Rapid Market Assessment of Socioeconomical Impact of COVID-19 on Local Markets in Colombia

June 2020 - Second round

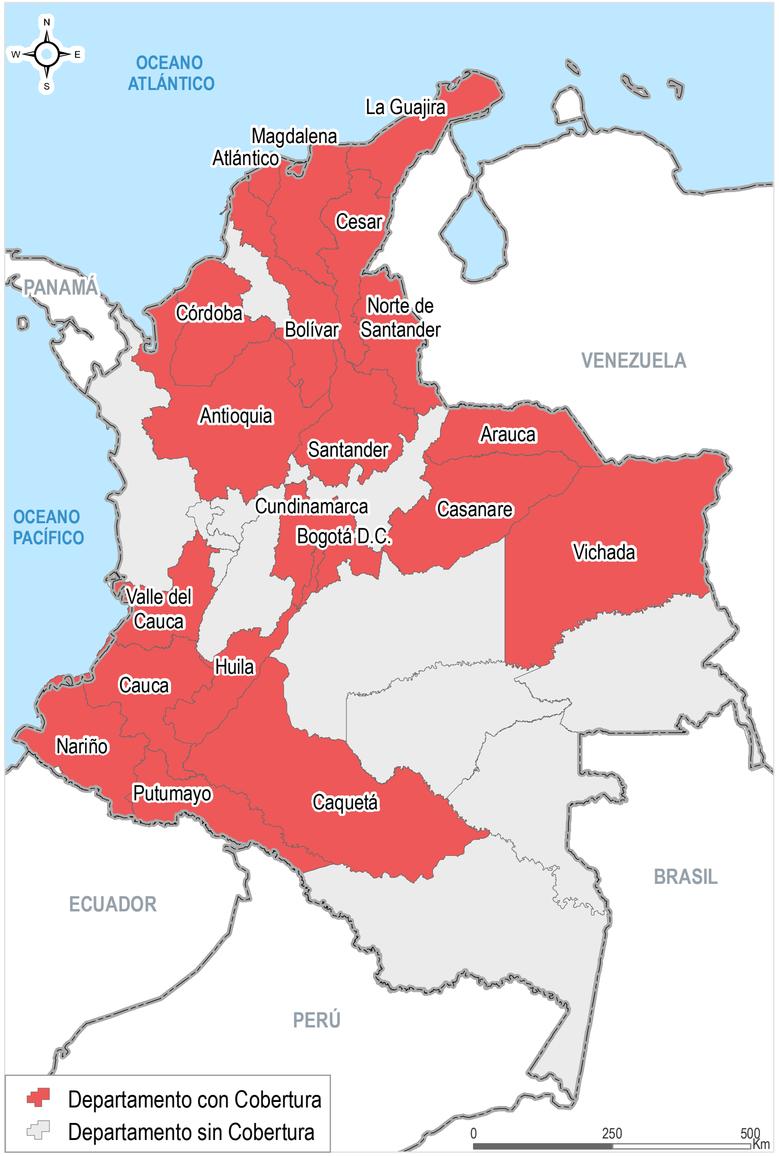
Introduction

In response to the official COVID-19 measures implemented in Colombia, REACH Initiative (REACH) conducted a first round of a rapid market assessment in April 2020 in coordination with the Cash Working Group (*Grupo de Trabajo sobre Transferencias Monetarias [GTM]*) in Colombia. Since then, official measures have changed; as of 28 May 2020, the government has issued a decree[1] with 43 exemptions to the preventive mandatory lockdown, with subsequently more relaxed lockdown measures. Both rounds of this assessment aim to inform the humanitarian response around COVID-19 in Colombia, and to provide an update on the impact of official COVID-19 measures on market access, capacity and functionality. For this second round, data was collected in more than half of all Colombian departments, including priority areas for GTM partners.

Methodology

In collaboration with 11 GTM partners, REACH conducted a rapid market assessment with both consumers and traders in 19 departments in Colombia. The assessment adopted a quantitative approach, consisting of structured household level interviews with the beneficiaries of participating partners' programmes (consumers) and individual interviews with key informants (traders). Given the restrictions and difficulties conducting in-person data collection while COVID-19 measures are in place, data for this assessment was collected remotely by telephone. This situation overview includes data from 985 interviews with consumers and 73 interviews with traders. The data was collected by participating partners between 8 and 18 June 2020.

Assessment Coverage



Limitations

The key findings for the consumer component of this assessment are representative at the national level at a 95% confidence level and 5% margin of error. However, the key findings at a departmental level for consumers, and for all key findings of the trader component are indicative. In addition, due to the restrictions around data collection at the time of the assessment, partners collected data from consumers and traders who were beneficiaries of their programmes. All data is self-reported by respondents and is therefore subject to a degree of bias.

Key figures

985 **interviews conducted with consumers**

73 **interviews conducted with traders**

19 **departments assessed for consumers**

15 **departments assessed for traders**

11 **participating partners**

---

[1] Decreto 749 del 28 de mayo de 2020.

Key Findings: Consumers

KEY FINDINGS

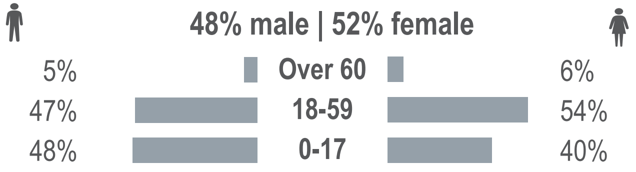
- **The vast majority of interviewed consumers (89%) reported their income levels had decreased during the month prior to data collection**, while 9% stated their income level had stayed the same. These figures could suggest that households' levels of economic vulnerability might have worsened in the month prior to data collection.
- However, **the proportion of respondents who reported a decrease in income in this second round of data collection in comparison to the previous round[2] was lower (85% vs. 95%** in the first round), **however, these figures still relate to the majority of the respondents.**
- At the time of data collection, **only 8% out of all respondents reported that they did not have access to their usual store or market.** Nevertheless, 49% of the respondents reported that they have faced barriers in accessing their usual store or market in the seven days prior to data collection.
- In this round of data collection[3], **96% of respondents reported that they had access to the market at the time of data collection,** a higher proportion than in first round (90%), which corresponds with a **lack of access in the seven days prior to data collection being reported in a slightly lower proportion** (49% vs. 53% in the first round).
- **More than half (58%) of respondents reported that they had difficulties in purchasing food and non-food items;** of these respondents, **the main reason given for these difficulties was a lack of financial resources (79%).**
- Despite the efforts of the government to regulate prices during lockdown[4], an increase in prices was still reported by the respondents. However, in this round[5], **price fluctuations were reported in a lower proportion** (77% vs. 90% in the first round).
- Of the 84% of the consumers who reported price changes in the month prior to data collection, **eggs and soap were the items most commonly reported as affected by price changes** at 89% and 49%, respectively.
- Based on the prices reported by the respondents, the items with the highest price increases were: **onion, yuca, disposable facemasks and alcohol (80%, 83%, 233% and 100%,** respectively).

DEMOGRAPHICS OF INTERVIEWED CONSUMERS

Demographic breakdown by age and sex as reported by the 985 respondents:

5

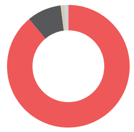
Average household size of respondents



INCOME LEVEL CHANGES

Reported changes in income levels in the month prior to data collection:

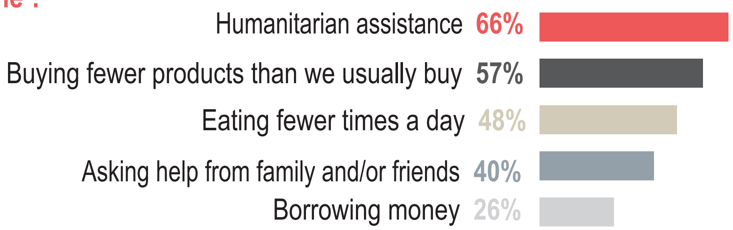
Income level has decreased **89%**
Income level has stayed the same **9%**
Income level has increased **1%**
Do not know / prefer not to answer **1%**



Main reasons reported for a decrease in income[6]:

1. Fewer opportunities to find new jobs due to the official COVID-19 measures: **64%**
2. Termination of my current employment due to official COVID-19 measures: **46%**
3. I am not working as I am worried about interacting with others or being infected with COVID-19: **20%**

Main reported strategies to cover household needs where there is a reported decrease in income[7]:



---

[2] The five assessed departments in the first round were: La Guajira, Norte de Santander, Arauca, Atlántico and Vichada. Analysis comparing indicators from the first and this second round was conducted only on data related to these five departments.

[3] Ibíd.

[4] Mandated by the Decreto 507 del 01 de abril de 2020

[5] These findings relate only to data for the five departments which were covered in both the first round and this second round of the rapid market assessment (La Guajira, Norte de Santander, Arauca, Atlántico and Vichada).

