donetsk oblast. All customer KIs in this oblast reported physical barriers to reaching stores, with financial constraints also being a significant challenge. Therefore, continued monitoring in this area remains crucial to determine the most effective form of humanitarian assistance.

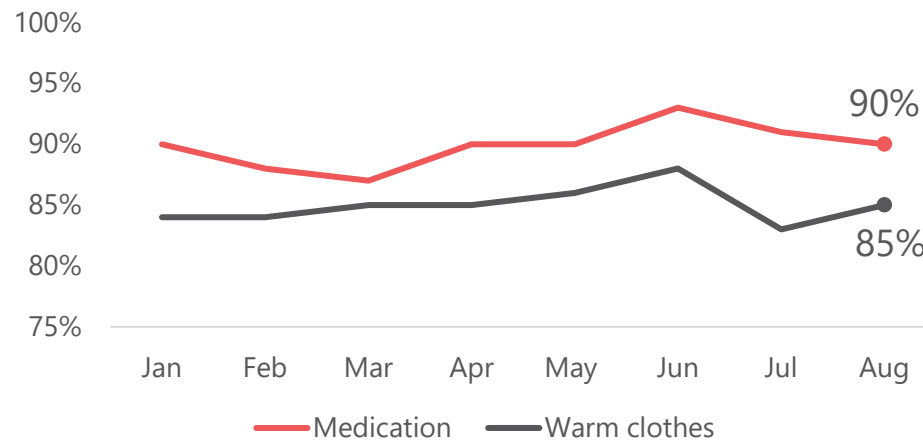
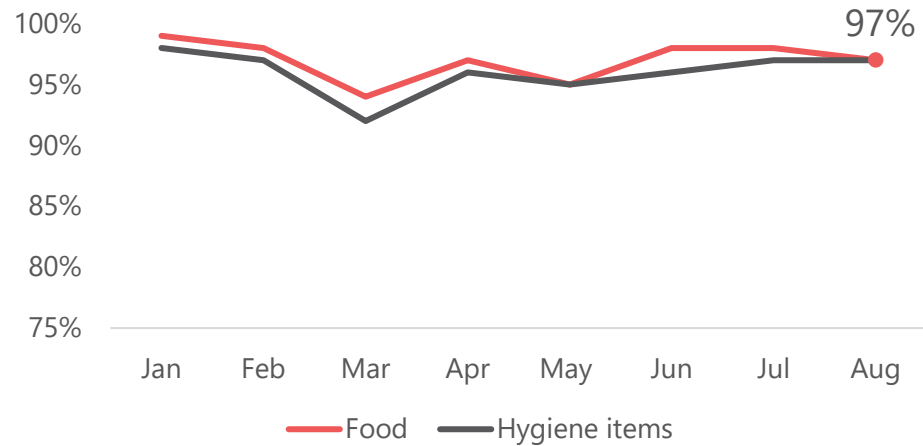
A light gray world map is centered in the background. Overlaid on the map is a complex, light gray geometric pattern of interconnected lines forming various sized triangles and polygons. The number '03' is printed in a bold, red, sans-serif font, positioned centrally over the map's landmasses.

03

Market overview

Availability of goods

% of customer KIs reporting full availability of essential items, nationally



% of customer KIs reporting availability issues* with essential items in the East and South in August

	Food items	Hygiene items	Warm clothes	Medication
East	6%	5%	18%	12%
South	10%	11%	20%	18%
National	3%	3%	7%	9%

* This option includes the responses "not available", "limited availability", and "available on order".

Hromadas in which customer KIs in August reported the unavailability of:

Food and hygiene items

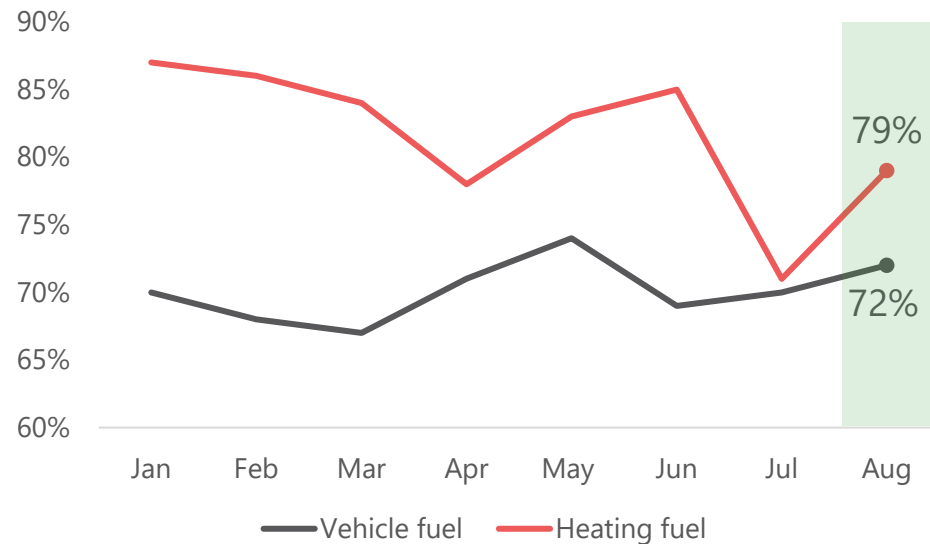
Marinska (**Donetska oblast**)
Berezhnivatska
(**Mykolaivska oblast**)

