

What is Market Analysis?

Market analysis is the process of analysing and understanding the key features and characteristics of a market system or marketplace based on the data collected during the assessment. The information can be used to formulate predictions about how prices, availability, and access will develop in future, and to inform decisions about whether or how to intervene.

It answers:

- Can markets supply essential goods and services?
- Can people access them safely?
- Can the supply available meet minimum demand?
- Would cash or in-kind delivery work better?
- What support do suppliers need to keep goods flowing?



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Be Part of Our Success!

130/360 trained participants reached so far (36%)	4/15 forums presentations completed to promote the Action	100% increase in understanding after training, 80% reported using tools in practice
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JOIN our next **free training**
Scan to register



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ho.marketanalysis@nrc.no

Building Stronger Aid Programmes through Market Analysis

An EU-funded / NRC initiative -
Transforming Supply Chain Planning



Practical tools, open trainings and
country/stakeholder coordination to
use local market evidence for safer,
faster and more cost-effective
humanitarian response.

Patricia Pouhe/NRC

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Strengthening market analysis across the sector

The Transforming Supply Chain Planning – Market Analysis Project

Learning from NRC's Experience

Since 2021, NRC has institutionalised market analysis within Supply Chain and is driving its adoption across the sector. By adapting and standardising methodologies, building in-house technical capacity and scaling training (including MSMA and the adapted Stoplight rapid tool), NRC has shortened decision timelines, cut outsourcing costs, and embedded evidence-based choices of cash, vouchers or in-kind across programmes - delivering faster, cheaper and more localised humanitarian response.

Key Activities

- Adapt trainings on MA methodologies to wider humanitarian sector
- Provide 18+ free trainings on market analysis methodologies
- Establish a Training of Trainers (ToT) programme to build sustainable capacity
- Enhance coordination efforts on MA In 4 country contexts to avoid duplications
- Advocate for the right modality including Cash and Voucher Assistance (CVA), the localisation of procurement and the role of supply chain in this shift
- Support the dissemination of the MA findings



About the Project

The European Union and NRC are collaborating to strengthen humanitarian programming through market analysis (MA).

The project aims to **transform and improve supply chain planning and the effectiveness of humanitarian response.**

Project Goals

- Enhance **understanding** of local markets
- Improve **tactical** supply chain **planning**
- **Build capacity** of humanitarian practitioners
- Promote the **use of market analysis for evidence-based decision making**
- **Minimise the risk of unintended harm to local markets** when delivering aid
- Use **more CVA when appropriate**

Why it Matters?

- Avoids assuming local markets aren't functional
- Make safer CVA and procurement decisions with market evidence.
- Reduce duplication and faster response.
- Utilize and support local markets

What Can You Do?

- **Join our free training** – gain practical tools for a better response
- **Share** resources – help coordination forums use evidence, not guesswork

Quick wins for your team:

- Share the QR code with **your team**
- Nominate colleagues for the next cohort
- Bring market analysis knowledge to **coordination mechanisms**

Success Looks like...

"The programme team changed their programme modality instantly after seeing the evidence in the market analysis report." - Jaimon Thomas, Regional Head of Logistics, CEE (Moldova), NRC

"Pilot trainings and coordination led to methods being incorporated in a consortium SOP" - The Cash Consortium of Sudan (CCS)



Tina Abu Hanna/NRC