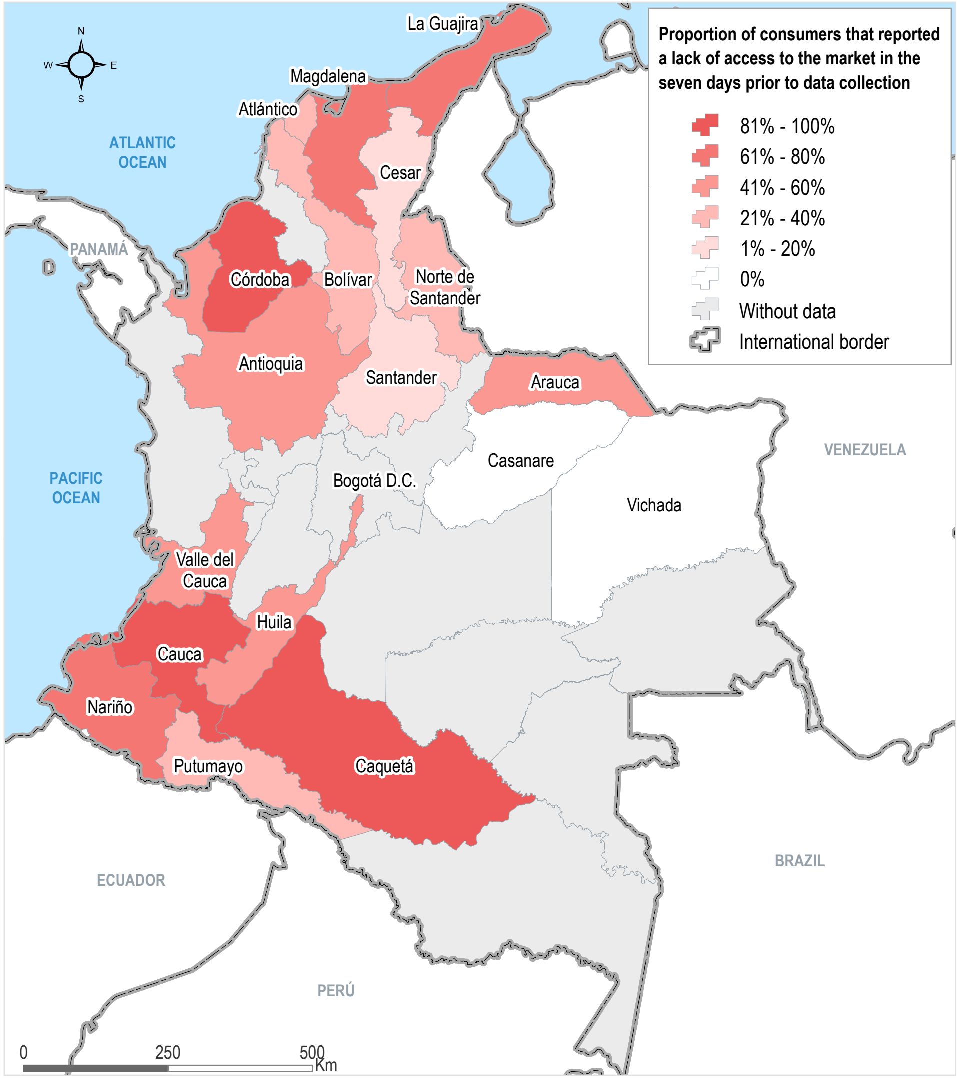
[6] Of the 877 consumers who reported a decrease in their income level, only 803 reported strategies. Please note that respondents could choose multiple response options for this indicator, and so findings might add up to more than 100%.

[7] Ibíd.

Key Findings: Consumers

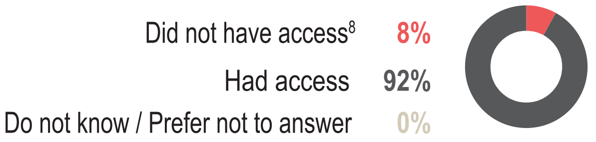
ACCESS TO MARKETS DURING OFFICIAL COVID-19 MEASURES

Proportion of respondents that reported a lack of access to the market in the seven days prior to data collection, by department:

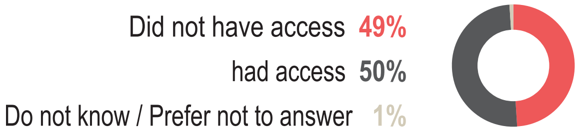


For this second round, **the vast majority of the consumers (89%) reported having physical access to the market at the time of data collection (as was the case in the first round)**. However, **49% reported not having access to the market at some point in the seven days prior the data collection.** Of these consumers, **the type of barrier most frequently reported was financial in nature; specifically, not having enough money to access their usual store or market**. The second most commonly reported reason was that authorities wouldn't let people access the area in which the market is located. At the departmental level, a higher proportion of respondents reported a lack of access to their usual store or market in the seven days prior to data collection in Córdoba, Cauca and Caquetá, compared to other departments.

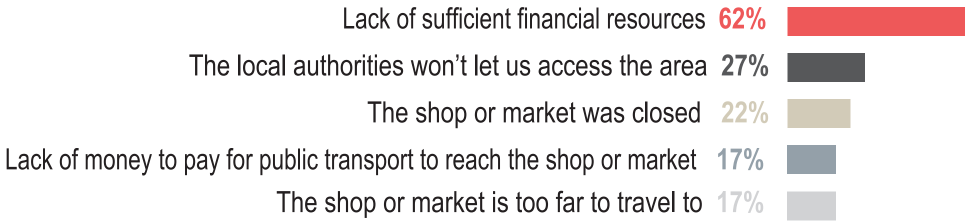
Proportion of respondents who reported having physical access to the market at the time of data collection:



Proportion of respondents that reported a lack of access to the market in the seven days prior to data collection:



Main reasons reported for the inability to access the market at the time of data collection[9]:



---

[8] Of the 8% of consumers who reported not having access to the market at the time of data collection, 73% reported having access to another store or market in a 5KM radius.

[9] Of the 315 consumers who reported a lack of access to the market in the 7 days prior to data collection. Please note that respondents could choose multiple response options for this indicator so figures may add up to more than 100%.

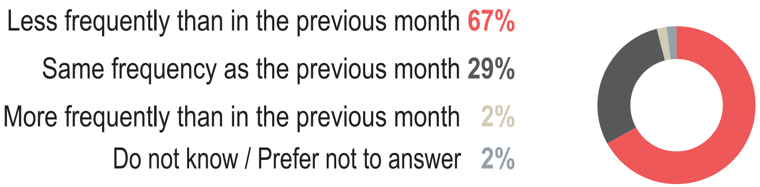
Rapid Market Assessment of Socioeconomical Impact of COVID-19 on Local Markets in Colombia

Key Findings: Consumers

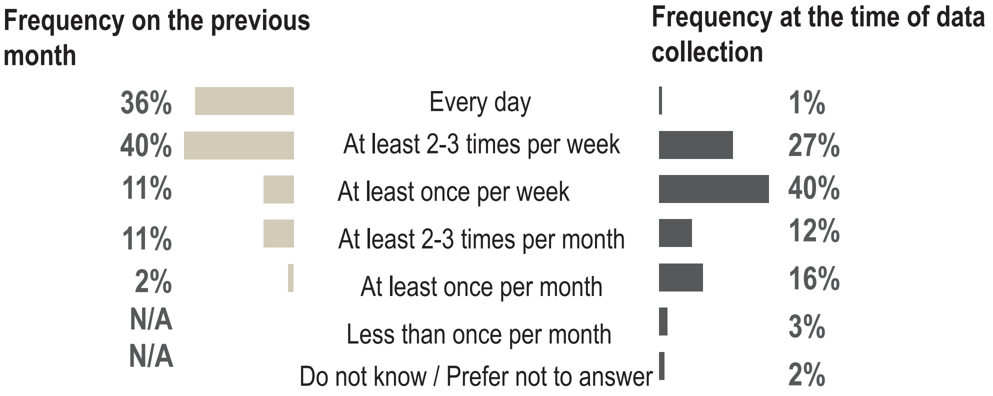
IMPACT OF OFFICIAL COVID-19 MEASURES ON CONSUMER WILLINGNESS TO VISIT THE STORE OR MARKET

In the month prior to data collection, official COVID-19 measures were eased in varying degrees in all municipalities within the country[10]. However, **67% of the respondents reported that they visited the market less frequently than in the month prior to data collection. The main reasons given for visiting the market less frequently were risk of exposure to COVID-19 (68%), the official quarantine measures (61%)** and to a lesser degree, a lack of financial resources. While a lack of financial resources was most frequently reported as a barrier to accessing the market (reported by 62% of respondents), a noticeably lower proportion cited the same reason for visiting the market less frequently (19%). These figures could suggest that when it comes to consumers' decision-making about how frequently to visit the market, there are a variety of factors that are taken into account by respondents, with **perceptions of risk of exposure to COVID-19 and safety playing a large role in this decision-making process.** Nevertheless, a lack of financial resources continues to be a recurring barrier that is cited throughout the responses around market access. In comparison to the previous round[11], the proportion of respondents that reported visiting the market less frequently is lower in this second round (64% compared to 81% in the first round), while the proportion reporting that they visited the market with the same frequency as the month prior to data collection is higher in this round (28% vs. 16% in the first round).