Warm clothes and medication

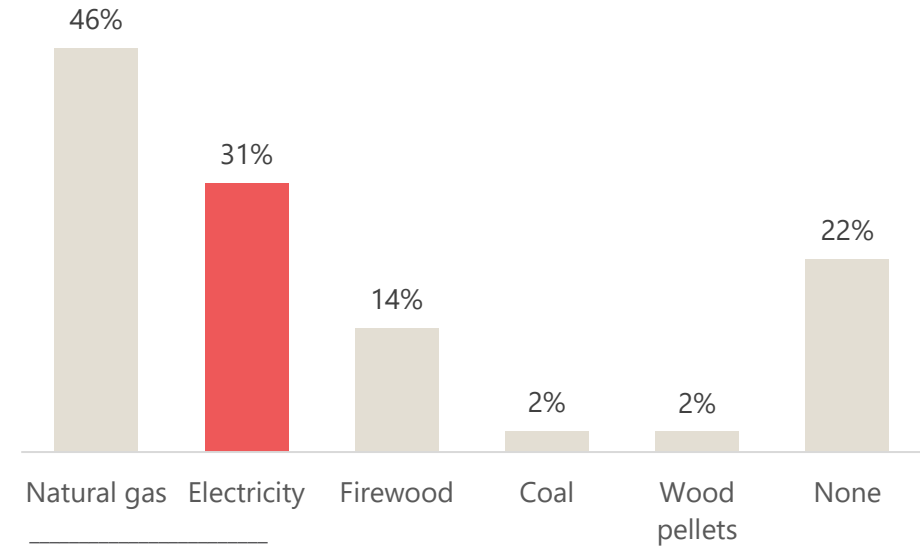
Slovianska
(**Dnipropetrovska oblast**)
Marinska (**Donetska oblast**)
Stepnenska, Shyroktivska
(**Zaporizka oblast**)
Berezhnivatska
(**Mykolaivska oblast**)
Beryslavska (**Khersonska oblast**)

Availability of fuels

% of customer KIs reporting full availability of fuels, nationally



% of customer KIs reporting they regularly purchase electricity for heating purposed compared to other heating fuels* in August, nationally

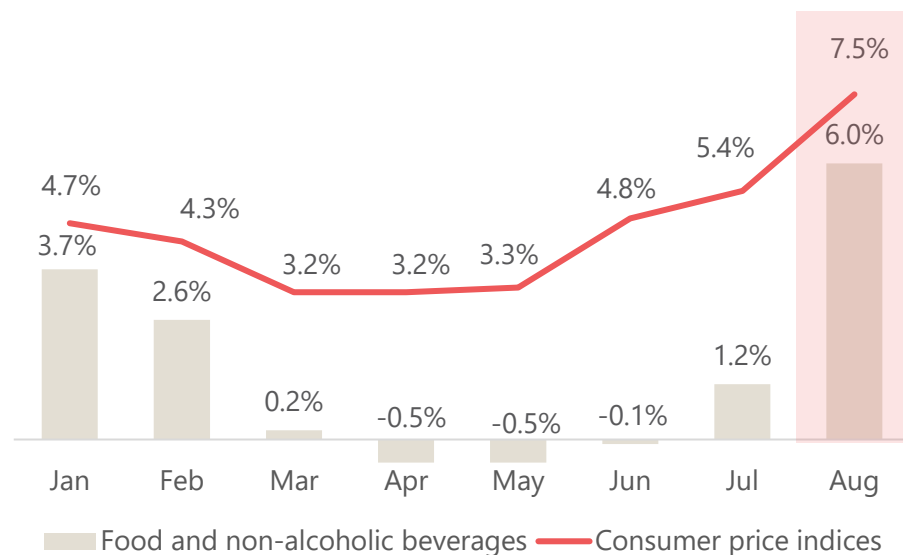


* Respondents could select more than one option.

In August, the energy situation stabilised, particularly as nuclear power plants resumed full operations after undergoing repairs and temperatures returned to normal after a record heatwave in July.

