

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

INTRODUCTION

A Market Network Analysis was conducted in September 2022 in order to gain an understanding of the functionality of markets and the interdependencies between markets and communities in the assessed locations. The markets included in the analysis are those that communities in the assessed locations rely on. This analysis aims to support humanitarian actors in the quick identification of communities that would likely be affected in case of market failure, and in the implementation of market-based interventions in this region.

COVERAGE

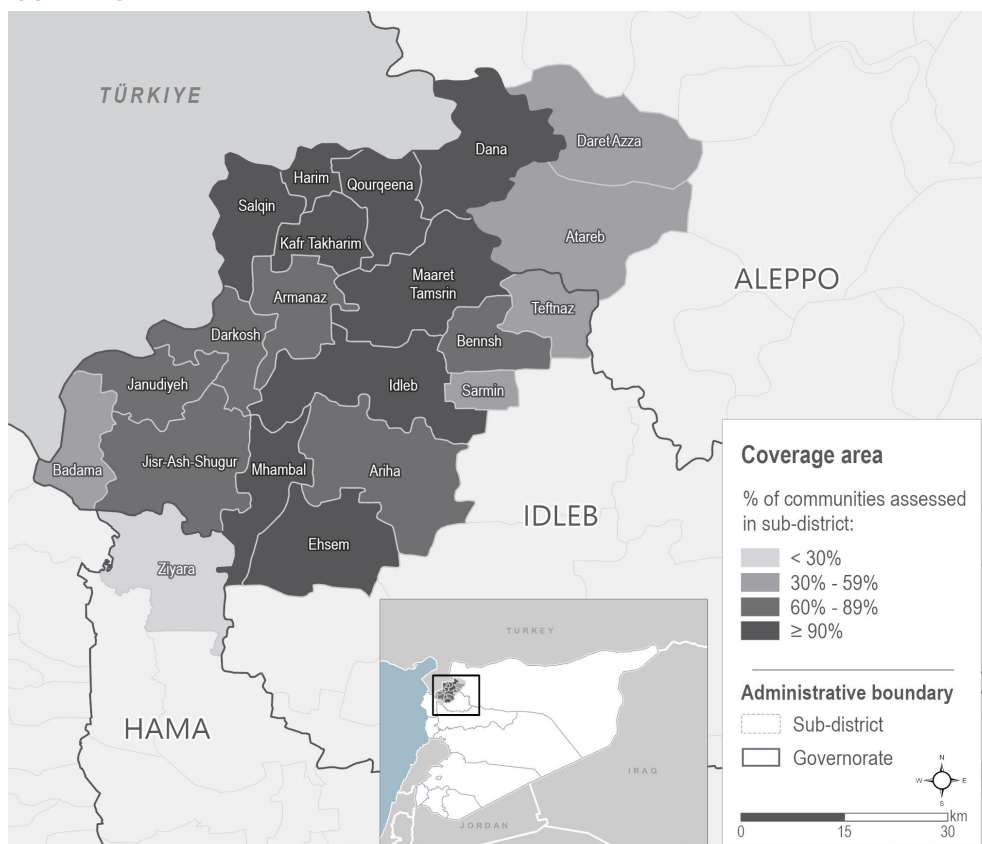


Table: Percentage of the assessed communities where KIs reported functioning markets and traveling to outside markets

	Fuel	Hygiene Items	Fresh Food	Bulk Food
Market (full functionality)	57%	61%	80%	71%
Market (limited functionality)	29%	31%	16%	24%
Travelled to markets	62%	60%	30%	65%

METHODOLOGY

The Market Network Analysis focused on four key commodities assessed through key informant (KI) interviews, for which KIs were selected based on their community-level and sector-specific knowledge. Specifically, KIs were asked where individuals in their communities go to purchase fuel, hygiene items, fresh food, and bulk food. Market network “connections” between respective communities were identified based on KI reports of people from one community travelling to another community to access markets; these connections are shown in the market network 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 the 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 meaning 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 5 and 8 September 2022. REACH relied on a network of Syria-based enumerators in accessible locations throughout the Greater Idleb Area, who conducted 420 interviews with KIs (one per community) living in the communities that they were reporting on. 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 54% of the surveyed communities travelled outside to access markets, despite almost all of those communities having a market with full or limited functionality.¹ Better availability of goods, cheaper prices and better quality of goods were the most commonly reported reasons for traveling. It was also reported that the quantity of goods available in local markets was not sufficient to meet the demand. In 95% of the assessed communities KIs reported that some people have no cash or low purchasing power, which underscores the pressing situation caused by the [depreciation of Syrian Pound](#)², which has caused prices of common goods to soar. Challenges reported by KIs as common for people traveling to markets outside their community included the lack of transportation (in 79% of the assessed communities), the high price of transportation (70%) and markets being located too far (33%). KIs in 19% (71) of the assessed communities reported that road damage is affecting those travelling to outside markets.

