



## Comparative Table of Humanitarian Market Analysis Tools

### Introduction

There is currently a general acceptance within the humanitarian sector that market analysis should form a core part of the assessment process after crises, to inform the response options analysis and programme design. This is evidenced by the appearance of market analysis in broader tools such as the Multi Cluster Initial Rapid Assessment (MIRA) and the CaLP Minimum Requirements for Market Analysis in Emergencies. Market analysis is also increasingly being integrated into preparedness processes in pre-crisis settings.

Market analysis can lead to programmes with the following benefits:

- Aligned with affected people's preferences and local/regional markets' capabilities
- Reduced risk of doing harm to market systems and therefore to people's livelihoods and access to markets
- Connectedness with economic recovery
- Help to re-establishing market functioning
- Greater cost efficiency
- Economic benefits to community members who may not be direct recipients of aid, and therefore greater social acceptance of humanitarian assistance

### Purpose

The increasing awareness of the need for market analysis has led to a plethora of guidance and tools with which to conduct this analysis. Choosing which tool is the right fit for your agency can lead to confusion and additional stress. This table comparing the market analysis guidance aims to:

- Provide a basic overview of the different market analysis guidance that exists,
- Provide a starting point and support to choose between tools or combine tools to fit the context and need.

### General messages

Within the humanitarian sector, the main focus of market analysis should be the decisions that need to be made in relation to programming after crises, rather than the tool itself. Tools have optimal or intended areas of applicability and specificities, for example some or more geared to a market place approach and others towards a market systems approach.

However, broadly speaking, they are based on very similar – if not the same – principles of market analysis.

In the end it is most important to choose the tool you feel comfortable with that will allow you to reach the level of information needed for your decision making. None of the toolkits are set in stone. They can be tweaked and adapted or even combined using instruments within the toolkits and depending on the analysis needs.

## Comparative Overview of Guidance Documents and Tools

		PCMMA	RAM	MAG	EMMA	MIFIRA	MARKit
Type of market information collected	Physical damages		✓	✓	✓	✓	
	Trader capacity	✓	✓	✓	✓	✓	
	Population demand		✓	✓	✓	✓	
	External factors	✓	(✓)	✓	✓	✓	
	Competition	✓		✓	✓	✓	
	Bottlenecks		(✓)	✓	✓	✓	
	Actors	✓	✓	✓	✓	✓	✓
	Price	✓	✓	✓	✓	✓	✓
	Number	✓	✓	✓	✓	✓	✓
	Volume	✓	✓	✓	✓	✓	✓
	Integration	✓	(✓)	✓	✓	✓	
	Key infrastructure	✓	✓	✓	✓	✓	
Methodological factors	Includes data collection forms		✓				✓
	Includes monitoring forms		✓				✓
	Includes information on response options		✓	✓	✓	✓	
	Includes guidance on reporting	✓	✓	✓	✓		

## Overview: Rapid Assessment of Markets (RAM)

<b>Purpose</b>	The Rapid Assessment for Markets (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.
<b>Type of Guidance</b>	<p>Step by step guide through the process of market analysis immediately after the shock</p> <p>Greater emphasis on geographical locations, but also considers market systems to an extent</p> <p>Supports an understanding of commodity demand</p> <p>Provides some technical information on market concepts</p> <p>Provides guidance on reporting</p> <p>Annex includes worksheets and questionnaires to support all steps of the process</p>
<b>Overarching Questions</b>	<p>Recommendations for response options for basic needs, including cash, in-kind and market support</p> <p>Also questions the need for more detailed analysis of specific market systems</p>
<b>Information Collected</b>	<ul style="list-style-type: none"> <li>▪ Physical damages</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>
<b>Applicable Crisis Types</b>	Sudden onset (although could potentially be adapted to a slow onset crisis)
<b>Optimal Timing of Use</b>	48 hours – 3 weeks after a rapid-onset shock
<b>Use outside of optimal timing</b>	Data collection forms can be adapted and used for longer term analysis
<b>Resources Required</b>	Variable – a RAM can be carried out using only one person, depending on how many market places need to be visited, however as a general rule a RAM should take 5 days or less. The team leader should have basic knowledge of how markets work. Generally considered to be resource light.