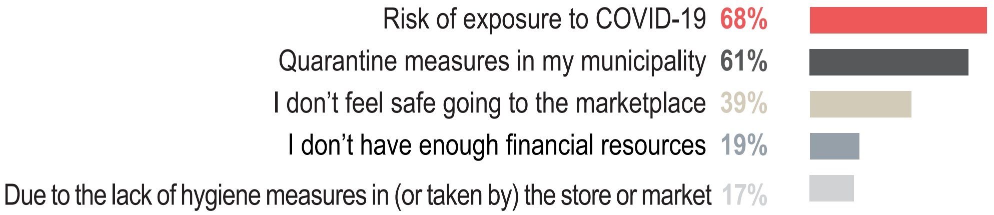
Reported changes in the frequency of market visits due to official COVID-19 measures:



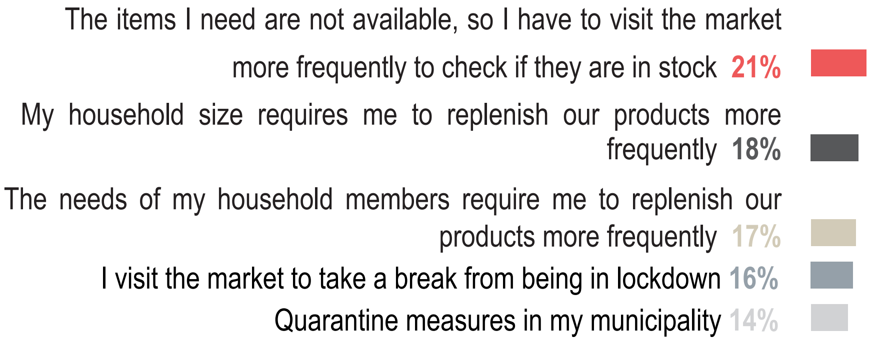
Reported frequency of market visits in the month prior to data collection compared to frequency of market visits at the time of data collection[12]:



Main reported reasons for visiting the market less frequently[13]:



Main reported reasons for visiting the market more frequently[14]:



---

[10] Decreto 749 del 28 de mayo de 2020 .

[11] These findings relate only to data for the five departments which were covered in both the first round and this second round of the rapid market assessment (La Guajira, Norte de Santander, Arauca, Atlántico and Vichada).

[12] The figures here relate to 620 consumers only, due to inconsistencies found during the data cleaning process, which necessitated the removal of some data entries.

[13] Of the 639 consumers who reported visiting less frequently the store, due to inconsistencies found during the data cleaning process, which necessitated the removal of some data entries. Please note that respondents could choose multiple response options for this indicator and so figures may add up to more than 100%.

[14] Of the 19 consumers who reported visiting the market more frequently. Please note that respondents could choose multiple response options for this indicator and so figures may add up to more than 100%.

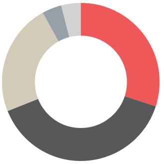
Rapid Market Assessment of Socioeconomical Impact of COVID-19 on Local Markets in Colombia

Key Findings: Consumers

REPORTED DIFFICULTIES IN PURCHASING FOOD AND NON-FOOD ITEMS

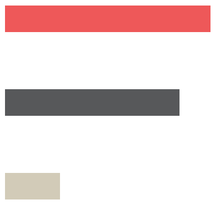
Proportion of respondents that reported difficulties in purchasing food and non-food items in the month prior to data collection:

Difficulties faced buying food and non-food items	30%
No difficulties faced in buying food or non-food items	39%
Difficulties faced buying food items	23%
Difficulties faced buying non-food items	4%
Do not know / Prefer not to answer	4%



Most frequently reported difficulties faced when purchasing products in the month prior to data collection[15]:

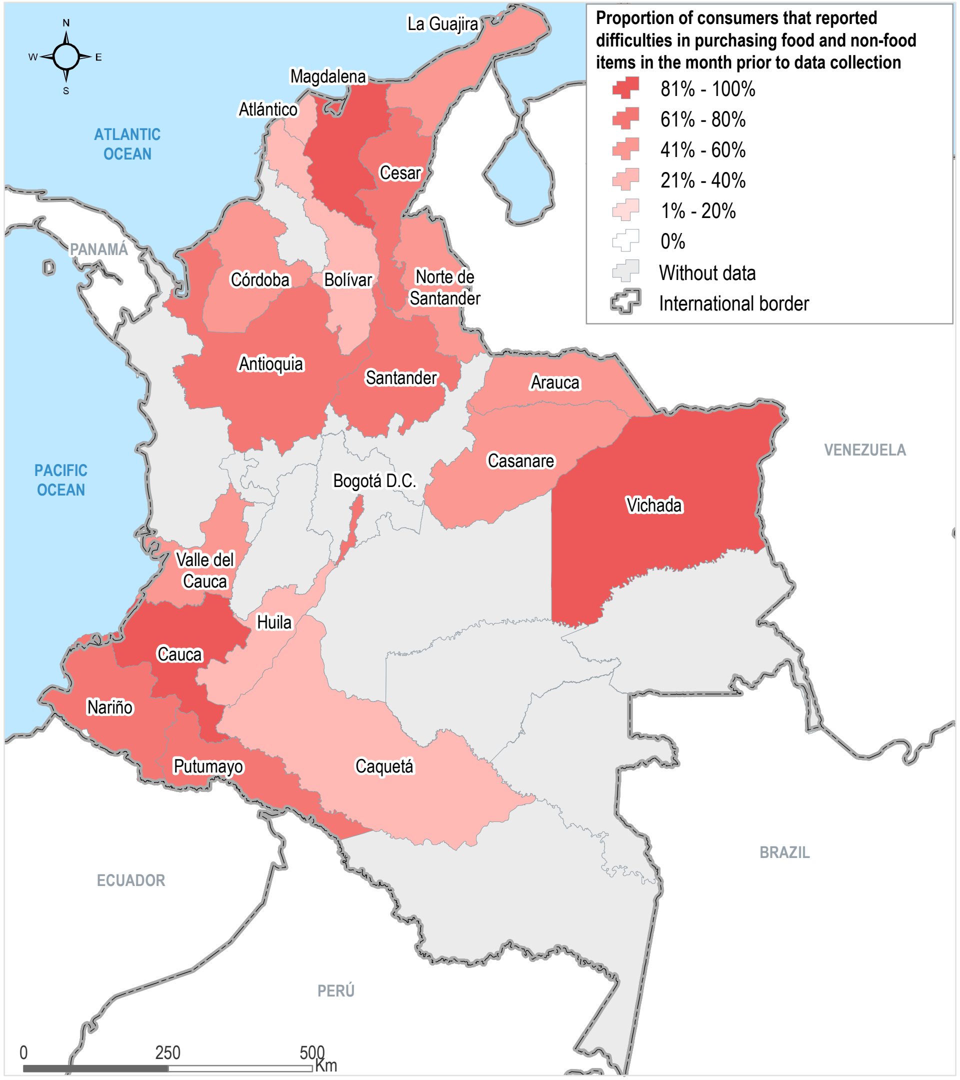
Insufficient financial resources to buy these products	79%
The products I want have risen in price / are too expensive now	61%
I started buying products that I didn't buy before because they are cheaper than the ones I usually buy	21%



Most frequently reported food items[16] and non-food items[17] as difficult to purchase in the month prior to data collection[18]:

Beef: 62%	Alcohol: 63%
Chicken: 58%	Anti-bacterial gel: 55%
Eggs: 53%	Bleach: 50%
Rice: 50%	

Proportion of respondents that reported difficulties in purchasing food and non-food items in the month prior to data collection, by department:



---

[15] This question was asked to those respondents who reported difficulties in purchasing food and/or non-food products. The figures here relate to 569 of a total of 985 respondents. Please note that respondents could choose multiple response options for this indicator and so figures may add up to more than 100%.

[16] Of the 526 consumers who reported difficulties in purchasing food products.

[17] Of the 340 consumers who reported difficulties in purchasing non-food products.

[18] Please note that respondents could choose multiple response options for this indicator and so figures may add up to 100%.

