



# Comparison of Market Analysis Tools

This document is a short guide intended to help people select appropriate tools for market assessments in humanitarian contexts. It highlights some of the most commonly used tools and approaches but is not comprehensive. New tools are being developed regularly.

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Popy Barua is working at her stall at the WFP Farmers' Market, Cox's Bazaar, Bangladesh, 2020



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**The Markets in Crises Community of Practice (MiC)** is a diverse community of practitioners engaging with and supporting markets in crisis contexts, including humanitarian agencies, civil society organizations, academic institutions, businesses, and governments. MiC provides a forum to share ideas, experiences, resources, and learning with the aim of improving market-based programming and facilitating links between those whose work focuses on crisis responses and those who are more concerned with longer- term market development work.

This document is an update to the previous Comparative Table of Humanitarian Market Analysis Tools drafted by IRC and CALP Network, the current iteration was created by the MiC Facilitators and Advisory Committee to help practitioners navigate the market assessment tools and resources available to them. It includes the most recent versions of documents available to the COP. We are grateful for the insight and advisory support provided by Karri Byrnes (Independent), Naim Frewat (IRC), Sasha Muench (Independent), Chris Paci (REACH) and Alexa Swift-Reeves (Independent).

# Introduction

**Market assessments** are designed to gather information about key market systems, marketplaces, and supply chains to better understand their **functionality** and **accessibility** for all groups. An essential component of any situational analysis, market assessments seek to determine whether humanitarian and development programs should work through local markets, and if so, how. Understanding local markets is critical in designing programs and interventions that are “market-aware.”

Any intervention should aim to promote market recovery and unlock development opportunities in the wake of a crisis. It should also aim to avoid the negative impacts of distorting markets and/or replacing or undermining market actors. It is therefore crucial, no matter what the circumstances, to move beyond quick assessments of cash feasibility and to gain as deep an understanding of local market characteristics as time and resources allow.

A market assessment can take many different forms and generate different types of information. It may be a rapid exercise looking at a specific good or service, or it may assess trade and marketplace health more broadly in a specific location.

Although we are increasingly seeing a blurring of the boundaries between humanitarian and development work, this resource focuses on selecting the right tool for various market assessments in humanitarian contexts. Keep in mind that assessments are often most valuable when tailored to the local context; you will likely find you want to adapt the tools referenced or combine components from a few of them to best match your purposes.

## Other resources

Beyond a comparison of assessment tools, the following resources offer deeper guidance on market assessments for various types of program designs:

- The CRS [Minimum Market Information Guide](#) provides a good and detailed overview of rapid market assessments.
- CALP’s E-Learning Course, [Market Based Programming in Emergencies](#), includes modules that explain market assessments and analysis in more detail.
- CALP’s [Minimum Standard for Market Analysis \(MISMA\)](#)
- For longer-term market recovery or development interventions, the BEAM Exchange has a page specifically focused on [Market Analysis](#).

[A glossary](#) of key terms related to market-based-programming and market assessments, can be found on the [MiC website](#).

## Selecting the right tool

There are many tools, resources and guides available to assist practitioners to design and implement market assessments. This resource is intended to help you navigate which ones are most suited to your needs and context.

Before jumping to a tool, take some time to think about why you are doing this assessment and the broader context you are operating in. The right tool for your needs, and your decisions on how to adapt it, will be influenced by several factors, including:

- The nature of the crisis you are responding to and its broader context,
- Your ultimate program objective and approach,
- The scale and depth of your potential programs,
- The scope of the market assessment process,
- Your available resources and the time you have to do the assessment, and
- Available secondary data.

#### Remember!

A lot of market information on your context likely already exists. Before starting your own assessment, review available resources, consult colleagues in country, and check with relevant clusters if assessments have already been planned or conducted.

As you consider different tools, think critically about how you want to use the information (purpose) and the phase of a response you are in (timing).

## Purpose: What information do you need?

Market assessments are generally conducted to:

- Limit the risk that interventions will have a negative effect on local markets;
- Increase the effectiveness and efficiency of program responses by promoting dignity and stimulating the local economy; and
- Strengthen interventions by identifying new pathways to support existing market systems and structures.

Market assessments are typically used to answer two basic questions:

1. Does the market have the capacity to deliver part or all of the needed assistance (for example, through cash and voucher assistance)?
2. What kind of support could improve market functionality and accessibility?

Consider whether you want to conduct a rapid market assessment, typically to make a modality decision, a more in-depth assessment, or recurrent assessments for market monitoring.