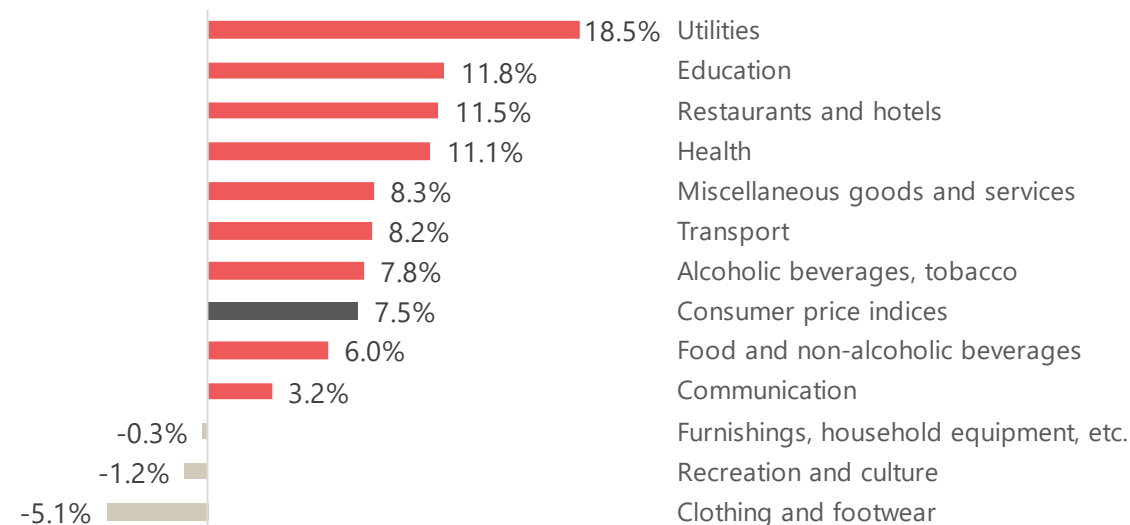
Prices

Annual inflation rate, %




Source: SSSU

Consumer price changes (%) for groups of food and services, from August 2023 to August 2024



Source: SSSU

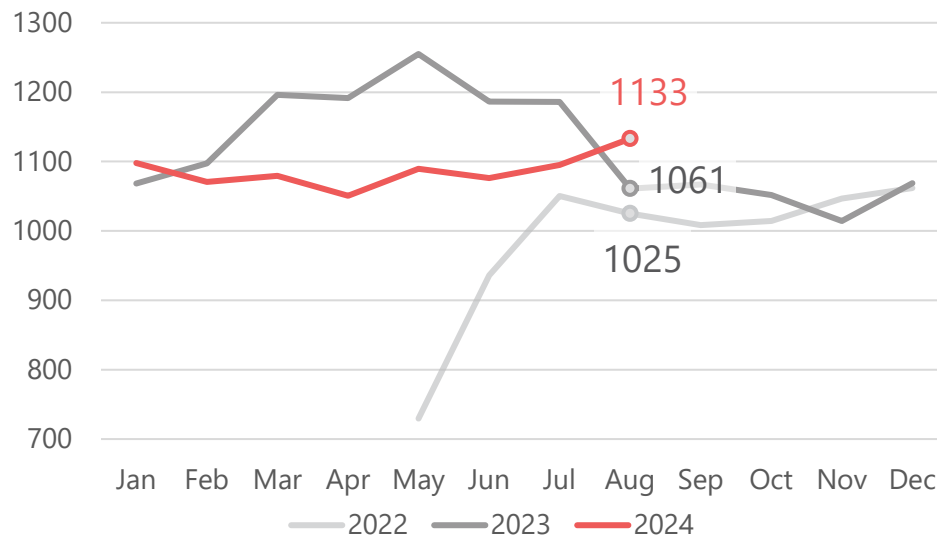
 On a monthly basis, inflation rose to 0.6% in August, up from 0.0% in July. The acceleration in consumer price growth was primarily driven by this year's poorer harvest and increased business costs for food raw materials, energy, and labor. Additionally, price pressures were amplified by the pass-through effects of the hryvna's depreciation in the previous months*.

Inflation is expected to rise in the coming months due to increasing business costs for labour and electricity, a gradual rise in excise taxes, and the continued effects of the hryvnia's devaluation from previous months*.

* National Bank of Ukraine, [NBU August inflation update](#), 11 September 2024.

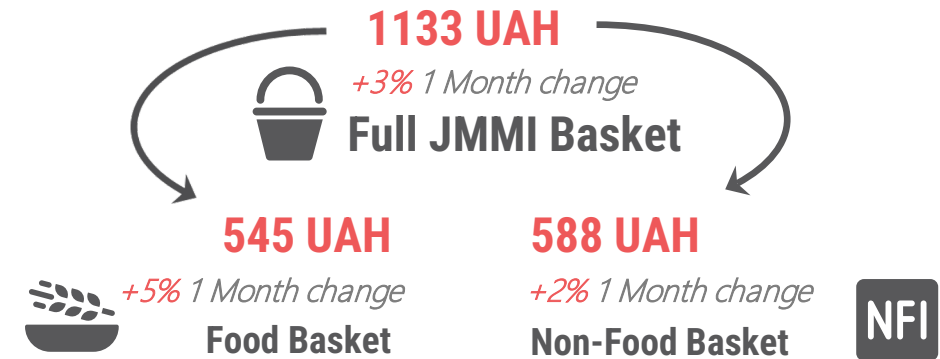
Prices for items in the JMMI basket

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



In August 2024, the most expensive JMMI basket was calculated based on prices reported in Kyiv (UAH 1,225), followed by the North (UAH 1,157), and East (UAH 1,121). Whereas JMMI basket prices were reported to be the lowest in the South (UAH 1,081) and Centre (UAH 1,082).