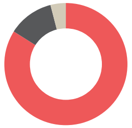
Rapid Market Assessment of Socioeconomical Impact of COVID-19 on Local Markets in Colombia

Key Findings: Consumers

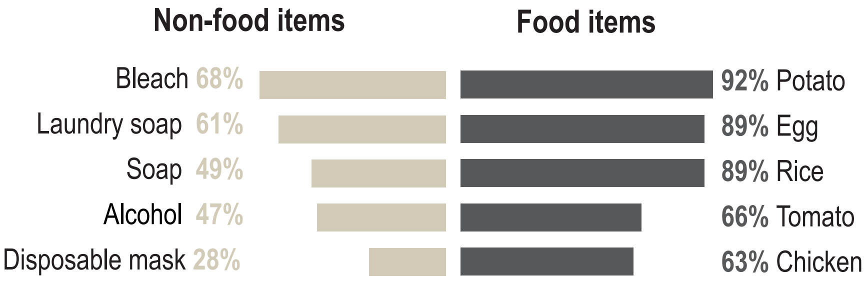
REPORTED PRICE FLUCTUATIONS

Proportion of respondents that reported changes in product prices in the month prior to data collection:

Prices have changed in the last month **84%**
Prices have not changed in the last month **12%**
Do not know / Prefer not to answer **4%**



Main products for which consumers reported price fluctuations[19]:



Proportion of respondents reporting being able to buy the products with price increases in the month prior to data collection[20]:

I could buy **all** of these products **18%**
I could buy **some** of these products **54%**
I could not buy these products **28%**

Reported Price Fluctuations, per item[21]

Product	Unit	Median price in month prior to data collection *(COP)*	Median price at time of data collection *(COP)*	Percentage change in reported price
Food items				
Potato	1 Pound	600	1000	▲ 67%
Chicken	1 Pound	3000	4000	▲ 33%
Beef	1 Pound	6000	8000	▲ 33%
Tomato	1 Pound	1100	1750	▲ 59%
Rice	1 KG	3000	4000	▲ 33%
Pasta	1 KG	3000	4000	▲ 33%
Eggs	Unit	300	400	▲ 33%
Onion	1 Pound	1000	1800	▲ 80%
Platain	Unit	2000	2800	▲ 40%
Canned tuna	1 Small can	3000	4000	▲ 33%
Oil	1 Litre	4333	5500	▲ 27%
Beans	1 Pound	2167	3000	▲ 39%
Lentils	1 Pound	1500	2200	▲ 47%
Yuca	1 Pound	750	1375	▲ 83%
Salt	1 Pound	600	900	▲ 50%
Powdered milk	1 KG	14000	17000	▲ 21%
Non-food items				
Anti-bacterial gel	1 Litre	8000	15000	▲ 88%
Bleach	1 Litre	2000	2775	▲ 39%
Soap	Unit	1467	2000	▲ 36%
Alcohol	1 Litre	5000	10000	▲ 100%
Laundry soap[22]	Unit	1400	1900	▲ 36%
Laundry soap	1 KG	5000	6000	▲ 20%
Disposable facemask	Unit	600	2000	▲ 233%

---

[19] Of the 810 consumers who reported price fluctuations. Per item category: tuber (29%), dairy and eggs (72%), cereals and grains (75%), vegetables (38%), meat (64%), household products (24%) and personal care (43%). Please note that respondents could choose multiple response options for this indicator and so figures may add up to more than 100%.

[20] Of the 810 consumers who reported price fluctuations.

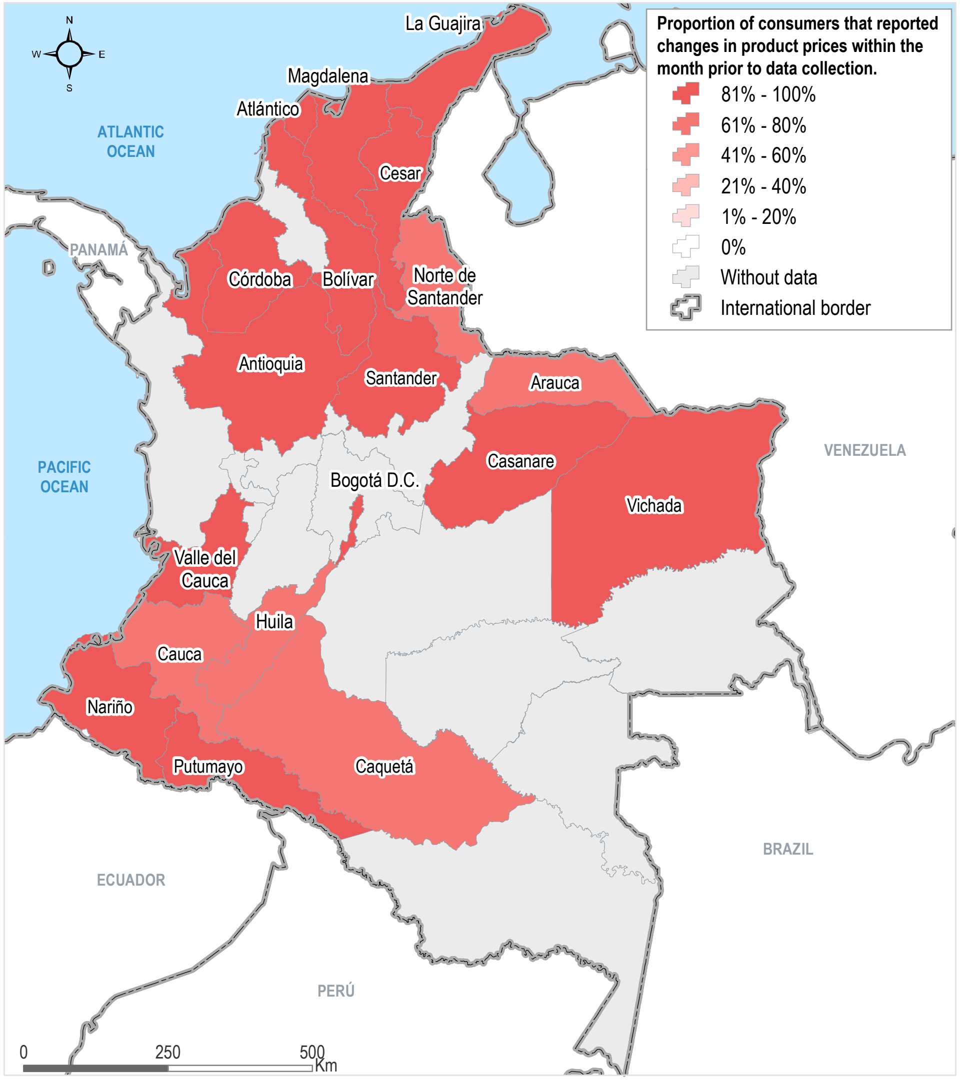
[21] For the calculation of the median price of each product, only the prices of products that were measured in the same unit were taken into account. Thus, the sample sizes for each reported product are different.

[22] Some products such as laundry soap were purchased in different units, which meant it was not possible to standardise all data entries for these products to one single unit. For this reason, prices for the two different units used for laundry soap are noted here.

Rapid Market Assessment of Socioeconomical Impact of COVID-19 on Local Markets in Colombia

Key Findings: Consumers

Proportion of respondents that reported changes in product prices in the month prior to data collection, by department:



[23] For the calculation of the median price of each product, only the prices of products that were measured in the same unit were taken into account. Prices are reported for the products most commonly reported as being affected by price fluctuations.

Reported prices fluctuations for most frequently affected products, by department[23]

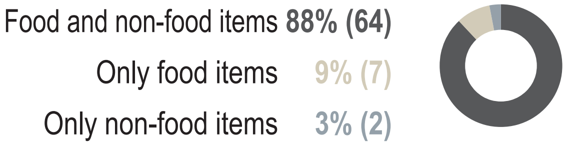
Department	Product	Median price in the month prior to data collection *(COP)*	Median price at the time of data collection *(COP)*	Percentage change in reported price
Antioquia	Rice (1KG)	2930	4100	▲ 40%
Arauca	Rice (1KG)	3200	4000	▲ 25%
Atlántico	Eggs (unit)	300	450	▲ 50%
	Rice (1KG)	2900	4000	▲ 38%
Bogotá D.C	Rice (1KG)	3000	4000	▲ 33%
Bolívar	Eggs (unit)	300	500	▲ 67%
Caquetá	Beans (1 pound)	1833	2625	▲ 43%
	Rice (1KG)	3140	3500	▲ 11%
	Eggs (unit)	317	400	▲ 26%
Cauca	Beans (1 pound)	3200	4100	▲ 28%
César	Rice (1KG)	3100	4050	▲ 31%
Córdoba	Rice (1KG)	3000	4000	▲ 33%
Huila	Soap (unit)	1775	2500	▲ 41%
	Alcohol (1 litre)	13250	20000	▲ 51%
La Guajira	Eggs (unit)	296	500	▲ 69%
Magdalena	Rice (1KG)	2833	4000	▲ 41%
Nariño	Eggs (unit)	267	400	▲ 50%
Norte de Santander	Beef (1 pound)	2292	2469	▲ 8%
Putumayo	Eggs (unit)	283	442	▲ 56%
Santander	Rice (1KG)	2500	4000	▲ 60%
Valle del Cauca	Eggs (unit)	300	400	▲ 33%

Key Findings: Traders

PROFILE OF INTERVIEWED TRADERS

Respondents by main type of customer:

Respondents by main type of products sold:



Note:
Interviews with the **73** traders were conducted in only **15** departments out of the 19 departments covered in total. Per department, between **1 and 12** traders were interviewed.