## Rapid Market Assessments

A rapid assessment usually starts by looking at market functionality and accessibility in a physical area, whether a single marketplace or a city or region containing several marketplaces, and tries to understand how these have been affected by the crisis.

Rapid market assessments can also consider the larger market systems supporting these marketplaces, especially if you still have unanswered questions or concerns about specific commodities after the initial analysis. This may mean assessing key supply chains, like understanding how cement for construction is produced and transported to the area.

These assessments are generally used after a shock caused by a sudden-onset crisis, or during a protracted crisis, in order to make rapid cash feasibility or modality decisions and support the set-up of programs that use markets. Occasionally they are used to determine the availability of goods in local markets. They will often be supplemented later with more in-depth analysis or market monitoring because market conditions change over time, especially as the crisis evolves.

Market assessment tools and approaches like the [Rapid Assessment of Markets \(RAM\)](#), [Multi-sector Market Assessment \(MSMA\)](#), and [Emergency Market Mapping and Analysis \(EMMA\)](#) are often used to support these types of assessments.

### Remember!

The scope of an emergency market assessment should be based on, and proportional to, the information needs. You should collect only as much information as is necessary to answer the key analytical questions and to make sure you do no harm.

## In-Depth Market Assessments

In-depth market assessments will typically have a broader purpose and be used to inform market-based recovery and development programming. To do so, they consider market functionality and accessibility more widely and assess a full market system in depth and over a longer period of time than the rapid assessments discussed above. They can be used immediately after a crisis to design recovery programming or after the initial rapid response phase to confirm appropriate modalities as programs scale or start to address longer-term recovery. They can also be used to supplement the findings of rapid assessments if there are unanswered questions about market functionality and appropriate responses.

More in-depth assessments might expand the geographic areas covered, the number of goods and services assessed, and supporting or cross-cutting functions. They will typically go deeper to understand the main actors at various levels of a market system, how they are or were linked to each other, and what challenges they continue to face.

Market assessment tools and approaches like the [Multi-sector Market Assessment \(MSMA\)](#), [Emergency Market Mapping and Analysis \(EMMA\)](#), [Market Analysis Guidelines \(MAG\)](#), and [Pre-Crisis Market Assessment \(PCMA\)](#) are often used to support these types of assessments.

## Recurring Assessments and Monitoring

As the context changes rapidly after a shock or during a protracted crisis, it is important to continue to assess markets and adapt responses as needed. Recurring assessments can be lighter-touch and quicker than initial assessments and focus on the key contextual elements that are likely to change.

These assessments can be regularly occurring market monitoring exercises, for example to update the prices of key goods available in local marketplaces and to track changes in market functionality and vendors' operational constraints. They can also be routine assessments of vital aspects of local market systems, for example quarterly analysis of water delivery services or tracking the recovery of supply chains after a natural disaster.

Market monitoring tools like the [Market Monitoring, Analysis and Response Kit \(MARKit\)](#) and the [Joint Market Monitoring Initiative \(JMIMI\)](#) are often used to support these types of assessments. The [Market Functionality Index \(MFI\)](#) can also be used in a recurring fashion.

## Timing

Market assessments can take place at various stages of a response. The stage of response you are operating in will influence the purpose, scope, type and depth of information you need to gather.

It will likely also influence the amount of time and resources you have available for your assessment. These are all factors that will influence the choice of assessment tool.

- **Pre-crisis**, to feed into contingency planning, disaster risk reduction, and/or to inform the design of market-strengthening interventions to make markets more resilient to future shocks.
- **Immediately after a sudden-onset crisis**, using a light-touch approach to determine which aid modalities and delivery mechanisms are most appropriate for the response, as well as to inform market-based interventions in case local markets are unable to supply the goods and services that affected populations require to cover their basic needs.
- **Following key developments in a protracted crisis**, comparing data to a baseline using either rapid or deep-dive tools to better understand how markets have been affected by new developments and how market-based interventions may need to adapt.
- **At regular check-in points**, comparing findings and trends among rounds of data collection to track changes in the markets.

Each of the above stages presents opportunities for a different type of market assessment. A sudden-onset crisis, for instance, may benefit from a standardized, ready-made rapid assessment toolkit, such as ICRC/IFRC's Rapid Assessment of Markets (RAM). Such toolkits will produce actionable market data as quickly as possible.

On the other hand, in a pre-crisis situation or protracted crisis, practitioners may undertake a larger-scale market assessment, such as an Emergency Market Mapping and Analysis (EMMA). In this case, the tools should be tailored to the specific context, shock, and market actors to gain a deeper understanding of how local markets function.