JMMI basket in August

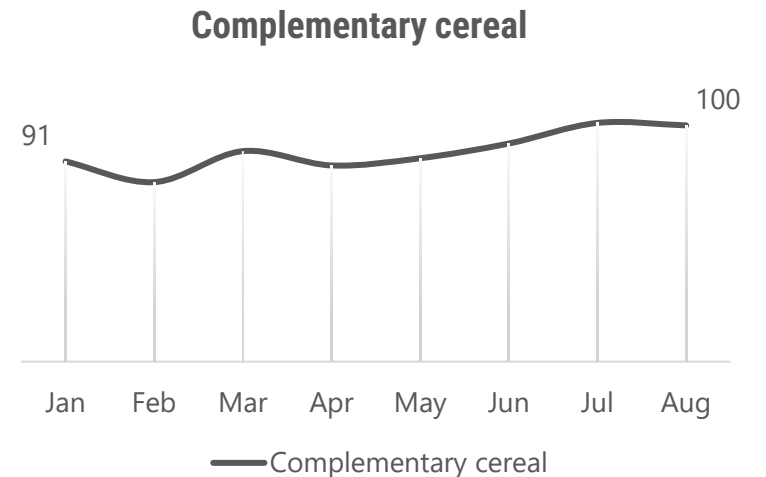
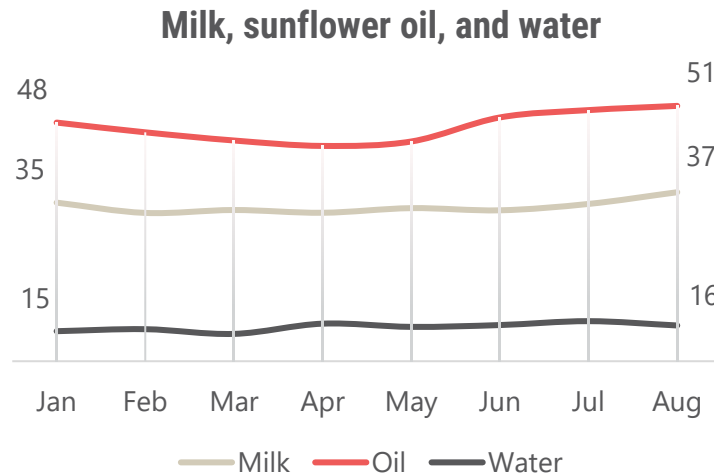
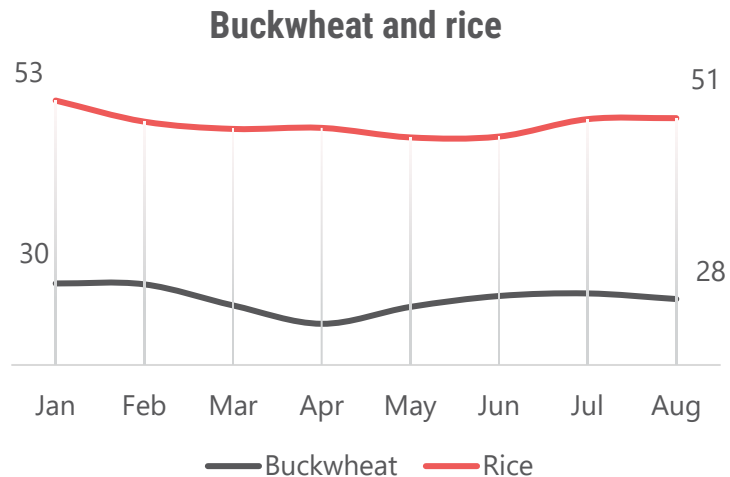
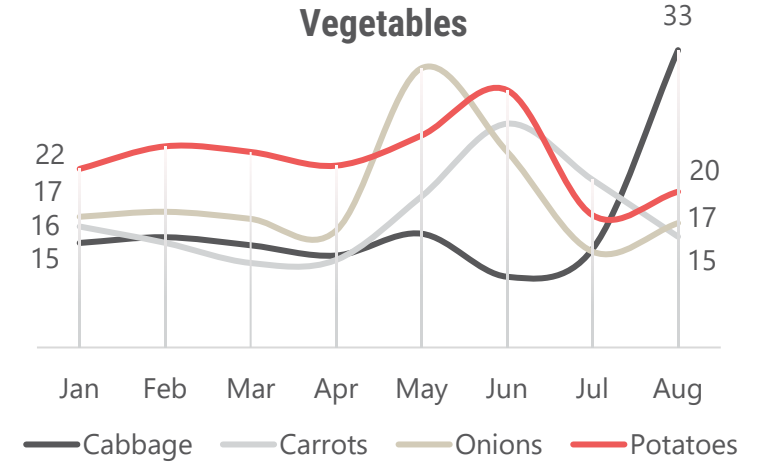
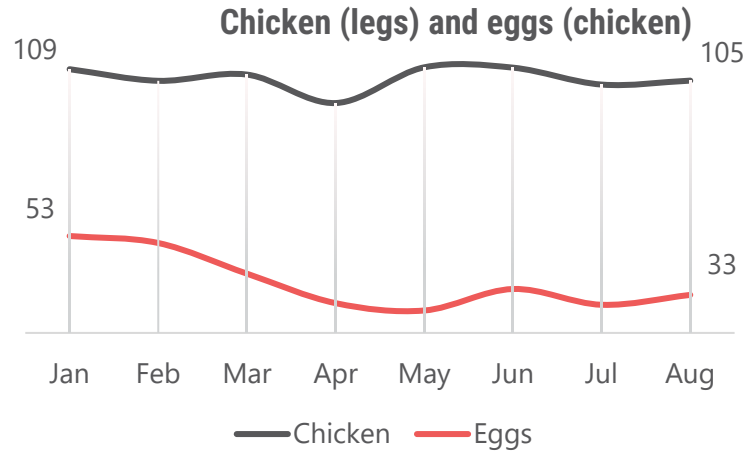
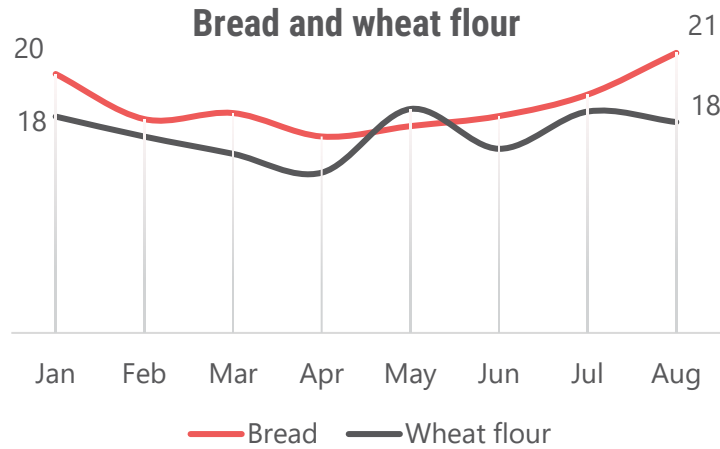