KEY FINDINGS

- Of the 73 traders interviewed, **more than half (56%: 41 traders) were wholesalers** (who sold their products to consumers and other traders) and **the majority sold food and non-food items (88%: 64 traders).**
- **Less than half of the interviewed traders (47%: 34 traders) reported that they faced a shortage in stock**; of these traders, **alcohol (39%[24]: 7 traders) and rice (27%:[25] 6 traders)** were the most commonly affected items.
- **More than half (52%: 38 traders) communicated difficulties in replenishing their stocks** at the time of data collection; of these traders, **rice (44%: 17 out of 36 traders)**, **alcohol (29%: 11 out of 35 traders) and soap (29%: 11 out of 35 traders)** were the most commonly reported affected products**.**
- For this second round, regarding the price fluctuation expectations among traders, there wasn't a consensus on whether prices would increase, decrease or stay the same. **Less than half of traders (45%: 33 traders) reported that they expected prices to increase during official COVID-19 measures, while more than a third (34%: 25 traders) reported not expecting prices to change, and the remaining quarter (26%: 19 traders) stated that they expected prices to decrease.**
- The main reason given by traders who expected prices to increase was: **currently there is shortage of stock of food and non-food items (64% and 60%, respectively)**. The reason given by those traders who expected prices to decrease **was that there was a surplus of stock of food and non-food items (33% and 46%, respectively) at the time of data collection.**
- Both traders who reported expecting prices to decrease and those who expected prices to increase stated that the main affected products were **rice (44%: 8 traders and 59%: 19 traders, respectively) and alcohol (50%: 9 traders and 48%: 14 traders, respectively).**
- Three months after official COVID-19 measures took place, **more than half of the interviewed traders (53%: 39 traders) reported official COVID-19 measures had had a negative effect on their business; while 29% (21 traders) reported that the measures had a positive effect on their business**. Notably, among the border departments with Venezuela and Ecuador especially, the effects of the measures were more commonly perceived to be negative.
- Of the 39 traders who reported the measures having a negative effect on their business, **the main reason given was a lower amount of daily sales (82%: 32 traders).**

---

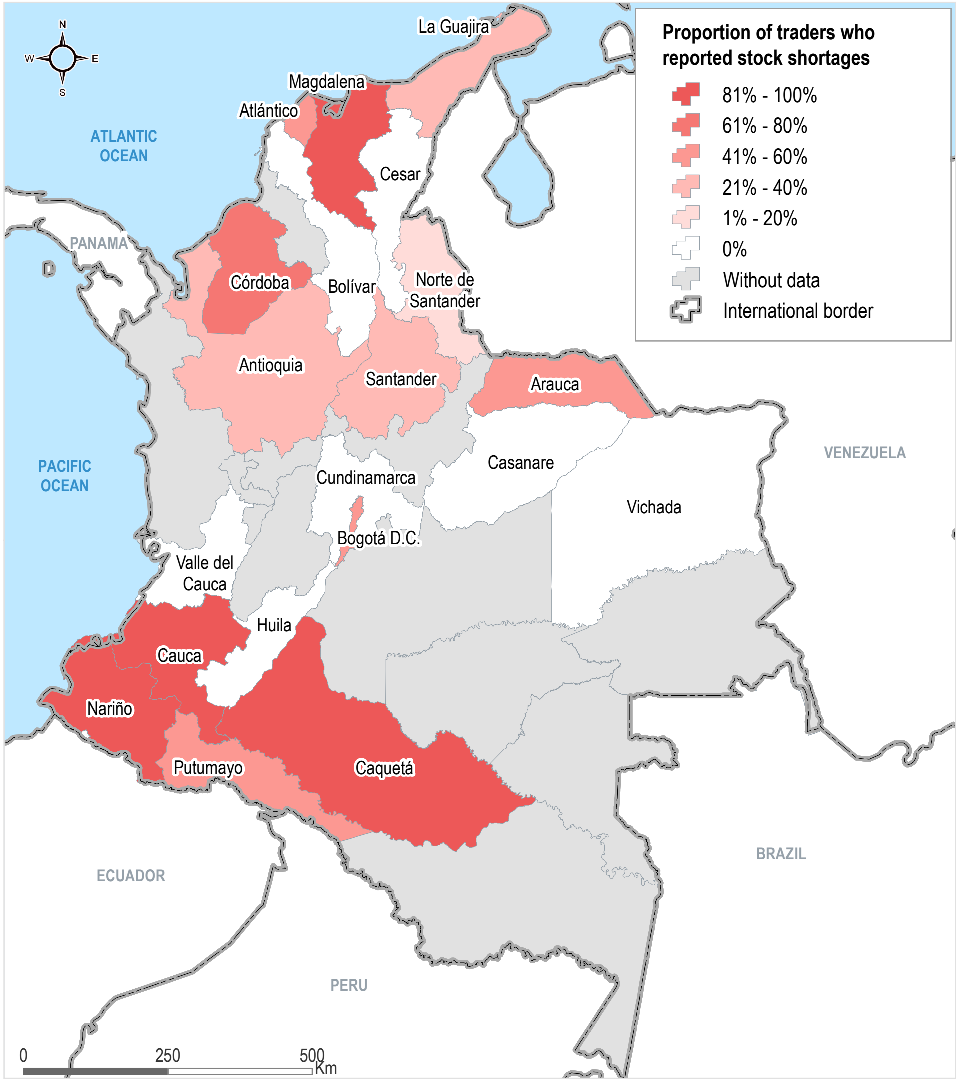
[24] Of the 18 traders who reported a shortage in non-food items.
[25] Of the 22 traders who reported a shortage in food items.

Rapid Market Assessment of Socioeconomical Impact of COVID-19 on Local Markets in Colombia

Key Findings: Traders

REPORTED SHORTAGES IN STOCK

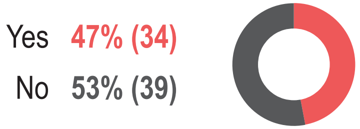
Proportion of respondents reporting shortages in stock, by department:



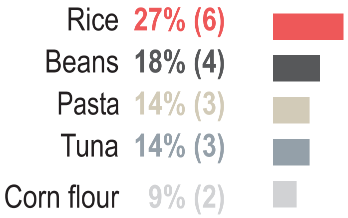
Reported stock levels by median number of days reported, per category of product:

Food items	
Meat	5
Cereals and grains	20
Fruits and vegetables	5
Tuber	5
Dairy and eggs	8
Canned and non-perishable products	20
Non-food items	
Personal hygiene products	15
Household products	20

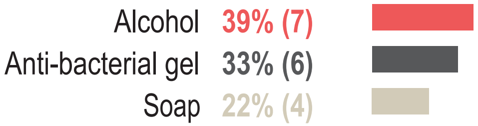
Proportion of respondents reporting stock shortages[26]:



Main food products for which there was a reported shortage in stock, as reported by 22 traders[27]:



Main non-food products for which there was a reported shortage in stock, as reported by 18 traders[28]:



---

[26] Of the 40 respondents who reported a shortage in either food and/or non-food items. Please note that these respondents might have chosen 'yes' or 'no' for both food and non-food items, so number of respondents here is more than 40 in total.

[27] Please note that respondents could choose multiple response options for this indicator and so figures may add up to more than 100%.

[28] Ibíd.