Due to the longer timeframes involved, development contexts also invite highly specific deep dives into targeted market systems, informing programs that aim to address systemic constraints. This could help affected populations increase their incomes, improve the supply of basic goods and services, and support market systems that are better able to serve the most vulnerable. These assessments can often cover multiple overlapping market systems and may take up to several months to complete. The [BEAM Exchange](#) has resources that cover these types of assessments.

#### Available Resources:

The assessment tool you select and how you adapt it may also be influenced by the resources you have available to complete the assessment. Do you have a large, specialised team or are you working with a small team? Are you able to gather a cross-disciplinary or cross-agency team? This can also influence the locations (reach) and number of markets you choose to cover in your assessment.

## Adapting The Tool You Choose

Although there are a number of standardized market assessment toolkits for use in various scenarios, every market assessment must be individually adapted. The level of revision required may be light, as with rapid assessments conducted immediately post-crisis, or heavy, as with deep-dive explorations of specific market shifts. But in every case, you will need to modify the tools and methodology based on:

- **Crisis and shock:** Tools for an acute-onset natural disaster, for instance, should be different from those used to assess an ongoing development in a protracted conflict.
- **Unit of analysis:** Are you assessing a single marketplace? A neighborhood? A city? An entire district?
- **Recall period:** Are you assessing a shock that took place two days ago? One week? One month?
- **Target market systems and vendors:** Are there specific supply chains, goods, or services you intend to focus on?

### Remember!

You don't have to use a full assessment tool as it is laid out and can pull tools and elements from different assessments to suit your context and needs. Think critically about what elements are most important and will best answer the questions you have.

## Tool Descriptions

Once you have confirmed the purpose, considered the timing, and identified your resources, it is time to review available tools and guidance. The descriptions and table below should provide you with a basic overview of some of the key tools available and the types of information they are designed to gather. Remember - you can mix and match elements of different tools to best suit your needs.

### Pre-Crisis Market Analysis (PCMA)

IRC (published 2016)

A flexible approach to adapt post-crisis market analysis tools, such as EMMA and RAM, to the pre-crisis context; designed to supplement other toolkits. It includes some guidance on how to monitor markets and update analyses following the initial assessment.

### Rapid Assessment of Markets (RAM)

IFRC and ICRC (published 2016)

Provides standalone guidance on conducting rapid, commodity-focused market analysis in a post-shock context. It is mainly intended to help users decide between a cash-based or in-kind response and to determine whether further market system analysis is needed. It includes ready-made questionnaires but does not gather data from the target population's perspective.

### Multi-Sector Market Assessment (MSMA)

UNHCR and NRC (published 2020)

Provides standalone guidance on conducting rapid, commodity-focused market analysis in a post-shock context. It is mainly intended to determine the feasibility of using CVA to deliver a given program, with a short section on market support programming. It also includes guidance on how to incorporate information on needs and preferences of the target population and on market

analysis. The MSMA is a part of UNHCR's Cash Feasibility and Response Analysis Toolkit and includes three components:

1. Detailed step-by-step guidance - steps for completing the MSMA process and an additional step on market monitoring
2. MSMA toolbox - data collection, data analysis and reporting tools
3. Additional guidance - more technical process guidance for team leaders

The MSMA guidance can be used to support a rapid marketplace analysis, a more detailed supply chain analysis or a broader market systems analysis.

### Market Functionality Index (MFI)

WFP (published 2020)

A specialized assessment and analysis methodology designed to assign marketplaces a standardized market functionality score based on their affordability, stability, efficiency, and transparency. Consists of technical, practical, and sampling guidance, along with ready-made market and trader questionnaires, analysis syntax, and enumerator training materials. Generates a common scale that can be compared across multiple marketplaces. The MFI has an emphasis on transactional elements of markets and therefore is likely more useful for understanding how to use markets to deliver activities, rather than support or change markets. This methodology is considered a beta version that has been released publicly for testing and refinement.

### Emergency Mapping Market Analysis (EMMA)

IRC, Oxfam, Practical Action and Interaction (published 2010)

A set of tools and guidance notes that encourages and assists front-line humanitarian staff in sudden-onset emergencies to better understand, accommodate, and make use of market systems. The EMMA Toolkit walks users through a practical, 10-step process for market analysis, offering thorough explanations and detailed technical information on market concepts. It also provides guidance on developing and evaluating different response options.