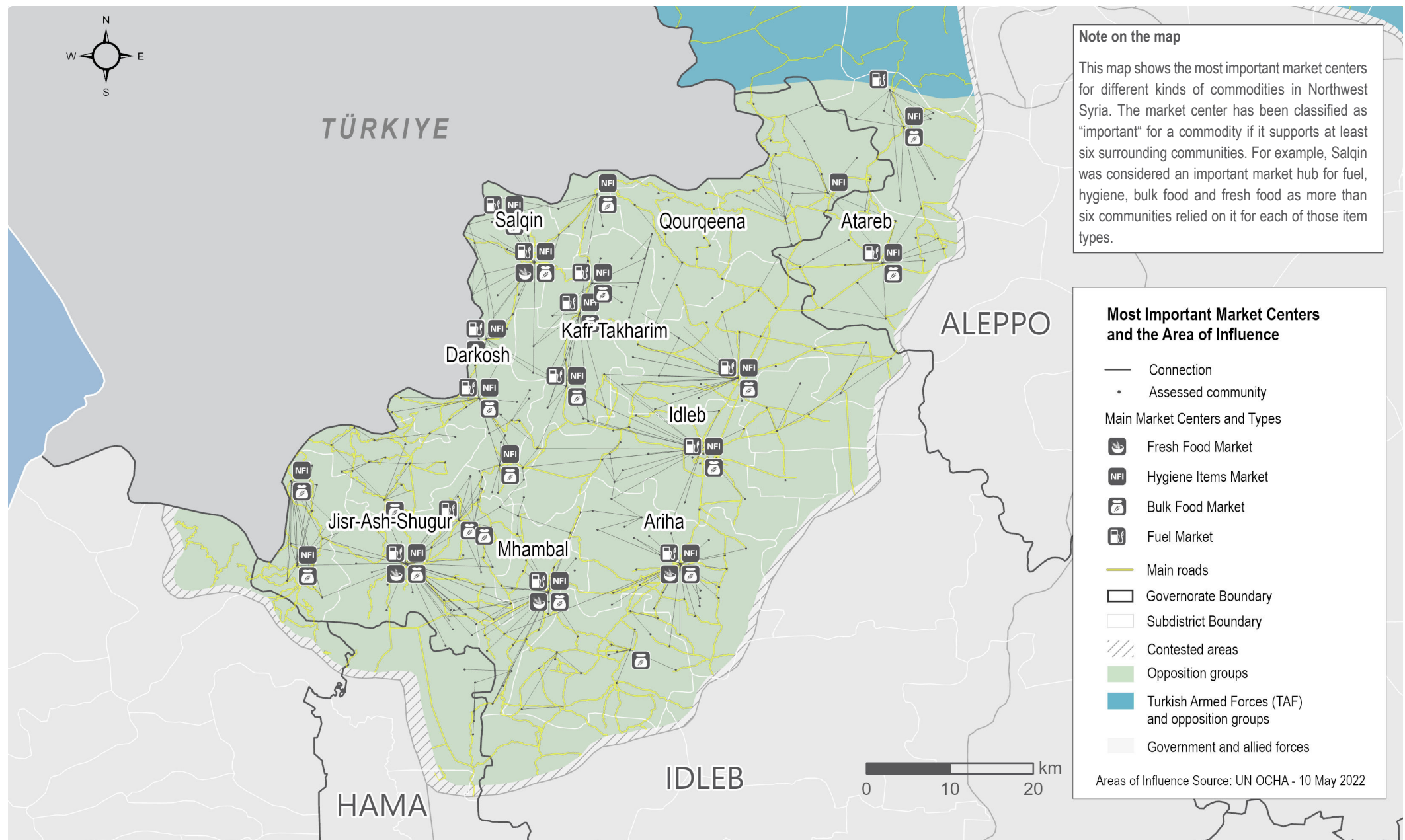
KIs in only 67% of the assessed communities reported that all four different market types were fully functioning. In 25% of the communities, some market types were reported as being partially functioning. Reported challenges to market functionality included the community lacking people with capital or means to run a proper market with all necessary items in stock (reported by KIs in between 88% and 91% of the assessed communities for each item type), supply challenges and profitability (22%-37% of the assessed communities for each item type), and physical damage to infrastructure and market buildings (electricity: 6%).