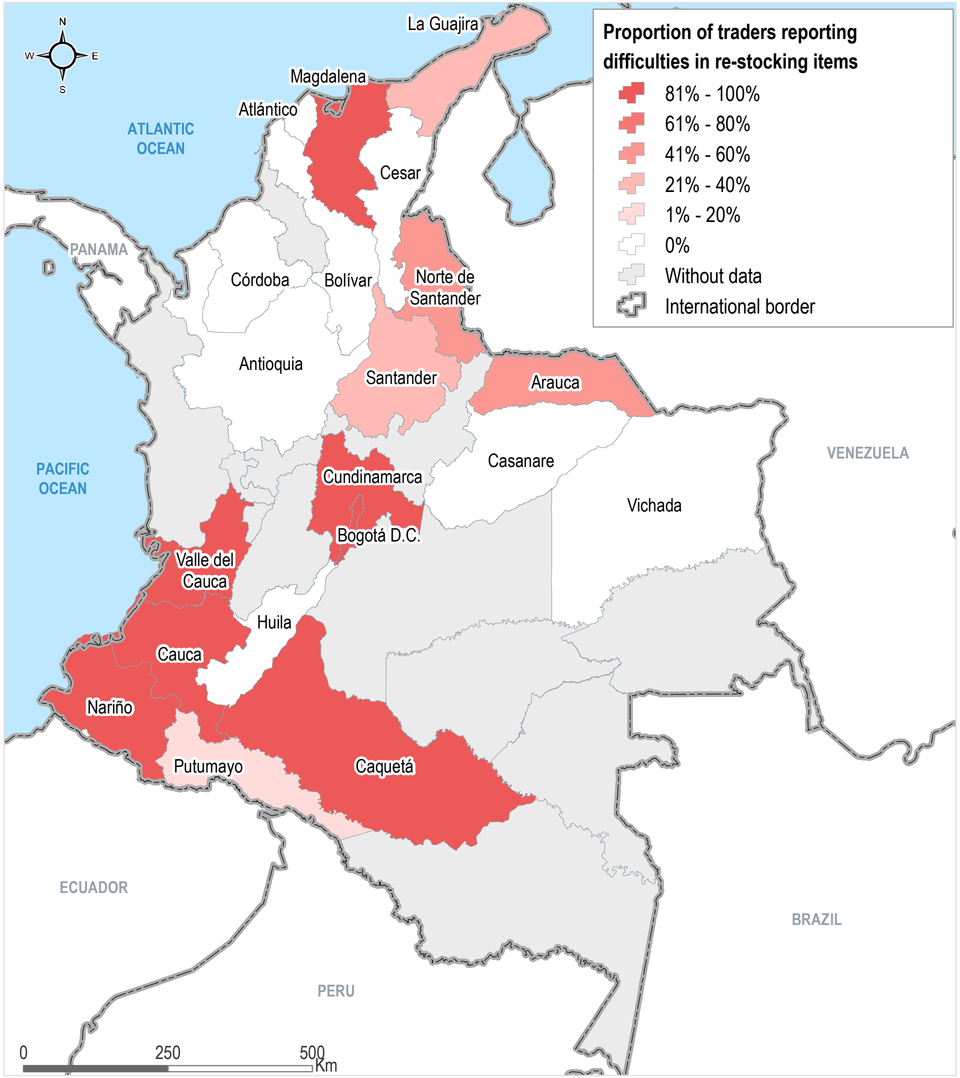
Rapid Market Assessment of Socioeconomical Impact of COVID-19 on Local Markets in Colombia

Key Findings: Traders

Unión Europea Protección Civil y Ayuda Humanitaria
COORDINACIÓN INTERAGENCIAL GTM GRUPO DE TRANSFERENCIAS MONETARIAS COLOMBIA
REACH Informing more effective humanitarian action

REPORTED CHALLENGES IN RE-STOCKING FOOD AND NON-FOOD ITEMS

Proportion of respondents reporting difficulties in re-stocking items, by department:



Proportion of respondents reporting difficulties in re-stocking items:

Yes	52% (38)
No	48% (35)

Types of difficulties faced in re-stocking items, as reported by 38 respondents[29]:

Time required between order and shipment is now longer	58% (22)
Domestically, transport of supplies between municipalities has slowed down due to the COVID-19 crisis	55% (21)
There is a shortage of carriers	52% (20)
Suppliers have had to stop their production of items	42% (16)
The border closure means my national suppliers cannot replenish imported products	32% (12)

Food products primarily affected by difficulties in re-stocking, as reported by 36 respondents[30]:

Rice	44% (17)
Beans	19% (7)
Pasta	17% (6)
Tuna	17% (6)
Corn flour	17% (6)

Non-food products primarily affected by difficulties in re-stocking, as reported by 35 respondents[31]:

Alcohol	29% (11)
Soap	29% (11)
Anti-bacterial gel	17% (6)

---

[29] Please note that respondents could choose multiple response options for this indicator, so figures may add up to more than 100%.
[30] Ibíd.
[31] Ibíd.

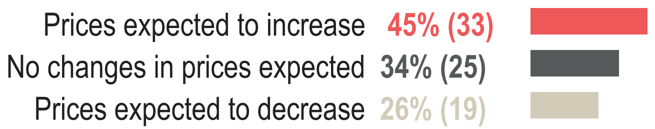
Rapid Market Assessment of Socioeconomical Impact of COVID-19 on Local Markets in Colombia

Key Findings: Traders

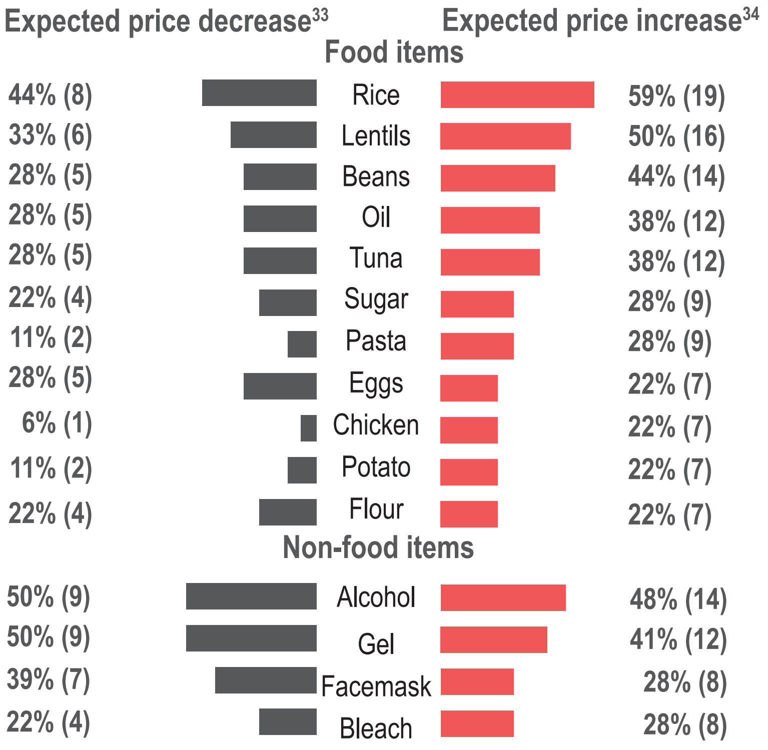
EXPECTED PRICE FLUCTUATIONS

Of the 73 traders interviewed, **less than half (33 traders) reported that they expected prices to increase while official COVID-19 measures were in place. More than the third part (25 traders) reported not expecting prices changes; and more than a quarter (19 traders) reported expecting prices to decrease.** In comparison to last round[32], the proportion of traders that reported expecting prices to increase was notably smaller (46% vs. 84% in the first round).

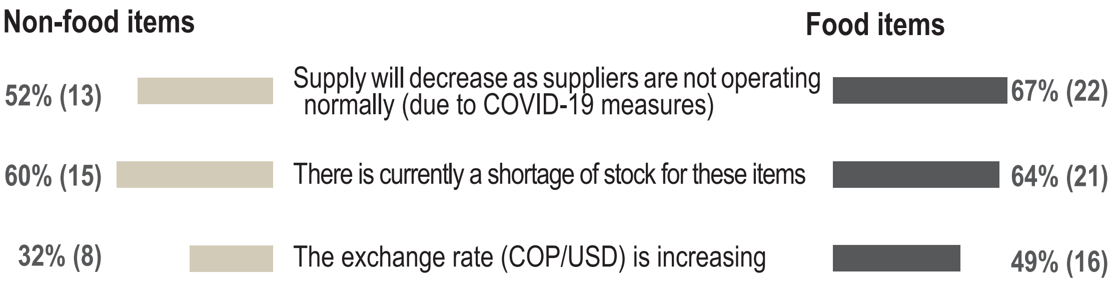
Proportion of traders who reported expecting a change in prices during the time official COVID-19 measures are implemented[35]:



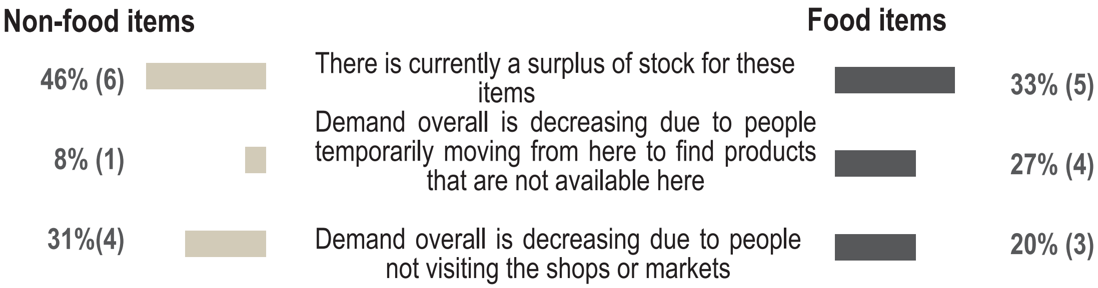
Expected price fluctuations by product, as reported by 33 and 19 respondents:



Main reasons given for expected price increases, as reported by 33 respondents[36]:



Main reasons given for expected price decreases, as reported by 19 respondents[37]:



---

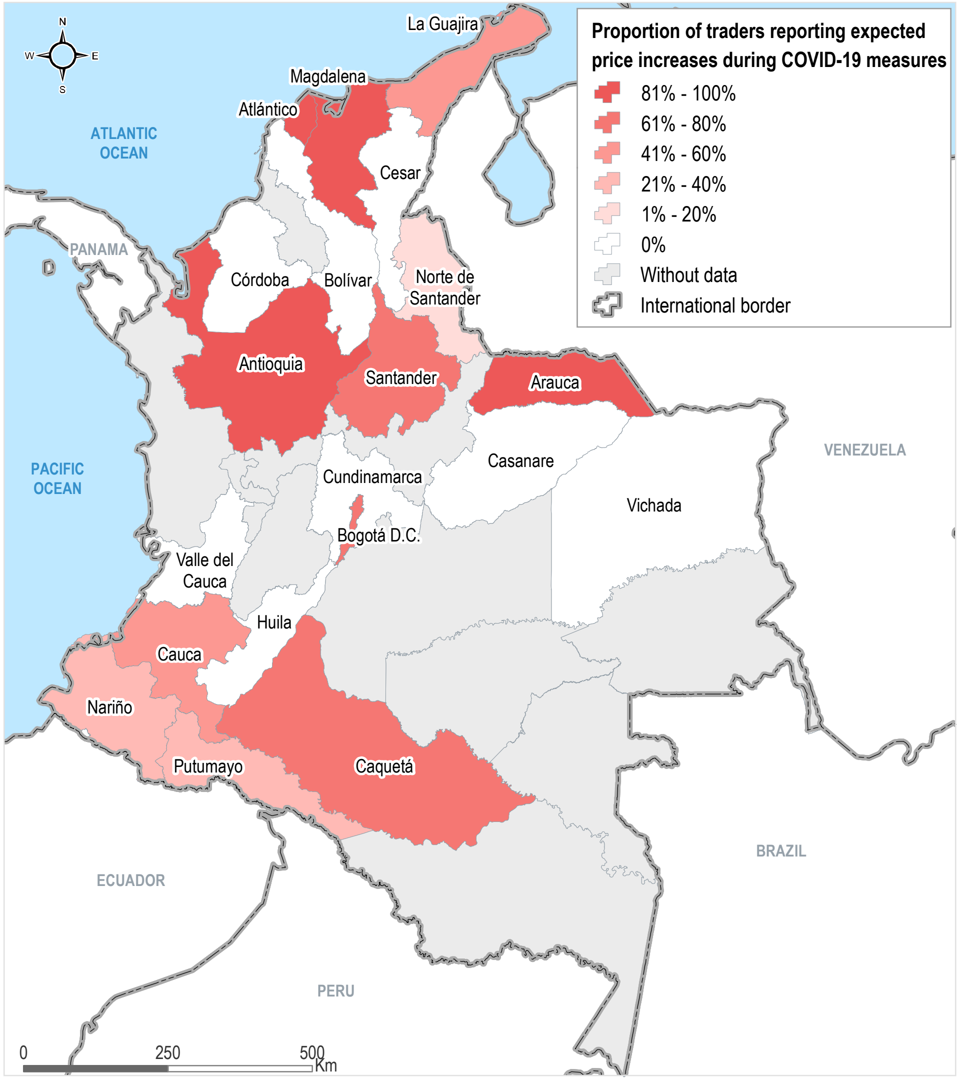
[32] These figures are based on data for four of the five departments assessed in the first round of the rapid market assessment for the trader component: La Guajira, Atlántico, Arauca and Norte de Santander.
[33] Of the 19 respondents who reported expected price decreases, 15 reported this to be the case for food items and 13 for non-food items.
[34] Of the 33 respondents who reported expected price increases, 33 reported this to be the case for food items and 25 for non-food items.
[35] Please note that respondents could choose multiple response options for this indicator, so figures may add up to more than 100%.
[36] Ibid.
[37] Ibíd.

Rapid Market Assessment of Socioeconomical Impact of COVID-19 on Local Markets in Colombia

Key Findings: Traders

EXPECTED PRICE FLUCTUATIONS

Proportion of respondents who reported expecting prices to increase, by department:



Products most commonly reported as those that traders expect to increase or decrease in price, by department[38]

Departament	Product with expected price increase	Proportion of respondents	Product with expected price decrease	Proportion of respondents
Antioquia	Bean and lentils	100% (3)	NA	NA
	Facemasks	67% (2)	Alcohol and bleach	100% (3)
Arauca	Rice	100% (7)	NA	NA
	Bleach and gel	71% (5)	NA	NA
Atlántico	Chicken, rice, oil	100% (2)	NA	NA
	Bleach	100% (2)	NA	NA
Bogotá D.C	Facemasks	100% (2)	NA	NA
Caquetá	Lentils	50% (1)	NA	NA
	Alcohol	50% (1)	NA	NA
Cauca	Rice	100% (1)	NA	NA
	Alcohol	100% (1)	NA	NA
Córdoba	NA	NA	Rice and lentils	50% (1)
	NA	NA	Gel and facemask	100% (2)
La Guajira	Sugar, lentils and beans	40% (2)	Anti-bacterial gel	40% (2)
Magdalena	Egg and oil	50% (1)	NA	NA
Nariño	Rice and egg	100% (2)	Rice	80% (4)
	Alcohol	100% (2)	Soap and alcohol	75% (3)
Norte de Santander	Egg, beans and lentils	100% (1)	Rice	67% (2)
	Alcohol and bleach	100% (1)	Alcohol	33% (1)
Putumayo	Rice	100% (2)	NA	NA
	Anti-bacterial gel	50% (1)	NA	NA
Santander	Rice, lentils and oil	50% (1)	NA	NA
	Alcohol	100% (1)	NA	NA

---

[38] Some departments are not included in this table due to the fact that there were no respondents in these departments who reported expecting price changes, so these respondents were not asked about products. N/A refers to where there were no reported expected prices to increase or decrease, depending on the case. Where there is more than 1 reported item, the percentage addressed is the percentage for each item, reported with the same frequency. Gel its anti-bacterial gel and facemasks are disposable facemasks.

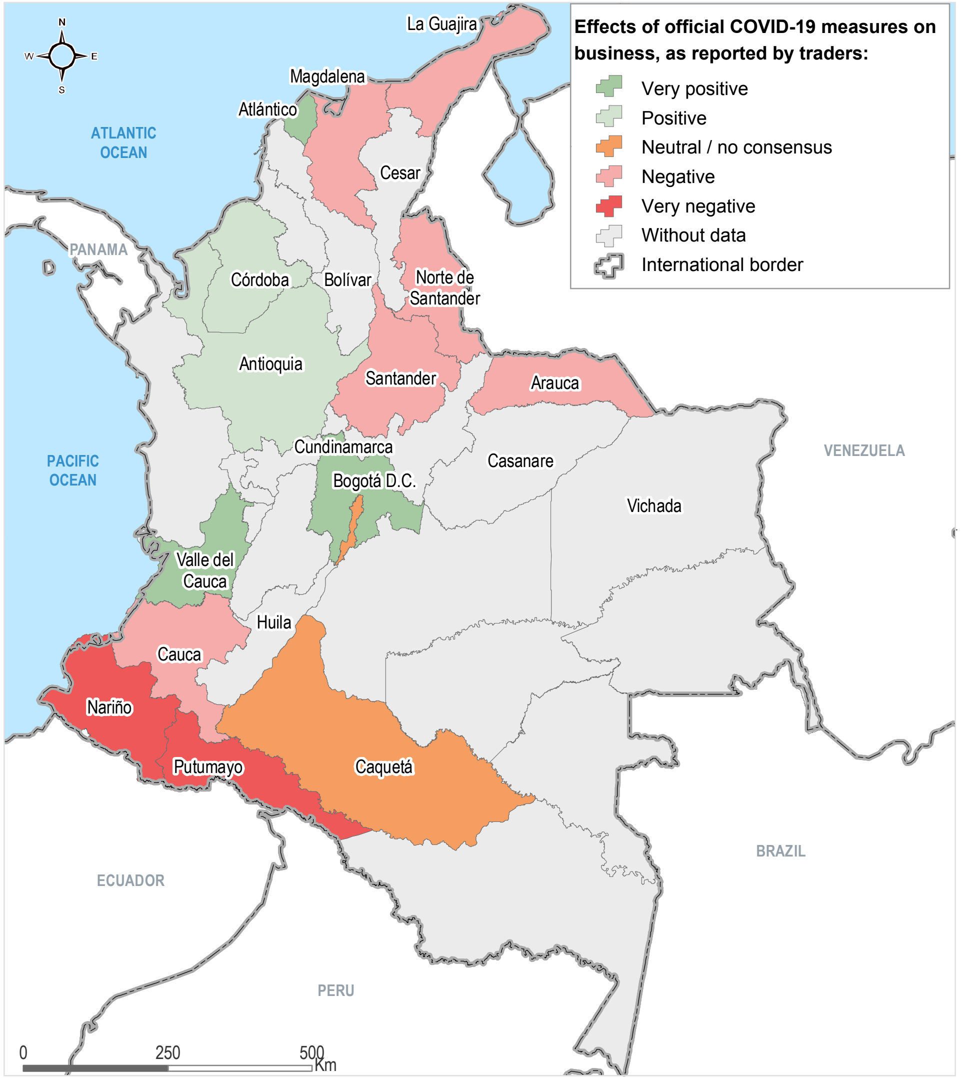
Rapid Market Assessment of Socioeconomical Impact of COVID-19 on Local Markets in Colombia