### Market Analysis Guidance (MAG)

ICRC and IFRC (published 2014)

Provides a foundation for integrating detailed market analysis into all stages of the humanitarian project cycle. Tailored questionnaires must be developed for each assessment. Designed to partner with and extend the RAM toolkit for rapid market assessments in that it allows for a more detailed analysis and gives a more solid basis for market-related program decisions.

### Market Monitoring, Analysis and Response Kit (MARKit)

CRS (published 2020)

A market-based programming toolkit that enables managers to adapt programs to changes in the local market environment. MARKit provides a framework for market monitoring, analysis and response decision-making, using prices as the main indicator. Prices are highly sensitive to changes in market function, supply and demand and can therefore signal changes that need to be investigated further. MARKit was initially designed to support food assistance programs, but it is generally applicable to programs with recurring distributions of cash, vouchers, or in-kind commodities, across sectors.



## Joint Market Monitoring Initiative (JMIMI)

REACH (published 2023)

Focuses on fostering collaboration among response actors to jointly collect and share data on market prices, functionality, accessibility, and supply chains using a single tool and methodology tailored to the local context. Centers on calculating the cost of two indices, the cost of the Minimum Expenditure Basket (MEB) and the Market Functionality Score (MFS), in all monitored areas. Generally monitors all items in the MEB on a monthly basis but can be scaled back. Requires a central party to uniformly compile, clean, analyze, and disseminate all collaborators' data.

## Comparison Table

✓ The tool covers this or includes this

✓ The tool partially covers or includes this

Description	Assessment Resources						Recurring Assessments		
	PCMA	RAM	MSMA	MFI	EMMA	MAG	MARKit	JMMI	
Type of tool	<i>Is this a rapid, in-depth, or recurring assessment approach?</i>	In-depth	Rapid	Both	Rapid	Both	In-depth	Recurring	Recurring
Market Infrastructure	<i>Information on existing infrastructure as well as damage caused by the crisis</i>	✓	✓	✓		✓	✓		✓
Trader Capacity	<i>Capacity of traders to continue operating, meet current demand or respond to increased demand</i>	✓	✓	✓	✓	✓	✓		
Prices	<i>Tool includes price data collection</i>	✓	✓	✓	✓	✓	✓	✓	✓
Market Integration	<i>Tendency of assessed markets to exhibit similar price trends</i>	✓	✓	✓	✓	✓	✓	✓	✓
Access	<i>Affected populations' ability to access markets. Any restrictions they may face. This can include:</i> <ul style="list-style-type: none"> <li>Economic access</li> </ul>		✓	✓		✓			✓

Description	Assessment Resources					Recurring Assessments			
	PCMA	RAM	MSMA	MFI	EMMA	MAG	MARKit	JMMI	
<ul style="list-style-type: none"> <li>Physical access</li> <li>Socio-cultural access</li> </ul>									
Financial Service Providers <i>FSP availability, reach or capacity is included in the tool</i>		✓			✓			✓	
Tool Structure									
Includes data collection forms		✓	✓	✓			✓	✓	
Includes monitoring forms		✓	✓				✓	✓	
Includes information on response options		✓	✓	✓	✓	✓			
Includes guidance on reporting	✓	✓	✓	✓	✓	✓	✓		

# Tool/Guidance Summaries

## Pre-Crisis Market Analysis (PCMA)

Created by: IRC

Purpose	<p>The PCMA provides guidance on how to conduct analysis of critical market systems prior to a predictable crisis to anticipate how markets will respond after a shock occurs and inform preparedness and/or DRR efforts. It also provides guidance on monitoring of markets for early warning and updating of market analysis post shock, to inform pre and post crisis interventions.</p> <p>The PCMA can be used pre-shock to assist with:</p> <ul style="list-style-type: none"> <li>• Emergency response/preparedness</li> <li>• DRR and resilience against future crises</li> <li>• Market strengthening</li> </ul>
Type of guidance	<ul style="list-style-type: none"> <li>• Provides step-by-step guidance on how to adapt the market and assessment process to the pre-crisis context</li> <li>• Not a standalone market analysis tool, but helps practitioners use existing assessment and analysis tools in pre-crisis settings</li> <li>• Does not address choice of delivery mechanisms</li> <li>• Monitoring of markets for early warning and updating of market analysis post-shock</li> </ul>
Strengths	<p>Flexible approach that can be to many market assessment designs and provides an opportunity for deeper analysis conducted on a more flexible schedule. It is useful for guiding Anticipatory Action activities; identifying critical market systems; and thinking through the depth of assessment needed. Good use of graphical elements to illustrate ideas in the text.</p>
Shortcomings	<p>Given the unpredictability of many crises and the different funding structures governing pre- and post-crisis contexts, the focus on pre-shock contexts can be difficult to operationalize.</p> <p>It is also not a market tool itself, instead it helps to adapt other market assessment tools</p>
Key information collected	<p>Can provide any of the information gathered in the other market analysis toolkits, since the PCMA was adapted from those tools for use in a pre-crisis context</p>
Applicable crisis types	<p>Pre-shock - where cyclical or recurrent crises are anticipated</p>
Optimal timing of use	<p>Pre-shock, in a place where a specific crisis has occurred in the recent past (within the last 1-5 years) and is expected to recur in the future</p>
Use outside of optimal timing	<p>Designed to be used pre-crisis</p>
Resources required	<p>This varies but is governed by how many market systems are being analyzed and how many geographical locations are being visited.</p> <p>In addition to good technical knowledge of market analysis, ideally a PCMA leader should also have mentoring skills, as PCMA is well-suited to building the capacity of individuals and teams to engage in post-crisis market analysis (since it is conducted during a non-crisis period).</p>
Download	<p><a href="https://marketsincrisis.net/resources/pre-crisis-market-analysis-pcma/">https://marketsincrisis.net/resources/pre-crisis-market-analysis-pcma/</a></p> <p>Available in English, Spanish, French and Arabic</p>