JMMI basket in August, by type of area



Prices for items in the JMMI basket

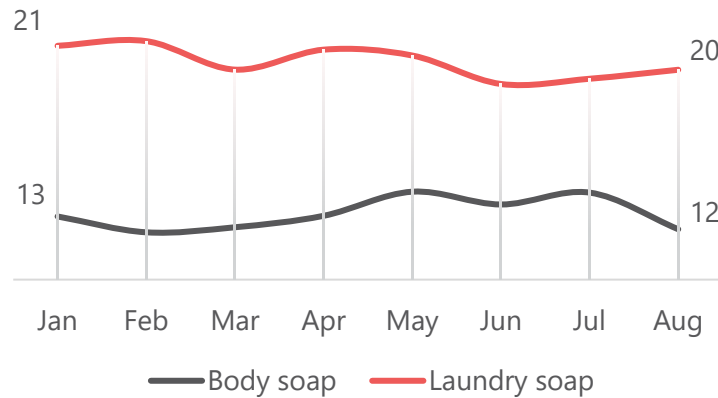
Trends in median food prices (in UAH) in the JMMI basket, nationally



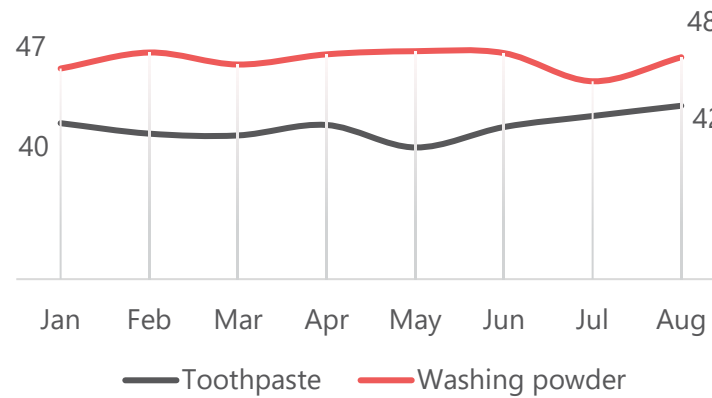
Prices for items in the JMMI basket

Trends in median non-food prices (in UAH) in the JMMI basket, nationally

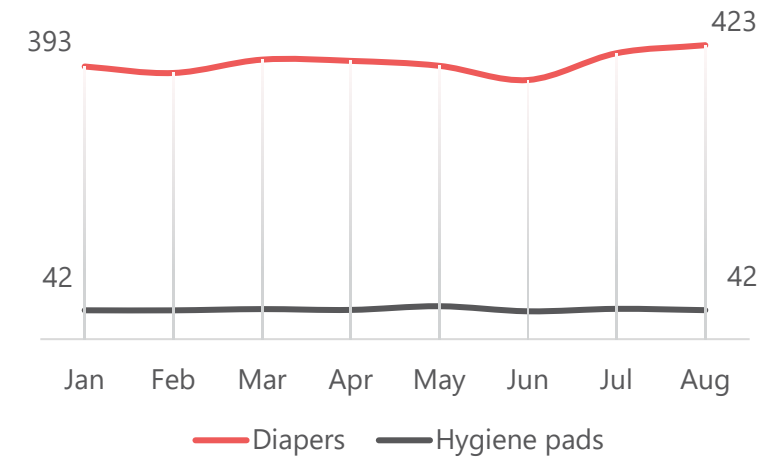