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

² World Food Programme (August 2022), [Syria Market Price Watch Bulletin](#).

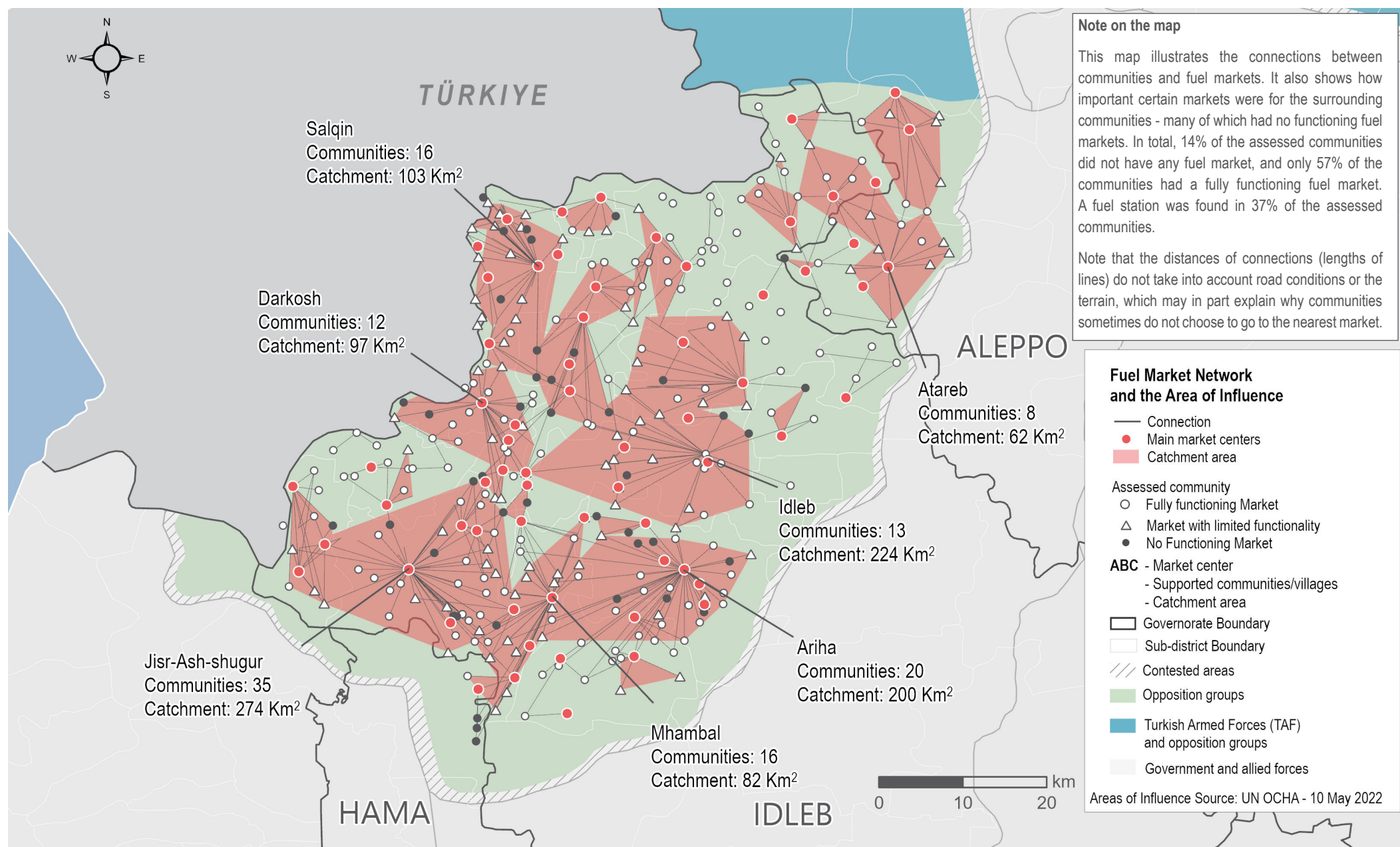
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1. Market Hubs