## Rapid Assessment of Markets (RAM)

Created by: IFRC and ICRC

Purpose	<p>The RAM provides a quick and basic snapshot of how key markets operate immediately after a shock, to support initial decisions on the feasibility of response options (cash vs. in-kind, initial market support) and to identify whether or not more detailed market system analysis is needed, and if so, for what. The RAM can be used to:</p> <ul style="list-style-type: none"> <li>• Generate recommendations for response options for basic needs, including cash, in-kind and market support</li> <li>• Identify where more detailed analysis of specific market systems is needed</li> </ul>
Type of guidance	<ul style="list-style-type: none"> <li>• Step-by-step guidance on the market analysis process immediately after a shock</li> <li>• Uses geographic locations as an entry point, but also considers market systems to an extent</li> <li>• Supports an understanding of commodity demand</li> <li>• Provides some technical information on market concepts</li> <li>• Provides guidance on reporting</li> <li>• Annex includes worksheets and questionnaires to support all steps of the process</li> </ul>
Strengths	Strikes an effective balance between rapidity and depth of analysis and provides a varied collection of ready-made data collection forms
Shortcomings	The rapid 'snapshot' approach often needs to be supplemented by more in-depth market mapping, monitoring, and response analysis
Key information collected	<ul style="list-style-type: none"> <li>• Physical damage</li> <li>• Basic understanding of market structure, management, etc.</li> <li>• Capacity of traders</li> <li>• Prices of commodities or services in different market locations</li> <li>• Financial service provider capacity</li> </ul>
Applicable crisis types	Sudden-onset (can be adapted to a slow-onset crisis or to localized developments in a protracted crisis)
Optimal timing of use	48 hours – 3 weeks after a shock
Use outside of optimal timing	Data collection forms can be adapted and used for longer-term analysis, though other tools are preferred for ongoing monitoring and establishing cash feasibility
Resources required	<p>Variable – a RAM can be carried out using only one person, depending on how many marketplaces need to be visited.</p> <p>As a general rule a RAM should take 5 days or less. The team leader should have basic knowledge of how markets work.</p> <p>Generally considered to be resource-light.</p>
Download	<a href="https://marketsincrisis.net/resources/rapid-assessment-for-markets/">https://marketsincrisis.net/resources/rapid-assessment-for-markets/</a>