Body soap and laundry soap



Toothpaste and washing powder



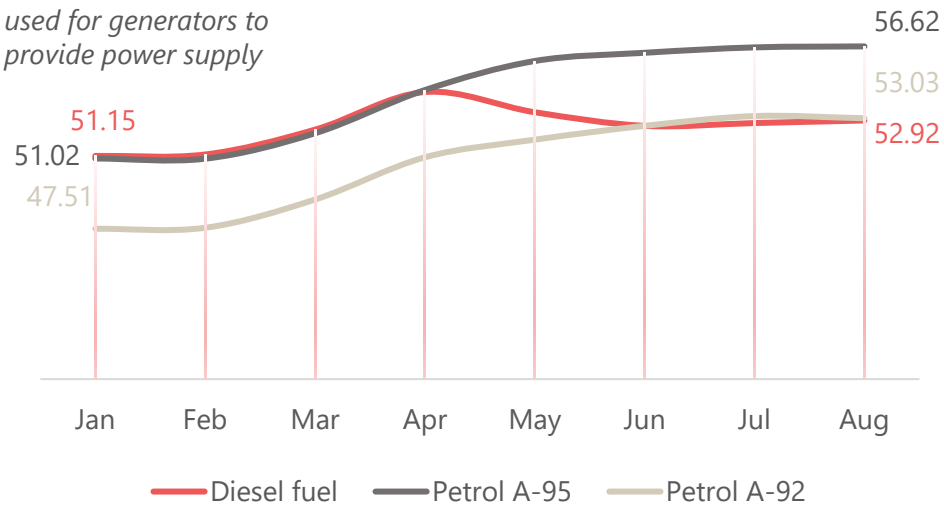
Diapers for infants and sanitary pads



Prices for fuels

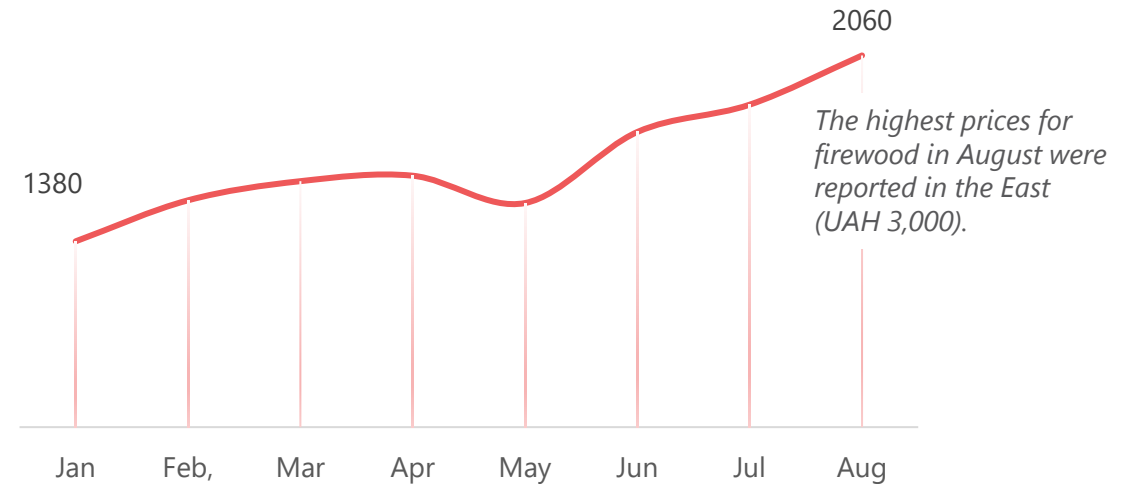
Average vehicle fuel prices (UAH per litre)

Petrol and diesel are used for generators to provide power supply



U

Median firewood price (UAH per cubic metre)