	Some RAM questionnaires were edited and developed into an Application used in Nepal
Download	<a href="https://www.icrc.org/eng/assets/files/publications/icrc-002-4199.pdf">https://www.icrc.org/eng/assets/files/publications/icrc-002-4199.pdf</a>

## Overview: Emergency Mapping Market Analysis (EMMA) Toolkit

<b>Purpose</b>	The Emergency Market Mapping Analysis (EMMA) Toolkit provides guidance on the selection and analysis of critical market system(s) after a shock to inform response options, including both direct and indirect support to markets, from relief to recovery.
<b>Type of Guidance</b>	<p>Practical ten step process for preparing for and carrying out field-work for market analysis, with thorough explanations</p> <p>Provides detailed technical information on market concepts</p> <p>Provides guidance on reporting of recommendations for response options</p>
<b>Overarching Questions</b>	Recommendations for response options from provision of basic needs to recovery – but focus on emergency response
<b>Information Collected</b>	<ul style="list-style-type: none"> <li>▪ Physical damages</li> <li>▪ Capacity of traders</li> <li>▪ Market behaviour (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 behaviour</li> <li>▪ Gap analysis of affected population</li> <li>▪ Assistance preferences of affected population</li> <li>▪ Response options analysis</li> </ul>
<b>Applicable Crisis Types</b>	<p>Sudden onset</p> <p>Slow onset</p>
<b>Optimal Timing of Use</b>	3 – 4 weeks post shock and throughout recovery phase
<b>Use outside of optimal timing</b>	The approach and tools have been used for assessing developing/opportunity markets and for the evaluation of multiplier effects.
<b>Resources Required</b>	This varies but is governed by how many market systems are being analysed 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
<b>Download</b>	<a href="http://emma-toolkit.org/get/">http://emma-toolkit.org/get/</a>

## Overview: Market Analysis Guidance (MAG)

<b>Purpose</b>	The Market Analysis Guidance (MAG) suggests processes and tools aimed at integrating market analysis into the different phases of the project cycle (preparedness, assessment, response, monitoring and evaluation).
<b>Type of Guidance</b>	<p>Provides market information that can be used for decision making throughout the project cycle (contingency planning and preparedness, market analysis post crises, response options analysis)</p> <p>Provides technical information on market concepts</p> <p>Provides guidance on reporting</p> <p>Provides guidance on how to monitor prices</p> <p>Annex includes tools and guidance to support all steps of the process</p>
<b>Overarching Questions</b>	<p>Cash vs in kind</p> <p>Market support</p> <p>Market based programming</p>
<b>Information Collected</b>	<ul style="list-style-type: none"> <li>▪ Physical damages</li> <li>▪ Capacity of traders</li> <li>▪ Market behaviour (e.g. competition, integration, bottle necks)</li> <li>▪ Market performance (prices, volumes, numbers of actors)</li> <li>▪ External factors affecting market behaviour</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>
<b>Applicable Crisis Types</b>	<p>Sudden onset</p> <p>Slow onset</p>
<b>Optimal timing of use</b>	Pre-shock (contingency planning and preparedness) and 3 – 4 weeks after a shock and throughout recovery phase
<b>Use outside of optimal timing</b>	The approach and tools have been used for assessing developing/opportunity markets and for the evaluation of multiplier effects.
<b>Resources Required</b>	Technically skilled staff with market analysis experience. Time depends on geographical area to be covered
<b>Download</b>	<a href="https://www.icrc.org/eng/assets/files/publications/icrc-002-4200.pdf">https://www.icrc.org/eng/assets/files/publications/icrc-002-4200.pdf</a>

