Information to be collected in a market assessment

The Market Analysis Guidance (MAG)[[1]](#footnote-1) provides a set of driving questions with short guidance and technical tools to integrate market information in the different phases of the project cycle.The table below is an extract that outlines the relevant information on market related elements that should be considered in a market assessment.

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| **Market elements** | **Driving questions** | **Relevant information** |
| Critical market systems | *Which market systems should the assessment focus on?* | List of the critical market systems selected  Explanation of the rationale for the selection |
| Critical markets systems structure | *How are the selected market systems structured?* | Visual snapshot of how markets are structured (marketplaces and market systems maps) |
| Description of the characteristics of the markets, market chains and flow of commodities; types and numbers of traders; and services and external factors |
| Target population’s access to markets | *What is the impact of the shock on the target population’s access to markets?* | Description of how the target population’s access to markets has changed compared to how it was before the shock |
| Quantification (when possible) of the gaps between: what the target population normally accessed in the market before the shock, what they can access after the shock, and what they are expected to access in the near future |
| Considerations on how purchasing power has changed after the shock and how it is expected to evolve in the near future |
| Identification of the main problems related to the access to the market (economic and/or physical access, capacity and/or social issues) |
| Traders’ capacity to supply | *What is the capacity of local traders to respond to changes in demand?* | Visual representation (maps) of how the market system has been affected by the shock (numbers of actors, volumes and prices, infrastructure and support services) |
| Anticipation of the trader capacity to meet the demand from households, at what prices, how quickly and for how long |
| Identification of the main supply problems and anticipation of whether or not they can be solved within the timeframe / scope of the intervention |
| Indication of how the key infrastructure (transport, storage) and services (credit, information, technology) have been affected and how this impairs the performance of the market actors |
| Market competitiveness | *Do market actors behave competitively?* | Description of existing non-competitive behaviours |
| Macro-level factors | *How can macro-level factors influence the market capacity to respond to the emergency?* | Description of the external factors influencing the market system and how they support/affect the market system post-shock |

1. The Market Analysis Guidance: Guidance for market assessment in the project cycle:

   [www.icrc.org/eng/assets/files/publications/icrc-002-4200.pdf](http://www.icrc.org/eng/assets/files/publications/icrc-002-4200.pdf) [↑](#footnote-ref-1)