



Syria

Market Monitoring Unit



Services

Research and Analysis (Market Systems Analysis)

Objective

The Market Monitoring Unit (MMU) analyzed two key market systems in Idlib Governorate in northwest Syria: olive and livestock (dairy production).

Working with a local partner on the ground, the project aimed at collecting qualitative and quantitative data regularly to be comparable over time for trend analysis. iMMAP utilized a secondary network of community leaders, professionals, and media teams to monitor the local security context and economic developments in the region to complement market analysis.

The study looked at olive and dairy products in five communities Saraqab, Ma'arrat Al Nu'man, Bennsh Kafr Nobol, and Atareb situated in Idlib and Aleppo, northwest Syria. The objective of this study was to understand the market dynamics, the political economy surrounding the local value chains of olive and dairy products that the livelihood interventions support, and inform future programming.

The iMMAP research team used the Emergency Market Mapping Analysis tool for the purpose of this study. Face-to-face key informant interviews (KIIs) with different stakeholders were conducted during November 2018, with different producers, processors, traders, service and input providers, consumers and KIIs from local communities to get a holistic overview on the market and contextual environment.

Background

The conflict in Syria has imposed constraints on market systems, negatively impacting access to goods and services that support the lives and livelihoods of Syrians. Analyzing market chains within market systems allow humanitarian, early recovery and development actors to design and implement programs that promote access to essential needs and enhance long-term recovery and increase the stability of local markets.

The selection of critical market systems and value chains to analyze was based on the livelihood intervention programmatic and strategic design. Several agencies are active in livelihood programming and involved in analyzing specific value chains. To avoid duplication and reinforce interagency coordination, the selection of key value chains was derived from existing gaps, taking into consideration what other agencies have already conducted and shared.

Project Duration:

**May 1, 2018 -
December 31,
2018**

Budget:

EUR 266,003.06

Focus: **Syria**

Sector Supported:

Food Security

According to the 2019 Humanitarian Needs Overview (HNO):



13.1 million people are in need of humanitarian assistance across Syria.

33% of people in Syria were food insecure.

83% of Syrians live below the poverty line.

Project Deliverables



Online interactive factsheets

Individual fact sheets were developed for each selected market system, which will include maps, key infrastructure points, and graphs.



Online Dashboard

Widely accessible online dashboard that visualizes key information and demonstrates market trends over time.