## Multi-Sector Market Assessment (MSMA)

Created by: UNHCR and NRC

Purpose	<p>The MSMA aims to provide a 'good enough' understanding of the market for teams to conduct meaningful and ongoing response analysis. It includes step-by-step guidance and ready-to-contextualize tools for staff with limited skills in market data collection and analysis to carry out a basic market assessment and set up market monitoring.</p> <p>The MSMA was designed specifically to feed into response analysis and design for multi-purpose cash.</p>
Type of guidance	<ul style="list-style-type: none"> <li>• Step-by-step guidance on market assessment and analysis for cash-based interventions</li> <li>• Raises some questions and provides insights about broader system function and market support interventions</li> <li>• May need to be used in conjunction with other tools for market systems with unique characteristics, like housing, health, labor and education</li> </ul>
Strengths	Provides detailed guidance and actionable, ready-to-contextualize tools
Shortcomings	The majority of the tool is focused on market functionality for cash feasibility and so may require supplementary information to design market support programming more broadly.
Key information collected	<ul style="list-style-type: none"> <li>• which core goods and services can be accessed locally</li> <li>• costs of accessing goods and services</li> <li>• whether goods and services can be accessed in sufficient quantity and quality</li> <li>• helps identify supply and demand considerations in wider market system</li> <li>• understand if market support interventions are necessary to enhance market function</li> </ul>
Applicable crisis types	<p>Can be applied across all operation contexts including:</p> <ul style="list-style-type: none"> <li>• Protracted crisis</li> <li>• Sudden onset or emergency response</li> <li>• Early recovery</li> </ul>
Optimal timing of use	At any time following a market shock
Use outside of optimal timing	An adapted or modified MSMA could be used in pre-crisis or development contexts.
Resources required	Requires cross-department teams (security, supply officers, and markets or specific sectoral experience)
Download	<a href="https://marketsincrisis.net/resources/multi-sector-market-assessment-guidance-and-toolkit/">https://marketsincrisis.net/resources/multi-sector-market-assessment-guidance-and-toolkit/</a>

## Market Functionality Index (MFI)

Created by: WFP

Purpose	<p>The MFI has been designed to provide insights into the feasibility of market-based interventions, highlighting associated risks and potential areas for market strengthening initiatives. It is further useful to monitor market functionality.</p> <p>The MFI generates a functionality indicator that provides one component (functionality) needed to identify transfer modalities.</p>
Type of guidance	<ul style="list-style-type: none"> <li>• Detailed guidance based primarily on a trader survey tool that should NOT be adapted to local contexts</li> <li>• Does not focus on specific commodities as part of the market's score - but could be complemented with additional questions to capture context-dependent challenges</li> </ul>
Strengths	<p>Does not need to be adapted to context and provides a comparative score for market functionality.</p> <p>Provides detailed practical guidance for use. Includes a full version and a reduced version to be conducted over mobile phone when necessary.</p>
Shortcomings	<p>Provides an indicator of market function - however would need to be complemented with further supply or value chain mapping, price analysis and assessment of demand/community behavior.</p> <p>Adapting the tool or tailoring questions to the local context or specific information needs is highly discouraged in favor of full standardization.</p>
Key information collected	<p>Evaluates market functionality across 9 dimensions:</p> <ol style="list-style-type: none"> <li>1. assortment of essential goods</li> <li>2. availability</li> <li>3. price - volatility and affordability, but not detailed price data</li> <li>4. resilience of supply chains</li> <li>5. competition</li> <li>6. infrastructure</li> <li>7. service</li> <li>8. food quality</li> <li>9. access and protection</li> </ol> <p>Information is collected against these dimensions at a general level; it does not include details related to specific items. Additional questions can be added, although these questions are explicitly not considered part of the question sequence or analysis framework.</p>
Applicable crisis types	<p>Any – as it is designed to take a snapshot of market functionality at a specific point in time, it would lend itself to a rapid assessment. It has been tested across both humanitarian and development contexts.</p>
Optimal timing of use	<p>After a sudden-onset shock or a development in a protracted crisis.</p>
Use outside of optimal timing	<p>Any type of crisis to diagnose issues with market functionality and direct the implementation of MBP.</p>
Resources required	<p>Provides analysis guidance and templates to reduce the need for a market expert.</p>
Download	<p><a href="https://www.wfp.org/publications/market-functionality-index-mfi">https://www.wfp.org/publications/market-functionality-index-mfi</a></p>