## Overview: Market Information and Food Insecurity Response Analysis (MFIRA)

<b>Purpose</b>	The MFIRA provides a logically sequenced set of questions, and corresponding analytical tools to help operational agencies anticipate the likely impact of alternative responses (food and/or cash based) at the household and local market levels, and thereby identify the response that best fits a given food insecurity context.
<b>Type of Guidance</b>	Provides a Decision Tree Tool for the analysis of food security response options – cash, local purchase or imported food aid. It disaggregates the two core questions of the Decision Tree into subsidiary questions that collectively inform how to answer the overall question and, more importantly, identifies the appropriate response and its likely limits. For each subsidiary question, it identifies the data needs and diagnostic tools typically employed and some basic rules of thumb as to how to answer the question.
<b>Overarching Questions</b>	Recommendations for food security response options ( i.e. cash, local purchase or imported food aid).
<b>Information Collected</b>	<ul style="list-style-type: none"> <li>▪ Capacity and behaviour of traders</li> <li>▪ Market behaviour (e.g. competition, integration, bottle necks)</li> <li>▪ Market performance (prices, volumes, numbers of actors)</li> <li>▪ Households / traders consumption &amp; expenditures behaviours</li> <li>▪ Response options analysis</li> </ul>
<b>Applicable Crisis Types</b>	Crisis and non-crisis
<b>Optimal Timing of Use</b>	Anytime in the post-emergency and recovery period
<b>Use outside of optimal timing</b>	The approach and tools could be used for assessing developing/opportunity markets.
<b>Resources Required</b>	Technically skilled staff with market analysis experience. Time depends on geographical area to be covered
<b>Download</b>	<a href="http://barrett.dyson.cornell.edu/MIFIRA/">http://barrett.dyson.cornell.edu/MIFIRA/</a>

## Overview: Pre-Crisis Market Mapping and Analysis (PCMMA)

<b>Purpose</b>	The Pre-Crisis Market Mapping and Analysis (PCMMA) provides guidance on how to conduct analysis of critical market systems prior to a predictable crisis in order to anticipate how markets will respond after a shock occurs and inform preparedness and/or DRR efforts. It provides guidance on monitoring of markets for early warning and updating of market analysis post shock, to inform pre and post crisis interventions.
<b>Type of Guidance</b>	<p>Provides step by step guidance on how to adapt the market and assessment process to the pre-crisis context</p> <p>Not a complete toolkit; should be used in conjunction with another market assessment tool</p> <p>Does not address choice of mechanisms</p> <p>Monitoring of markets for early warning and updating of market analysis post shock</p>
<b>Overarching Questions</b>	<p>Emergency response/Preparedness</p> <p>DRR</p> <p>Early Warning Systems</p> <p>Market strengthening</p>
<b>Information Collected</b>	Can provide any of the information gathered in the other market analysis toolkits, since the PCMMA was adapted from those tools for use in a pre-crisis context
<b>Applicable Crisis Types</b>	<p>Sudden onset</p> <p>Slow onset</p> <p>Predictable</p>
<b>Optimal Timing of Use</b>	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
<b>Use outside of optimal timing?</b>	It is designed to be used pre-crisis
<b>Resources</b>	<p>This varies but is governed by how many markets systems are being analysed and how many geographical locations are being visited.</p> <p>In addition to good technical knowledge of market analysis, ideally a PCMMA leader should also have mentoring skills, as PCMMA is well-suited to building the capacity of individuals to teams engage in post-crisis market analysis (since it is conducted during a non-crisis period).</p>
<b>Download</b>	<a href="https://rescue.app.box.com/s/ic003zroe4pjzft5n83s">https://rescue.app.box.com/s/ic003zroe4pjzft5n83s</a>



## Overview: MARKit – Price Monitoring, Analysis and Response Kit

<b>Purpose</b>	“MARKit : Price monitoring , analysis and response kit” guides food assistance practitioners through the steps to monitor markets during the implementation of food assistance programs, and to ensure that programmes remain responsive to changing market conditions.
<b>Type of Guidance</b>	Provides a step by step guide on how to monitor and identify changes in markets during implementation, and options to respond to market shocks. Provides technical information on price data collection and analysis. Limited to food security responses. Not a design tool.
<b>Overarching Questions</b>	Food security (monitoring, not a design tool).
<b>Information Collected</b>	Market performance based on prices (prices, product availability, historical price data).
	Market performance based on prices (prices, product availability, historical price data).
<b>Applicable Crisis Types</b>	Sudden onset Slow onset Predictable Non-crisis times
<b>Optimal timing</b>	Throughout project implementation
<b>Use outside of optimal timing?</b>	Data collection forms can be adapted and used for longer term analysis
<b>Resources</b>	Technical staff (with market analysis experience) to set up monitoring process and review data when shocks are identified
<b>Download</b>	<a href="http://www.crs.org/sites/default/files/tools-research/markit-price-monitoring-analysis-response-kit.pdf">http://www.crs.org/sites/default/files/tools-research/markit-price-monitoring-analysis-response-kit.pdf</a>