

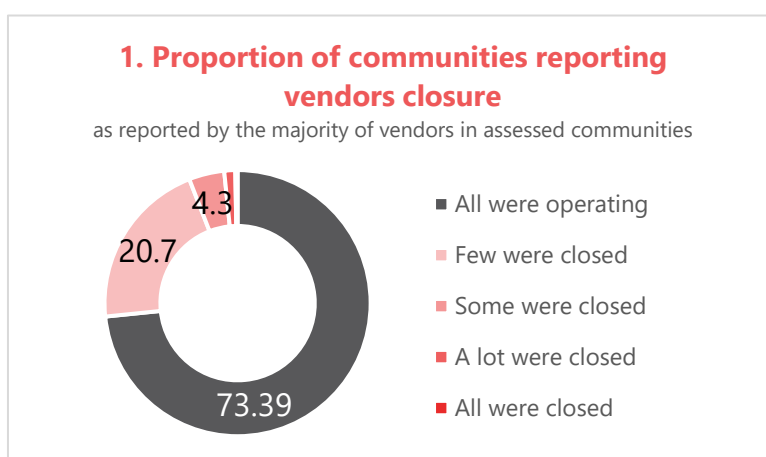
Joint Rapid Assessment of Markets – Key findings

Methodology

The Joint Rapid Assessment of Markets (JRAM) is intended to inform the design and implementation of cash and market-based programming by humanitarian actors responding to the earthquake in Northwest Syria. **Almost 3,400 vendors were interviewed across 375 communities in Greater Idleb and Northern Aleppo between the 14th and 16th of February.** The coverage is shown in figure 4. The full dataset is published [here](#).

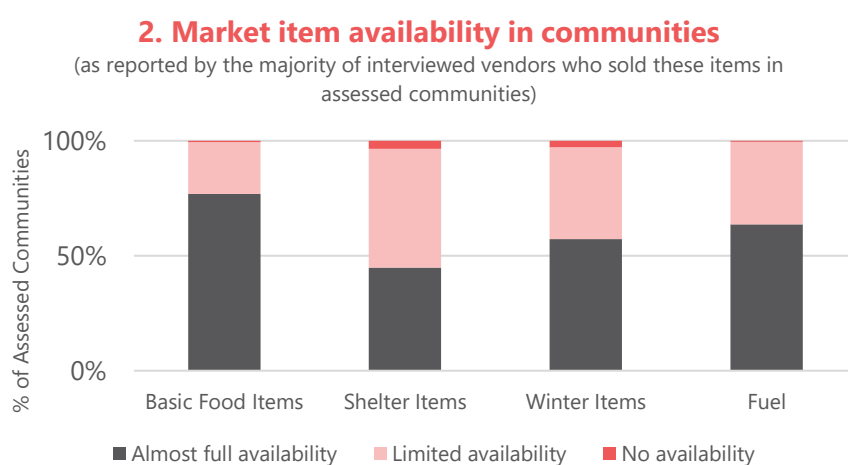
Key Highlights

In the vast majority of assessed communities, key informant (KI) vendors reported that either **all vendors were operating** or **only a few vendors were closed** in the marketplace at the time of data collection (see figure 1). However, a higher proportion of shop/vendor closures was reported across sub-districts within **Harim district as well as in Janudiyeh and Jandar is sub-districts** (see figure 5). The most commonly reported barriers to re-opening were **safety concerns related to the earthquake and lack of funds**.



KI vendors in over two thirds of assessed communities reported that **both larger and smaller hawalas were operating and specialized currency exchange shops and vendors were operating**. Despite this, KIs in approximately a third of assessed communities reported that these services would have **limited or no capacity to meet increased demand**. Importantly, this impacts the extent that communities can receive cash in the form of remittances or assistance.

KI vendors in few communities reported no availability of items. However, most vendor KIs in approximately a third of assessed communities reported **limited availability of fuel, winter items, and infant formula**, and just over half reported limited availability of **shelter items** (see figure 2).



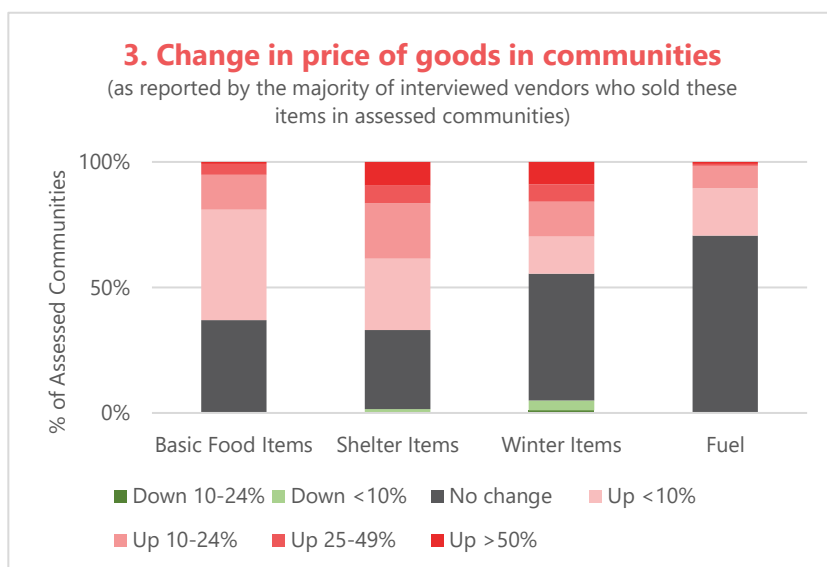
In general, the most common products which vendor KIs reported experiencing shortages in overlapped with products that they

reported are **imported from Türkiye**. KI vendors that reported shortages of items specifically identified shortages of **tents, plastic sheets/tarpaulin, blankets, and gas**.