14% of customer KIs reported purchasing firewood for heating purposes in August

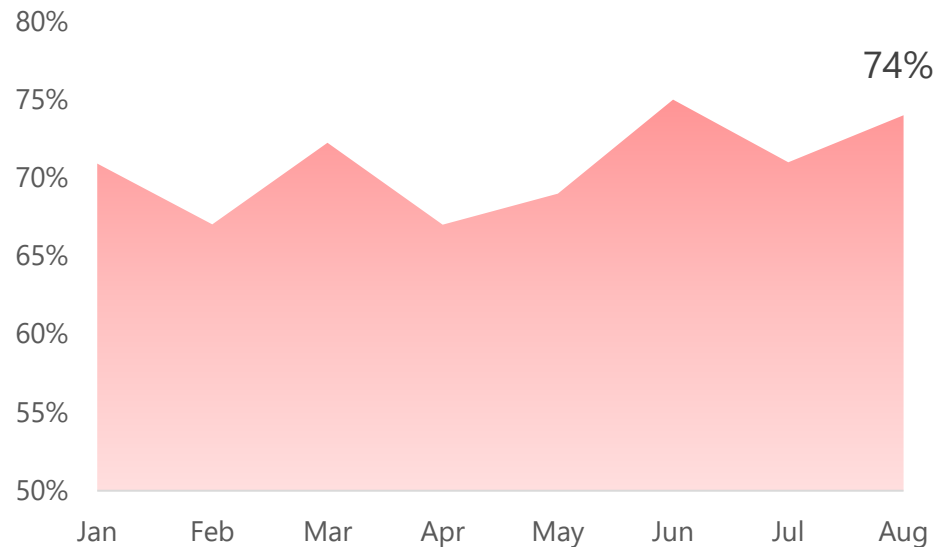


On 1 September 2024, excise taxes on fuel have increased, which can affect its cost. The National Bank of Ukraine predicts that fuel prices can rise by more than 9% by the end of the year*. The next stage of fuel excise tax increases is scheduled for 1 January 2025.

* National Bank of Ukraine, [Inflation Report, July 2024](#), 1 August 2024.

Affordability

% of customers KIs reporting that financial factors affected their access to goods in stores or marketplaces, nationally



62% of customer KIs reporting rising prices as the primary reason for financial challenges to accessing goods

17% of customer KIs reporting being unable to afford to purchase necessary items despite the price of these items had not increased

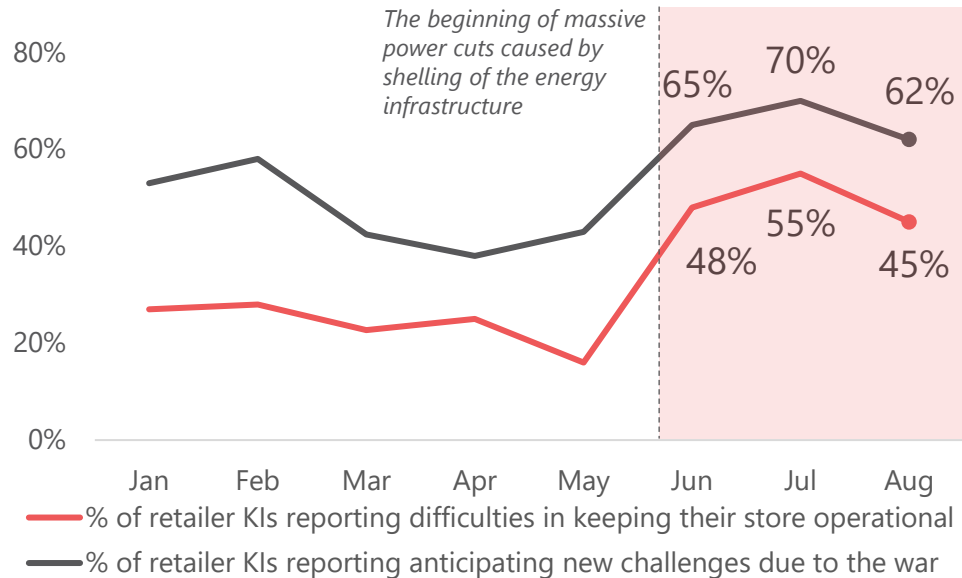
% of customers KIs reporting that financial factors** affected their access to goods in stores or marketplaces in August, by type of barrier, age group, gender, and type of area (N=375)

Reported financial barrier	18-59 years old	60 years and above	Women	Men	Rural	Urban
Item price have increased	55%	75%	66%	56%	64%	61%
Cannot afford the items (despite prices have not risen)	17%	29%	21%	12%	16%	19%
Fuel for vehicle is too expensive	24%	10%	12%	35%	16%	22%
Public transportation is too expensive	7%	10%	9%	3%	5%	8%
Items are not available	3%	2%	4%	2%	6%	2%
Do not have enough physical cash	3%	4%	3%	1%	3%	2%

** Respondents could select more than one option.

Market functionality

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



Retailer KIs in Bohodukhivska, Blyzniukivska, Lozivska, Pervomaiska, and Derhachivska hromadas of **Kharkivska oblast** faced some restocking issues, reportedly requiring two weeks to resupply sunflower oil, wheat flour, rice, buckwheat, complementary cereal for babies, as well as all non-food (hygiene) items within the JMMI basket.

Top 3 difficulties* faced by retailer KIs in keeping their store operational and well-stocked due to the war in August (N=138)

- 1 **22%** Storage of goods during the absence of electricity
- 2 **19%** Price increase among suppliers
- 3 **14%** Movement restrictions

*Retailers continued to adapt to the prolonged power outages. A number of large chains started importing electricity, and most grocery chains did not reduce their product range; at the same time, small retailers' costs due to generators increased by 10-30%**.*

Top 2 challenges* retailer KIs expected to face in the coming months due to the war in August (N=206)