## Emergency Mapping Market Analysis (EMMA)

Created by: IRC, Oxfam, Practical Action and Interaction

Purpose	The EMMA Toolkit provides guidance on the selection and analysis of critical market system(s) after a shock and uses mapping techniques to identify critical response issues and inform response options, including both direct and indirect support to markets, from relief to recovery.
Type of guidance	<ul style="list-style-type: none"> <li>• Practical, adaptable ten-step process for preparing for and carrying out fieldwork for market analysis.</li> <li>• Includes thorough explanations and detailed technical information on market concepts, including market mapping.</li> <li>• Provides guidance on reporting of recommendations for response options.</li> <li>• Focuses on emergency response, but also provides recommendations on response options from basic needs to recovery.</li> </ul>
Strengths	The tool provides clear steps and easy-to-follow examples with detailed guidance throughout. It can be used before or after a crisis and findings are generally valuable for both humanitarian and development objectives.
Shortcomings	<p>The length of time required is very dependent on team size and expertise and often requires a relatively large or experienced team to complete rapidly. For this reason, it is most commonly used in more protracted or early recovery contexts.</p> <p>Because of its adaptability there is a tendency to overload assessment objectives, thereby lengthening the time required for assessment.</p>
Key information collected	<ul style="list-style-type: none"> <li>• Physical damages</li> <li>• Capacity of traders</li> <li>• Market behavior (e.g. competition, integration, bottle necks)</li> <li>• Market performance (prices, volumes, numbers of actors) in a critical market system</li> <li>• External factors affecting market behavior</li> <li>• Gap analysis of affected population</li> <li>• Assistance preferences of affected population</li> <li>• Response options analysis</li> </ul>
Applicable crisis types	Pre-crisis (omitting parts of Step 5 and 6), post-crisis whether sudden onset or protracted.
Optimal timing of use	2 – 4 weeks post shock and throughout recovery phase
Use outside of optimal timing	The approach and tools have been used for assessing developing/opportunity markets and for the evaluation of multiplier effects.
Resources required	This varies but is governed by how many market systems are being analyzed and how many geographical locations are being visited. The team size can vary from 2 – 10 people. EMMAs normally take between 2 – 4 weeks depending on the scope of the analysis. The team leader should have technical knowledge of market analysis and is normally responsible for building the capacity of the team.
Download	<a href="https://marketsincrisis.net/emma/">https://marketsincrisis.net/emma/</a>



## Market Analysis Guidance (MAG)

Created by: IFRC and ICRC

Purpose	<p>The MAG offers a simple approach to the process of gathering and analyzing market data to inform decision making. It is not a standalone tool and suggests processes and tools aimed at integrating market analysis into the different phases of the project cycle (preparedness, assessment, response, monitoring and evaluation).</p> <p>The MAG can be used to:</p> <ul style="list-style-type: none"> <li>• Inform various programming decisions on planning, design, implementation, management and evaluation of relief and recovery programs.</li> <li>• Provide technical information on market concepts.</li> <li>• Provide guidance on reporting.</li> </ul>
Type of guidance	<ul style="list-style-type: none"> <li>• Provides guidance based on phases of the project cycle that includes technical tools to integrate market information into the respective phase (Assessment, Response Analysis, Price Monitoring, Evaluation, Contingency planning).</li> <li>• Includes checklists and practical tips on how to gather and interpret data.</li> <li>• Users are expected to adapt the tools to specific contexts.</li> </ul>
Strengths	Comprehensive, covering many stages of market analysis, is flexible and is easy to contextualize.
Shortcomings	Does not provide a set of ready-to-use tools, but a general approach that must be adapted heavily to each context.
Key information collected	<ul style="list-style-type: none"> <li>• Physical damages</li> <li>• Capacity of traders</li> <li>• Market behavior (e.g. competition, integration, bottle necks)</li> <li>• Market performance (prices, volumes, numbers of actors)</li> <li>• External factors affecting market behavior</li> <li>• Prices of commodities or services in a critical market system</li> <li>• Assistance preferences of affected population</li> <li>• Response options analysis</li> </ul>
Applicable crisis types	Slow-onset, protracted crises and during early recovery.
Optimal timing of use	Two weeks to one year after a shock; initially designed to follow and build on a RAM.
Use outside of optimal timing	The approach and tools have been used for assessing developing/opportunity markets and for the evaluation of multiplier effects.
Resources required	Technically skilled staff with market analysis experience. Time depends on geographical area to be covered.
Download	<a href="https://marketsincrisis.net/resources/market-analysis-guidance/">https://marketsincrisis.net/resources/market-analysis-guidance/</a>