KI vendors in subdistricts heavily impacted by the earthquake, such as **Harim, Jandariss and Sheikh Al-Hadid**, were more likely to report limited or no availability of **basic food items**. Other sub-districts that were less impacted by the earthquake, but previously underserved/not main market areas, such as **Ehsem, Ariha and Ziyara sub-districts**, also reported limited or no availability of food items.

Overall, **the prices of key items were relatively stable according to KI vendors across most assessed communities** at the time of data collection (see figure 3).

In general, KI vendors reported that shelter items, which are in high demand due to infrastructure damage caused by the earthquake, **experienced more substantial price increases in addition to shortages**. Vendors selling shelter items also reported a high reliance on imports from Türkiye.

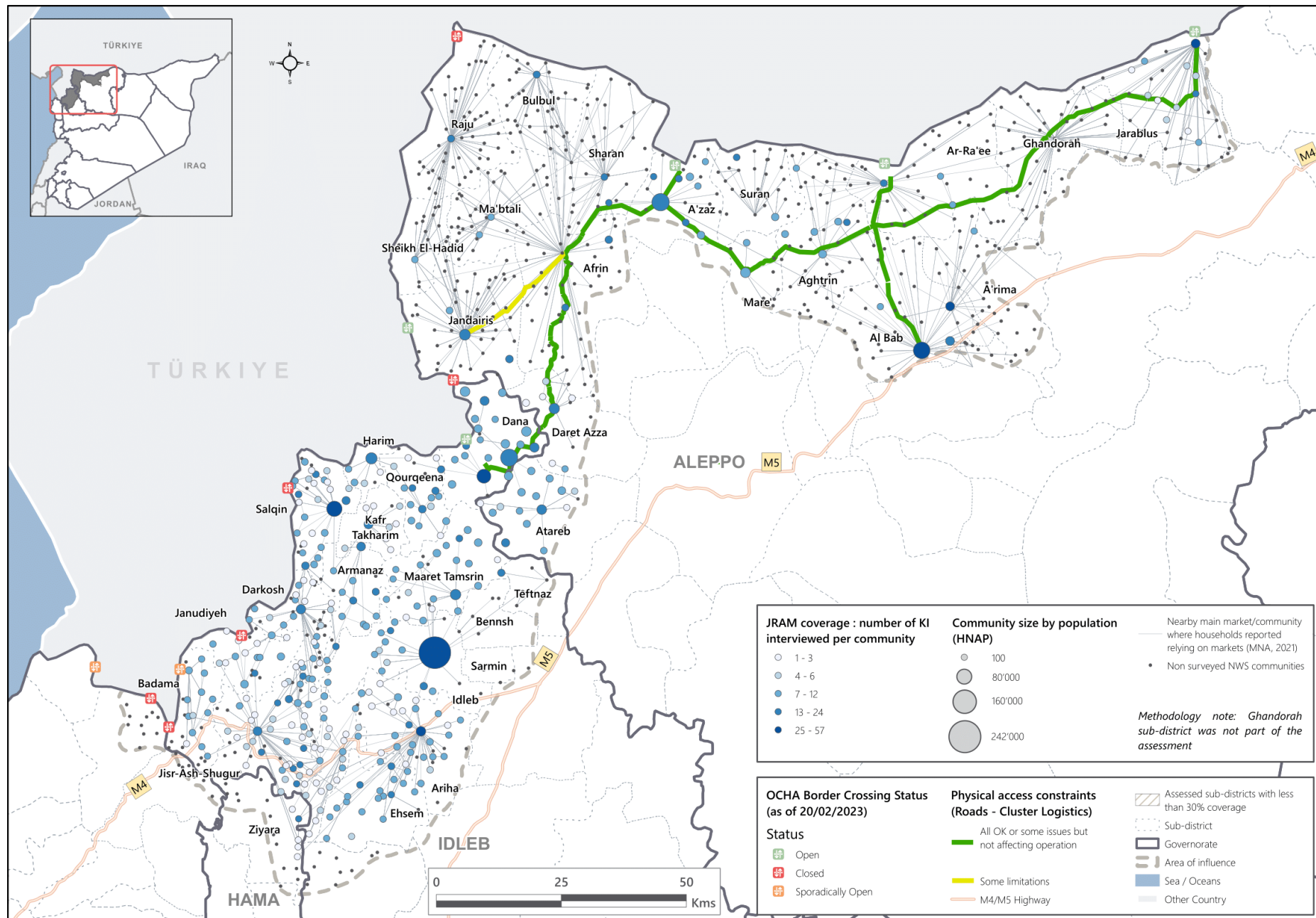


KI vendors in approximately two thirds of assessed communities reported that **demand for credit** in their stores has **increased** since the earthquakes. The data suggests that vendors in **communities that reported increased demand for credit also had reduced capacity to allow purchases on credit**. This gives a general indication that consumers relying on credit to purchase essential goods may face increased difficulties in meeting their basic needs in these communities.

Further Information

The full dataset of the Joint Rapid Assessment of Markets can be found [here](#). Furthermore, REACH will shortly be publishing a full situation overview of markets. This can be found [here](#) once it becomes available. Finally, to stay updated with all of REACH's earthquake work, please see our [blog](#).

4. Communities in which vendors were interviewed



5. Proportion of Vendors Closed by Community

As reported by the majority of KI vendors in assessed communities