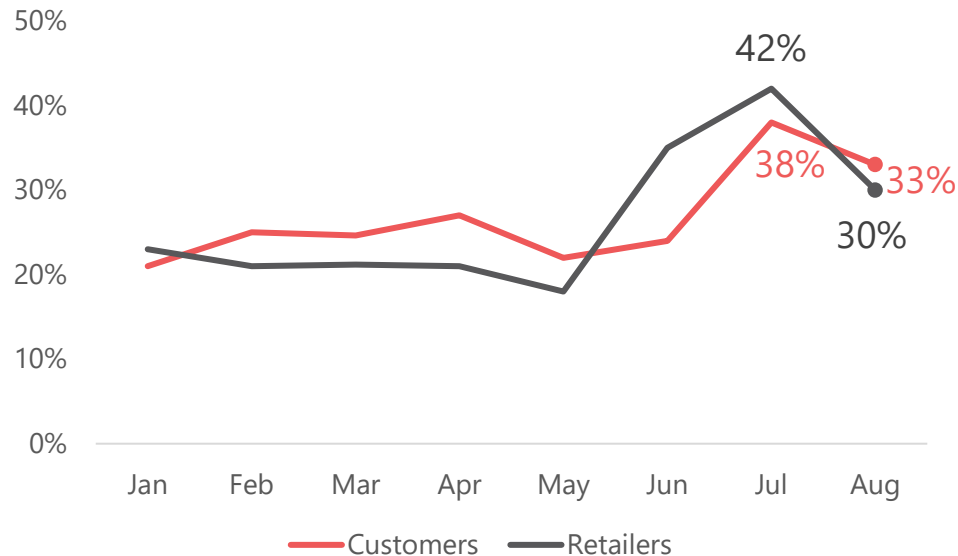
- 1 **51%** Rising prices
- 2 **38%** Reduced purchasing power of customers

* Respondents could select more than one option.

** National Bank of Ukraine, [Macroeconomic and Monetary Review, September 2024](#), 5 September 2024.

Accessibility of stores and markets

% 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 August (N=169)



Active fighting or shelling

85% Donetska
32% Khersonska
14% Mykolaivska
14% Kharkivska



Feeling unsafe due to fear of being targeted

85% Donetska
35% Kharkivska
24% Khersonska
23% Mykolaivska



Movement restrictions

40% Khersonska
35% Donetska
31% Kharkivska
27% Mykolaivska



Buildings or infrastructure have been damaged

60% Donetska
20% Khersonska
14% Kharkivska



Damage or blockages on roads

35% Donetska
14% Mykolaivska



Lack of transportation

35% Donetska
14% Mykolaivska
14% Khersonska



Power outages
5% nationally

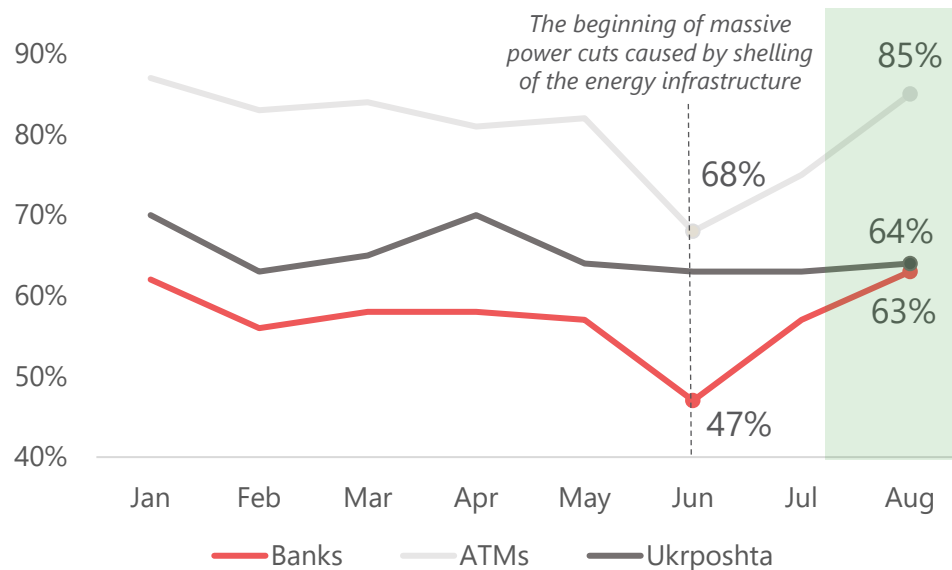


Air alerts
13% nationally

* Respondents could select more than one option.

Accessibility of financial services

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



Air alerts restricted the opening hours of bank branches (reported by 35% of customer KIs) and Ukrposhta offices (38%) across the country.

Main barriers* to accessing financial services, reported by customer KIs in August:

Bank branches (N=203)

The unavailability

53% Zaporizka
30% Donetska

Accessible only nearby

44% Khersonska
42% Kyivska
18% Mykolaivska

Power outages

5% nationally

11% South

ATMs (N=78)

No ATM

53% Zaporizka
34% Khersonska
30% Donetska

The limited number

33% Kyivska
23% Kharkivska
20% Donetska

Power outages

5% nationally

21% South

Ukrposhta offices (N=180)

**Irregular operation:
several days a week**
53% Zaporizka

Only mobile post offices

23% Mykolaivska
15% Donetska

Power outages

8% nationally

14% Kyiv **13%** South

* Respondents could select more than one option.

Thank you for your attention



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