

MARKET NETWORK ANALYSIS - MARCH 2022: Northwest Syria | Greater Idleb Area

INTRODUCTION

This Market Network Analysis was conducted in order to gain an understanding of the functionality of markets and the interdependencies between markets and communities in covered locations. The analysis illustrates the market locations that communities rely on. This analysis aims to support humanitarian actors in the quick identification of communities that would likely be affected should a market fall out of service, and in the implementation of market-based interventions in this region.

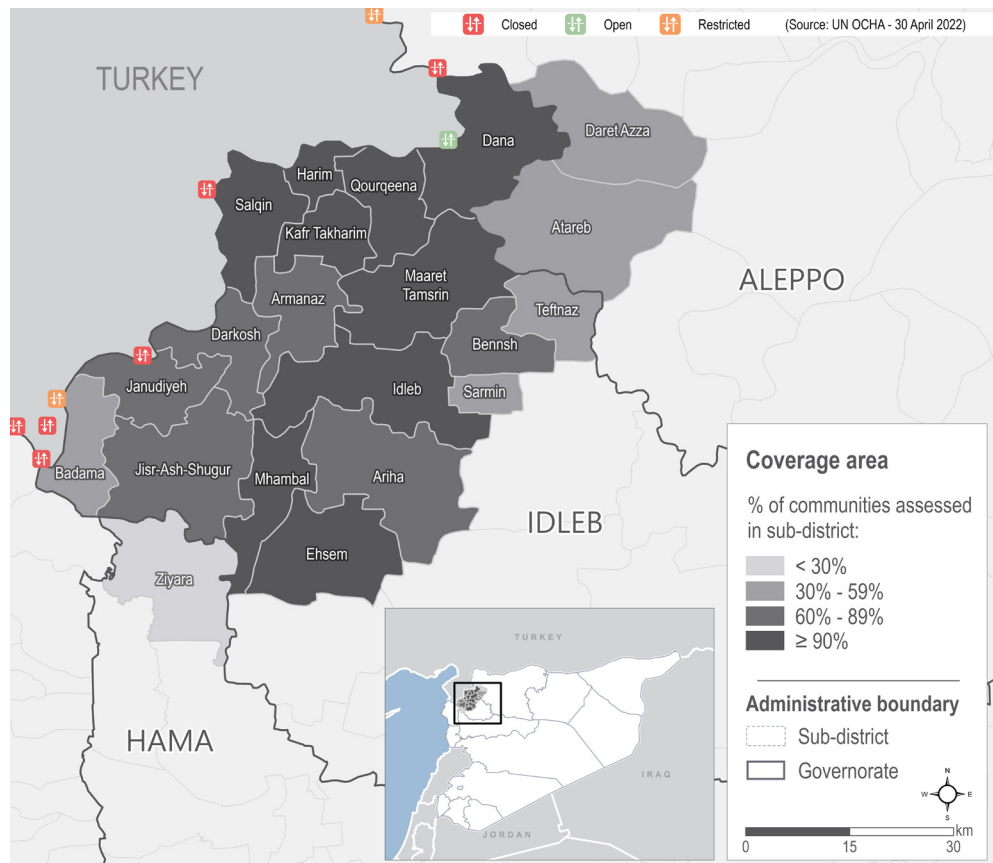


Table: Percentage of assessed communities where KIs reported functioning markets and traveling to outside markets

	Fuel	Hygiene Items	Fresh Food	Bulk Food
Market (full functionality)	57%	65%	77%	72%
Market (limited functionality)	32%	24%	17%	23%
Travelled to markets	66%	71%	44%	74%

METHODOLOGY

This Market Network Analysis focused on four necessary item types using a Key Informant (KI) methodology, where KIs were selected based on their community-level and sector-specific knowledge. KIs were asked where individuals in their communities go to purchase four item types: fuel, hygiene items, fresh food and bulk food. KI reports of people from one community traveling to another community to access markets indicate a market network “connection” between the respective communities, as depicted on the maps. The importance of a market hub was assessed by looking at the number of surrounding communities served by the market hub, as well as the geographical reach of a market hub. The geographical reach was defined by calculating the area of a convex hull containing the market hub and the surrounding communities.