Key Findings: Traders

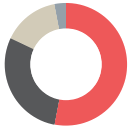
Unión Europea Protección Civil y Ayuda Humanitaria
COORDINACIÓN INTERAGENCIAL GTM GRUPO DE TRANSFERENCIAS MONETARIAS COLOMBIA
REACH Informing more effective humanitarian action

IMPACT OF OFFICIAL COVID-19 MEASURES ON BUSINESS

Effects of official COVID-19 measures on business, as reported by traders[39]:



Proportion of respondents who reported effects of official COVID-19 measures on their business, by type of effect:



Negative effect on business	53% (39)
Positive effect on business	29% (21)
No effect on business	15% (11)
Do not know / Prefer not to answer	3% (2)

Perceived negative effects of COVID-19 measures on business, as reported by 39 respondents[40]:

Lower amount of daily sales	82% (32)
Supplier prices have increased	64% (25)
Reduction in demand overall	61% (24)

Perceived positive effects of COVID-19 measures on business, as reported by 21 respondents[41]:

I am selling more products and more frequently	76% (16)
Number of daily customers has increased	57% (12)
The specific products I sell are currently in higher demand	57% (12)

Expected challenges reported by respondents who had stated there was no effect on their business, as reported by 7 traders[42]:

Afraid of becoming ill while running the business	71% (5)
Lower amount of daily sales	57% (4)
Theft or robbery in their business	43% (3)

---

[39] In the map, very positive refers to the departments where the proportion of respondents reporting a positive effect is higher than 70%. Positive: departments where the proportion of respondents reporting a positive effect is higher than 50%, but lower than 70%. No consensus: departments where the proportion of respondents reporting positive and negative effects was the same (50% and 50%) or where the proportion who reported no effect was the majority. Negative: departments where the proportion of respondents who reported a negative effect is higher than 50%, but lower than 70%. Very negative: departments where the proportion of respondents who reported a negative effect is higher than 70%.

[40] Please note that respondents could choose multiple response options for this indicator so figures may add up to more than 100%.

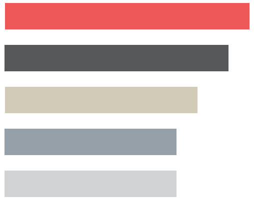
[41] Ibíd.

[42] Of the 11 traders who reported no effect on business, 7 of them reported that they expected to face challenges during the time offical COVID-19 measures are implemented. Please note that respondents could choose multiple response options for this indicator so figures may add up to more than 100%.

IMPLEMENTED MEASURES IN MARKETS DUE TO COVID-19

96% (n=73) of traders **reported that they had implemented government-recommended hygiene measures for customers and staff** during the month prior to data collection.

Type of government-recommended hygiene measures implemented in shops, as reported by 70 respondents[43]:



Use of facemasks	94% (66)
Use of anti-bacterial gel	86% (60)
Distancing in queues	74% (52)
Use of gloves	66% (46)
Limiting the number of people in the shop at any one time	66% (46)

Proportion of respondents who started selling products that they didn't sell in the month prior to data collection:

No	60% (44)
Yes	39% (28)
Do not know / Prefer not to answer	1% (1)

Products recently sold in their shops that weren't sold before, as reported by 28 respondents[44]:

Facemasks	75% (21)
Anti-bacterial gel	68% (19)
Alcohol	50% (14)

Reported change in payment methods in shops since official COVID-19 measures were implemented:

No	67% (49)
Yes	32% (23)
Do not know / Prefer not to answer	1% (1)

The departments where a change in payment methods in shops was reported were: Antioquia, Arauca, Atlántico, Bogotá D.C, Caquetá, Cauca, Córdoba, La Guajira, Magdalena and Nariño. In particular, **the use of humanitarian cards was reported in a lower proportion in La Guajira, and same happened for humanitarian vouchers in Cauca, Antioquia and La Guajira. The use of credit was reported in a higher proportion in Atlántico, Cauca and La Guajira.**

Reported change in payment methods in shops[45]

Payment method	Implemented before COVID-19 measures	Currently implemented	Percentage change
Cash (COP)	61% (14)	74% (17)	▲ 21%
Cash (other currency)	0%	0%	NA
Digital wallets	22% (5)	22% (5)	0%
On credit	17% (4)	26% (6)	▲ 50%
Barter	0%	0%	NA
Bank cards	35% (8)	35% (8)	0%
Humanitarian cards	9% (2)	4% (1)	▼ 51%
Humanitarian vouchers	30% (7)	22% (5)	▼ 29%
Government vouchers	4% (1)	4% (1)	0%

---

[43] Please note that respondents could choose multiple response options for this indicator, so figures may add up to more than 100%.
[44] For the response options, only non-food items for COVID-19 prevention were included. Please note that respondents could choose multiple response options for this indicator, so figures may add up to more than 100%.
[45] As reported by 23 respondents who reported a change in payment methods.

Key Findings: Traders

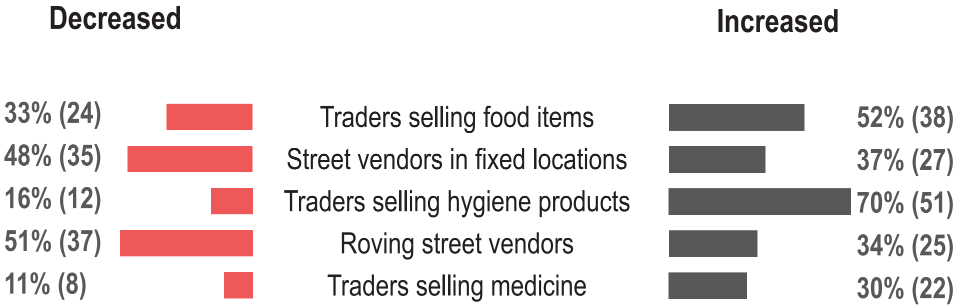
IMPACT OF COVID-19 MEASURES ON MARKET CAPACITY AND FUNCTIONALITY

86% (n=73) of traders **felt that markets have the capacity to meet current demand.**

Main reasons given for the perception that the market does not have the capacity to meet current demand, as reported by 8 traders[46]:

The supply in the municipality is not sufficient for products which are newly in demand	75% (6)
Prices are very high and consumers are going to other marketplaces	63% (5)
The supply in the municipality is not sufficient for the current demand in general	63% (5)

Proportion of respondents reporting perceived changes in type and number of traders in the marketplace at the time of data collection, by type of traders:



Decreased		Increased
33% (24)	Traders selling food items	52% (38)
48% (35)	Street vendors in fixed locations	37% (27)
16% (12)	Traders selling hygiene products	70% (51)
51% (37)	Roving street vendors	34% (25)
11% (8)	Traders selling medicine	30% (22)

About REACH's COVID-19 response

As an initiative deployed in many vulnerable and crisis-affected countries, REACH is deeply concerned by the devastating impact the COVID-19 pandemic may have on the millions of affected people we seek to serve. REACH is currently working with Cash Working Groups and partners to scale up its programming in response to this pandemic, with the goal of identifying practical ways to inform humanitarian responses in the countries where we operate. COVID-19-relevant market monitoring and market assessments are a key area where REACH aims to leverage its existing expertise to help humanitarian actors understand the impact of changing restrictions on markets and trade. Updates regarding REACH's response to COVID-19 can be found in a devoted thread on the REACH website. Contact geneva@impact-initiatives.org for further information.

Participating partners[47]:

VenEsperanza
International Rescue Committee
Save the Children
Mercy Corps
World Vision Por los niños
ADN Dignidad
Acción contra el Hambre
DRC Consejo Danés para Refugiados
NRC Consejo Noruego para Refugiados
WFP Programa Mundial de Alimentos
Acción contra el Hambre
Cruz Roja Colombiana
ZOA desde la emergencia hasta la recuperación
Pastoral Social Cáritas Colombiana

---

[46] Please note that respondents could choose multiple response options for this indicator, so figures may add up to more than 100%.

[47] Action Against Hunger participated both as part of the Consortium CUA and as an independent organisation.