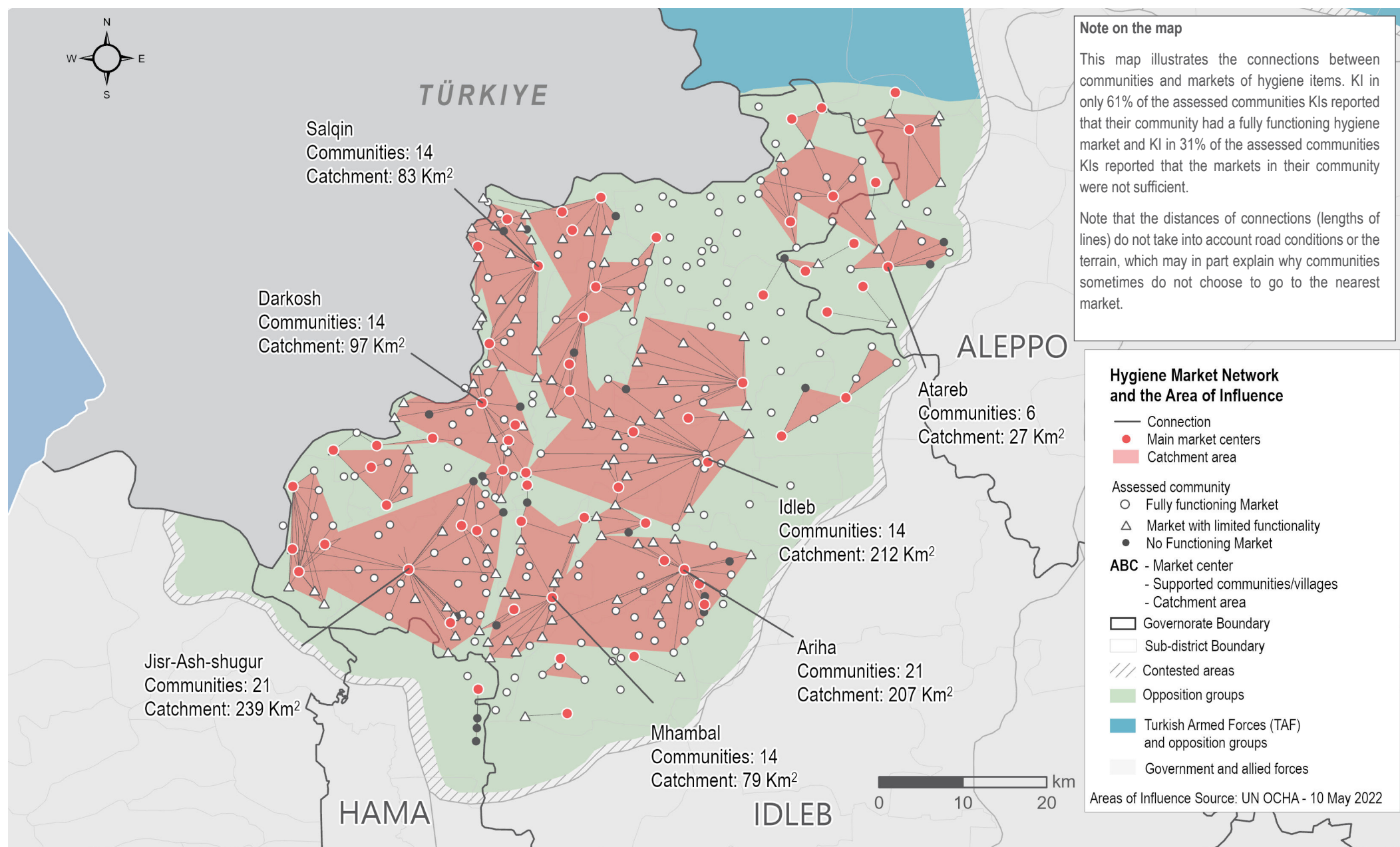
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2. Fuel Market Network