The terms indicating item types are not strictly defined but rather self-explanatory. Therefore, it can be interpreted that fuel consists of fuel used for different purposes (e.g. transport, cooking or heating), and the same applies to hygiene items. The distinction between fresh food and bulk food is made accordingly so that bulk food consists of packaged goods sold in bulk, such as ghee/vegetable oil, red lentils, rice, salt, sugar and tomato paste, whereas fresh meat, fruits and vegetables are included in fresh food.

Data collection took place between 24 and 28 March 2022. REACH relied on a network of Syria-based enumerators in accessible locations throughout The Greater Idleb Area, who conducted 395 interviews with KIs (one per community) located in the communities that they were reporting on. Due to security and COVID-19 concerns, data collection was conducted via phone interviews. The analysis is not representative of all market communities or networks, but is rather indicative of the market networks in the assessed area.

KEY FINDINGS

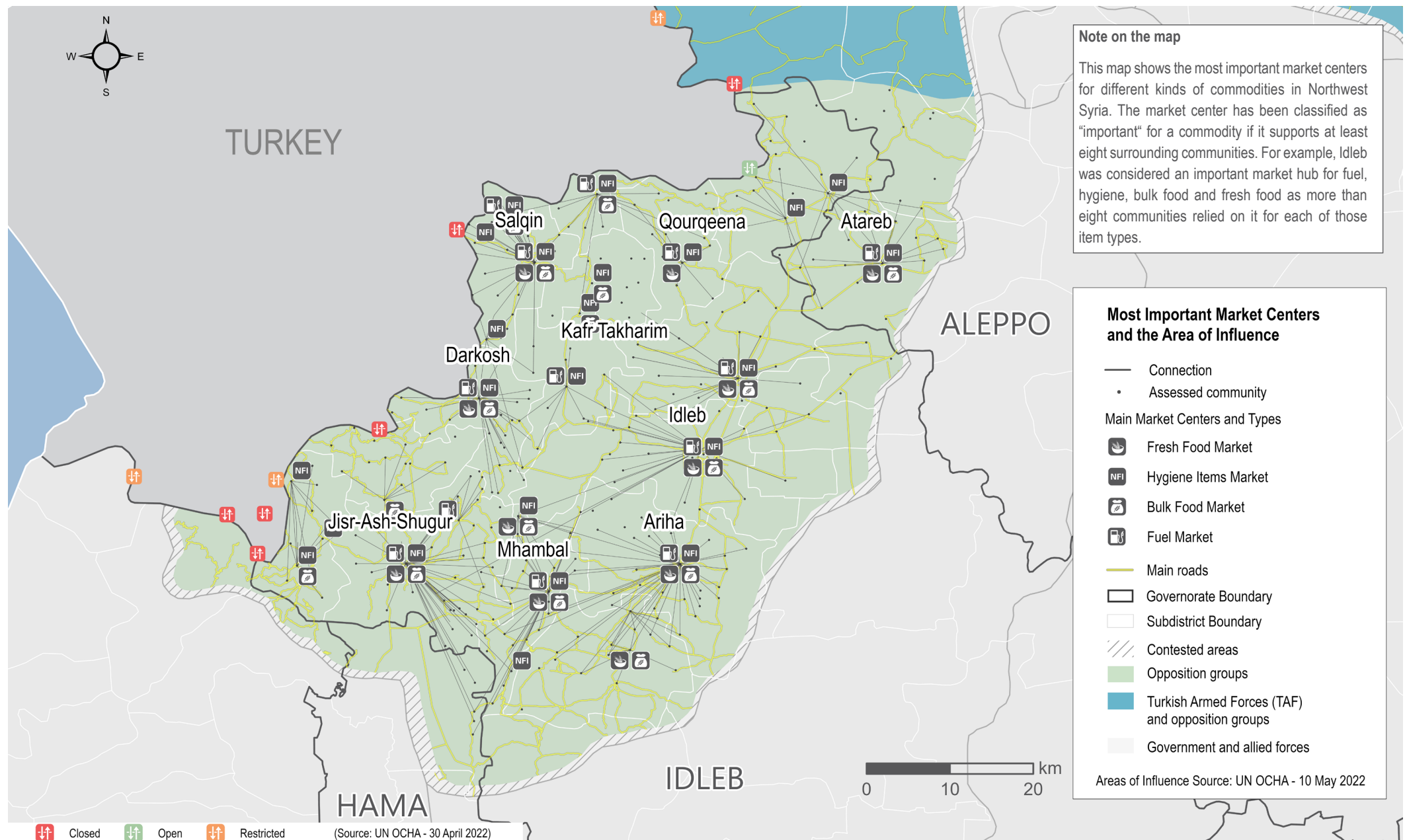
People in 64% of the surveyed communities travelled to outside communities to access markets, despite almost all of those communities having a market with full or limited functionality.¹ Better selection, cheaper prices and better quality of goods were the most commonly reported reasons for traveling, along with reported issues that the quantity of goods available in local markets was not sufficient to meet the demand. In 97% of assessed markets. Challenges reported by KIs to be common for people traveling to markets outside their community, including lack of transportation (in 77% of assessed communities), the high price of transportation (78%) and markets being too far (43%). KIs in 17% (68) of assessed communities reported that road damage is affecting travelling to outside markets.