## MARKit – Price Monitoring and Response Kit

Created by: CRS

<p>Purpose</p>	<p>The MARKit provides a framework for market monitoring, analysis and response decision-making, using prices as the main indicator. Through the introduction of a standardized methodology for price collection, management and analysis, MARKit is designed to support evidence-based decision-making.</p> <p>MARKit price monitoring can help teams:</p> <ul style="list-style-type: none"> <li>• Assess how well the market is functioning and identify existing and/or potential bottlenecks</li> <li>• Track whether existing responses distort local markets</li> <li>• Assess continued appropriateness of chosen delivery modalities</li> <li>• Determine whether the value and level of assistance remain adequate</li> <li>• Inform corrective actions regarding the intervention strategy</li> </ul> <p>The MARKit is primarily intended to help individual organizations monitor markets in the context of specific CVA programs. It is not a design tool.</p>
<p>Type of guidance</p>	<ul style="list-style-type: none"> <li>• Provides step-by-step guidance for setting up and implementing the MARKit system. This includes preparation, data collection, analysis and reporting and adaptation.</li> <li>• Includes worksheets on specific analytical methods, database with sample price data and instructions, a sample monthly MARKit report and sample training materials.</li> <li>• Initially designed to support food assistance programs but general principles are applicable to programs with recurring distributions across sectors.</li> <li>• Not a design tool</li> </ul>
<p>Strengths</p>	<p>Offers a flexible methodology for collecting indicators and prices tailored to a specific intervention, as well as testing hypotheses about how markets could be affected.</p> <p>A streamlined approach that minimizes data collection burdens by limiting the number of indicators and prices collected.</p>
<p>Shortcomings</p>	<p>Designed to be used in conjunction with other market assessment and analysis tools; must be built on a baseline understanding of the targeted supply chains</p> <p>Does not capture all factors that influence health and resilience of a market, which may require program managers to build additional indicators into their market monitoring plans</p>
<p>Key information collected</p>	<p>Market performance based on prices (prices, product availability, historical price data)</p>
<p>Applicable crisis types</p>	<p>Can be used in crisis and development settings for any programs that use cash, vouchers and/or in-kind distributions</p>
<p>Optimal timing of use</p>	<p>Throughout project implementation on programs of any duration. The longer the program, the greater the amount of data needed to inform decision-making.</p>
<p>Use outside of optimal timing</p>	<p>N/A</p>
<p>Resources required</p>	<p>Technical staff (with market analysis experience) to set up monitoring process and review data when shocks are identified. They recommend country offices to see training and/or mentoring as needed to optimize the use and value of MARKit.</p>
<p>Download</p>	<p><a href="https://marketsincrisis.net/resources/markit/">https://marketsincrisis.net/resources/markit/</a></p>

## Joint Market Monitoring Initiative (JMMI)

Created by: REACH

Purpose	The JMMI is a collaborative market monitoring approach, generally organized through a Cash Working Group, that brings together many cash actors to jointly achieve broad, deep coverage of markets across a crisis-affected area. The aim is to provide comprehensive data on market prices and functionality, enabling the CWG to identify the most and least functional markets, calculate the cost of the MEB in each assessed area, and continually update recommended transfer values for multi-purpose cash. All participating partners adopt a uniform data collection methodology and tool to ensure the data they collect can be compared.
Type of guidance	<ul style="list-style-type: none"> <li>• Explanation of methodology: what to monitor and how often, who to interview, which marketplaces to visit</li> <li>• Guidance on coordinating and training participating partners</li> <li>• Standard data collection tool to be adapted to each context and basket of monitored items</li> <li>• Standard data cleaning and analysis scripts available on request</li> <li>• Further resources available on request (to be consolidated into a comprehensive guidance document in 2024)</li> </ul>
Strengths	Broad, deep coverage; ability to inform regular MPC transfer value revisions; ability to diagnose market functionality issues and suggest connections with price changes; minimal contributions required from most participants
Shortcomings	Joint model is heavy to manage, requiring dedicated central capacity (but can be adapted as a single-agency approach); potential for crisis-wide analysis depends mainly on the breadth and consistency of partners' contributions
Key information collected	Prices, restocking times, market functionality and operations, supply chain health and resilience
Applicable crisis types	Throughout a protracted or slow-onset crisis, as well as in early recovery and development phases; if coverage and participation are sufficiently broad, only one JMMI is needed per crisis
Optimal timing of use	Regularly throughout the period of humanitarian response (can be monthly, quarterly, biweekly, etc. according to price volatility and aid actors' needs)
Use outside of optimal timing	Data collected outside of emergency contexts forms a valuable baseline to help understand the effects of future crises
Resources required	<p>To set up a JMMI: 1-3 technically skilled staff members with market analysis and data analysis skills to coordinate the activities of contributing organizations, to adapt and host joint mobile data collection tools, to train other partners, and to compile, clean, analyze, interpret, and disseminate the data on behalf of all participants</p> <p>To contribute to a JMMI: Data collection staff following uniform procedures</p>
Download	<p><a href="https://repository.impact-initiatives.org/document/reach/d9docb99/REACH-JMMI-Toolkit-Introduction-to-the-JMMI-external.pdf">https://repository.impact-initiatives.org/document/reach/d9docb99/REACH-JMMI-Toolkit-Introduction-to-the-JMMI-external.pdf</a></p> <p>Contact <a href="mailto:impact.geneva.cashandmarkets@impact-initiatives.org">impact.geneva.cashandmarkets@impact-initiatives.org</a> to request further resources</p>