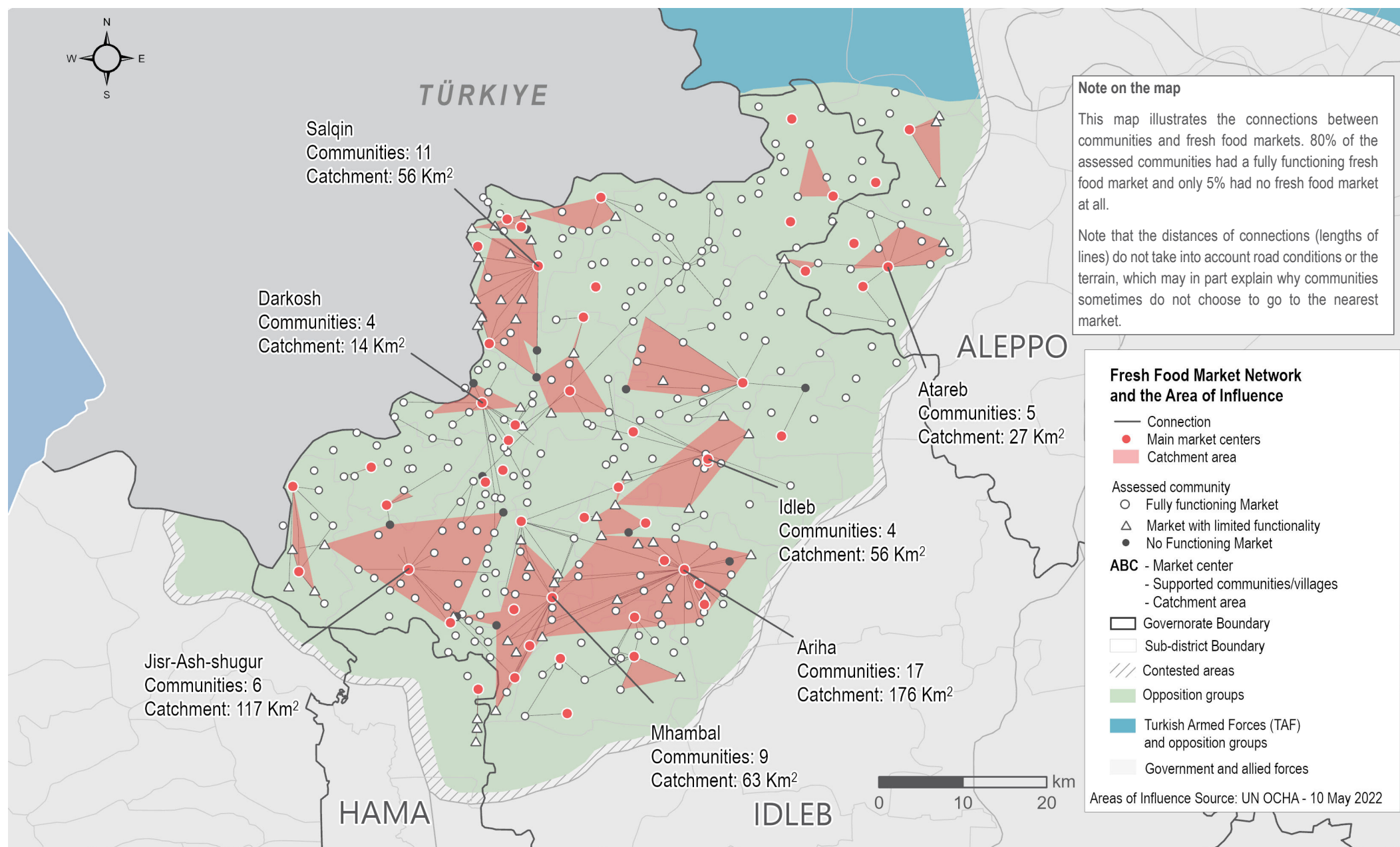
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3. Hygiene Items Market Network



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4. Fresh Food Market Network



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5. Bulk Food Market Network