KIs in 23% of the assessed communities reported the presence of issues that either limit or preclude market functionality. Reported challenges to running a functioning markets include a lack of individuals with the means to fully stock a market (reported by KIs in around 60% of assessed communities for each item type). Moreover, supply challenges and profitability were often mentioned reasons across all item categories (in 2%-42% of assessed communities). Physical damage to infrastructure and market buildings were also mentioned as reasons (streets and roads: 8% of communities, electricity: 3%, buildings: 1%).

¹ Percentage of assessed communities with a functioning market: fuel markets: 89%, hygiene item markets: 89%, fresh food markets: 94%, bulk food markets: 95%

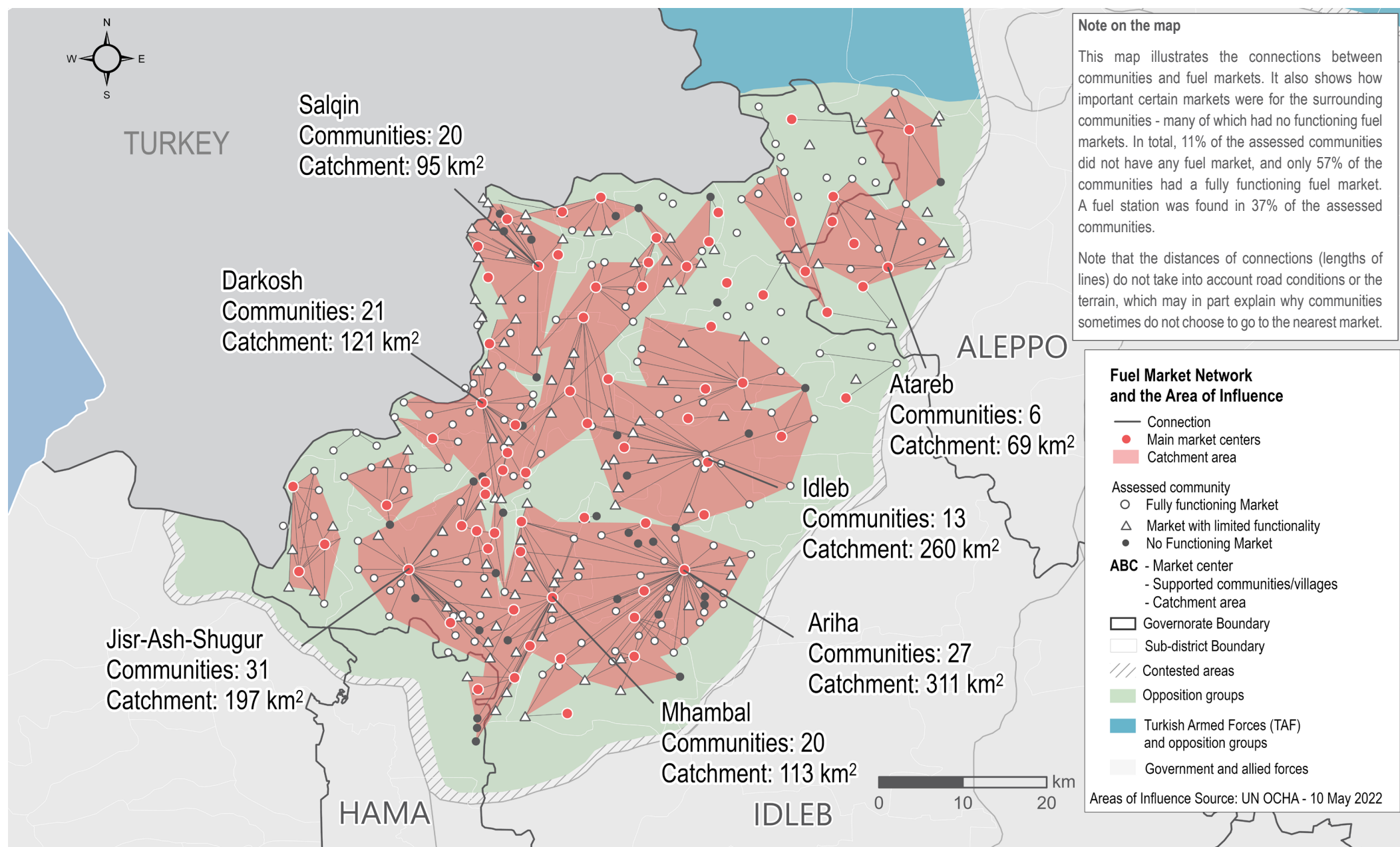
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1. Market Hubs



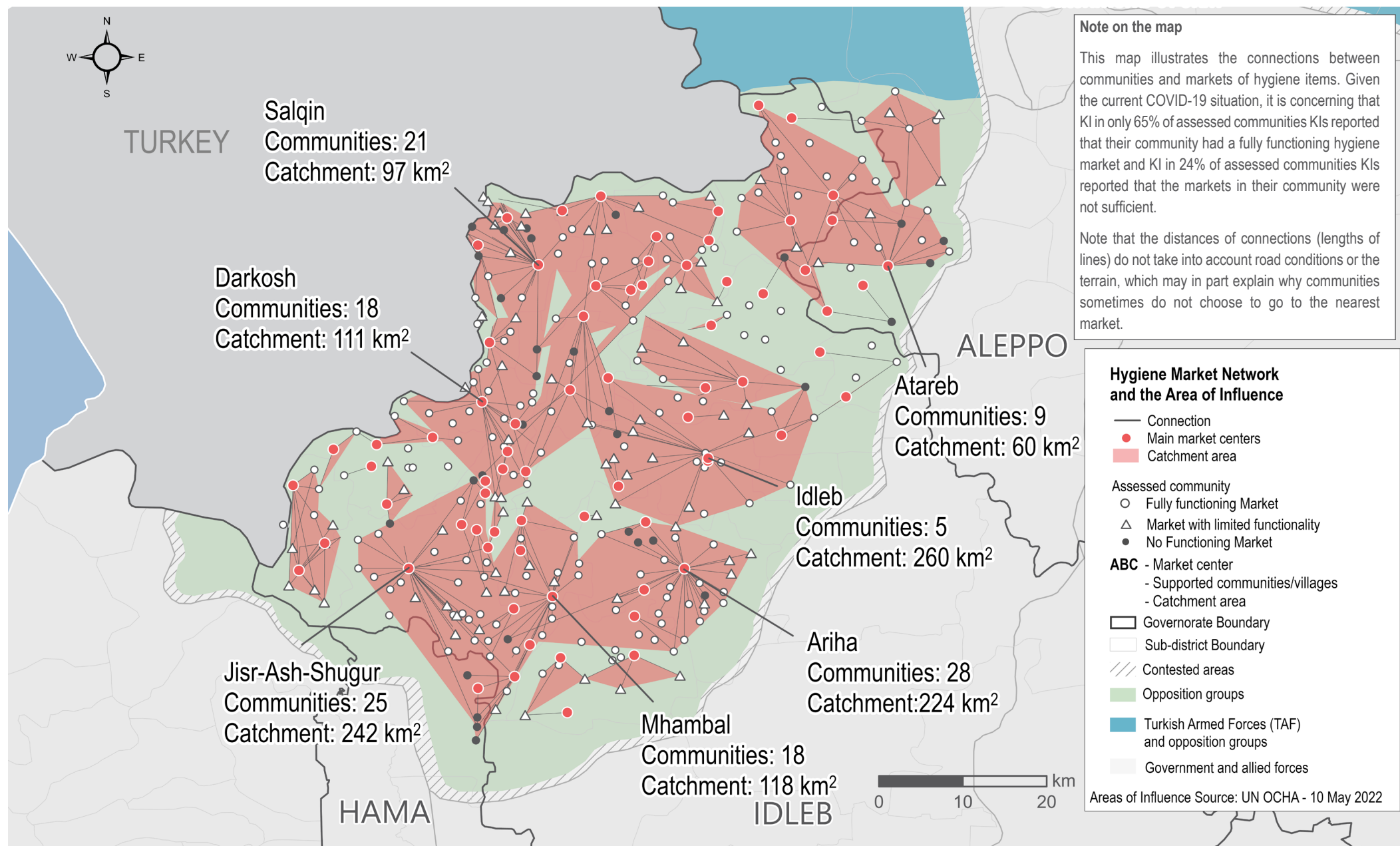
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2. Fuel Market Network



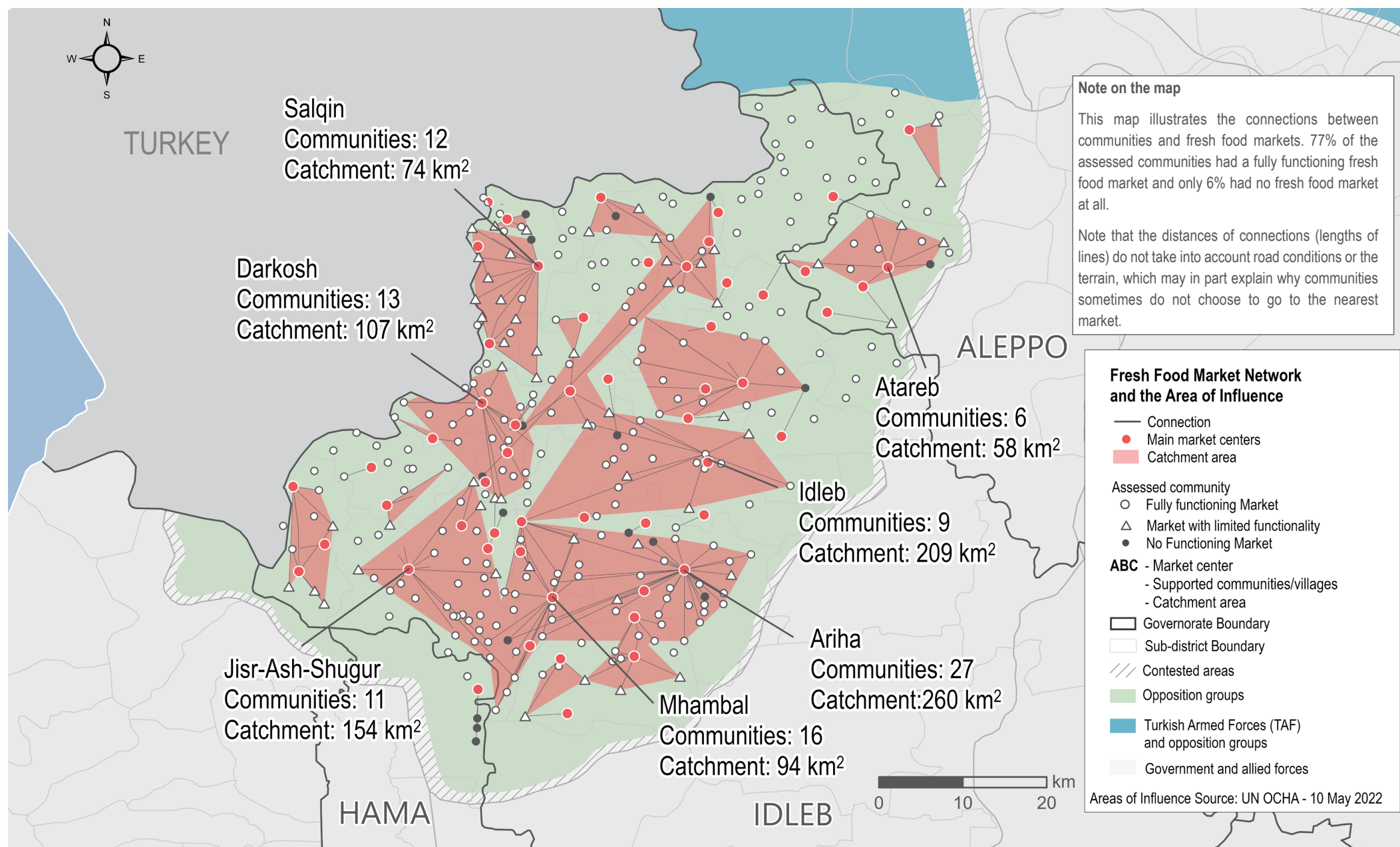
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3. Hygiene Items Market Network



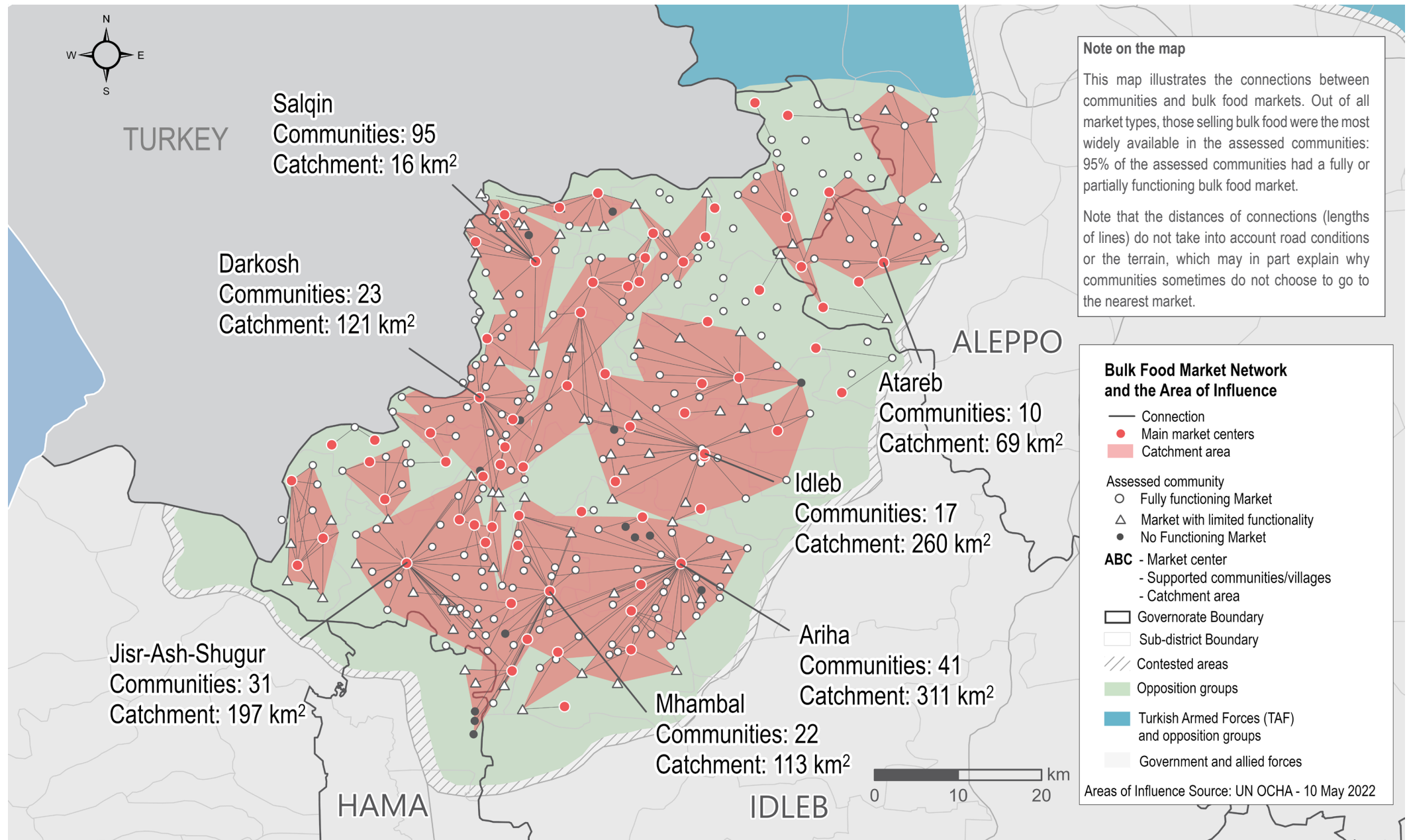
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4. Fresh Food Market Network



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5. Bulk Food Market Network



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6. Market Security

