



World Food  
Programme



TÜRK  
KIZILAY



IFRC

## Türkiye Earthquake Emergency Response

# Rapid Market Mapping

March 2023

# Rapid Market Mapping – Round 2: Türkiye Earthquake Response



## Objectives:

- Observe the change in the accessible and open markets in the worst affected areas by the earthquakes after the first round of rapid mapping. The objective is to guide programme teams in identifying the districts that have the potential for Cash-Based activities.

## Methodology:

- As one of the big retail chains, BIM functional market data is combined with the web scraping of the operational status of two banks (Ziraat and Halkbank) to give an approximate indication of whether market activities are open in the areas that are market as red or orange zone in the previous round of the assessment. The data is from the week of 24-28 March 2023.
- Short key informant interviews are conducted with the supply and demand side in these areas between 20-25 March 2023.
- Incorporate observations and insights from the field teams on the ground through debriefing sessions.

## Geographical Targeting

- **Provinces:** Prioritize the most affected provinces (Adıyaman, Hatay, Kahramanmaraş)
- **Districts:** The districts with the highest number of shops and ATM branches and marked as red or orange zones in the initial assessment.

### Red Zone:

Market activities are very limited or absent

(Less than 20% of the mapped shops are operational)

### Orange Zone:

Some market activities are present/open, reassess the situation in the coming weeks

(20 - 60% of the mapped shops are operational)

### Green Zone:

Market activities are present, CBT interventions can be considered upon conducting in-depth market assessment and targeting the affected population

(More than 60% of the mapped shops are operational)

# Summary



Province	District	Round 1	Round 2
Kahramanmaraş	Onikişubat	X	X
	Dulkadiroğlu	X	X
	Elbistan	X	X
Hatay	Dörtyol	-	
	Iskenderun	-	
	Antakya	X	X
Adıyaman	Adıyaman Merkez	X	X
	Kahta	-	

Market activities are very limited or absent

Some market activities are present/open, reassess the situation in the coming weeks

Market activities are present, CBT interventions can be considered upon conducting in-depth market assessment and targeting the affected population

- Despite the increase in the number of open and functional markets, the monitored districts remained in the same zones between the two rounds of assessments
- The highest increase is observed in Elbistan, Kahramanmaraş
- Each province has its own dynamics;
  - Chain markets have better resilience in terms of stocks and supplies
  - Markets are concentrated in the less affected neighbourhoods/ city centres and the functioning markets in the periphery areas are not well-known by the affected population
- Alternative ATM machines are set nearby the affected bank branches/locations along with some mobile branches

# KAHRAMANMARAŞ



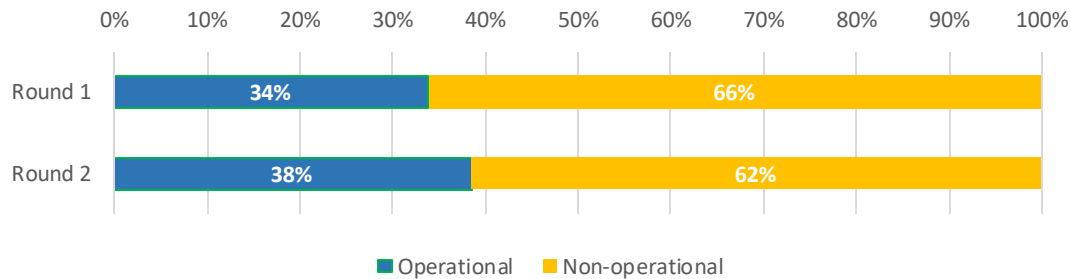
# KAHRAMANMARAŞ: Onikişubat

Field Visit Day: 28/3/2023

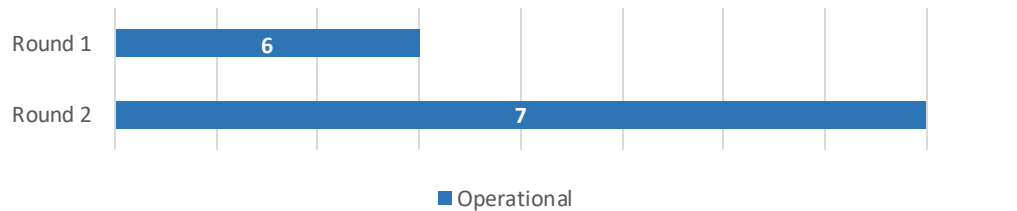


Sample Size					
	Number of shops visited	BIM Shops (secondary data)	Number of ATM Machines visited	Halkbank and Ziraatbank ATMs (secondary data)	Field observation /Interviews
Round 1	33	26	11	-	-
Round 2		26		17	8

## Shops



## ATMs



### Recommendation Box:

Some market activities are present, assessments on the preferences of the population are recommended

## OVERVIEW

### Shops

Even though more than half of the BIM markets remains closed, 5 different sized shops were visited in the district, where one was a mobile green grocery store, one was a chain market branch, and the rest were local shops.

Regardless of the size of the shops, market stocks are available for less than a week in all the shops, which is concerning for a sustainable supply chain and updating the stocks.

These shops have access to electricity, which enables availability of the items require refrigeration.

The roads are accessible for the affected population to reach the markets, however there is no crowdedness on the demand side.

### ATM Machines

Less than half of the ATM machines are functioning in Onikişubat, and field staff visited two ATM machines. While there is no access issues observed on the road and the few number of available ATMs, there is no queues observed.

The ATMs had sufficient amount of cash. However, there is less demand at the moment and in a cash intervention, readiness of the affected population might be examined more closely.

*\*In this location, findings rely on observations only.*

**448,317**

**Population Size  
Before the  
Earthquake**



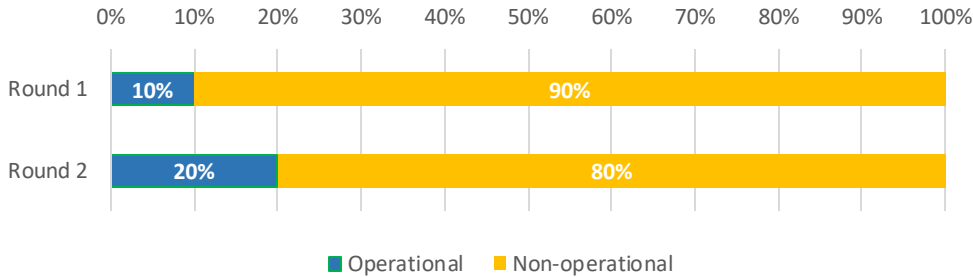
# KAHRAMANMARAŞ: Dulkadiroğlu

Field Visit Day: 28/3/2023

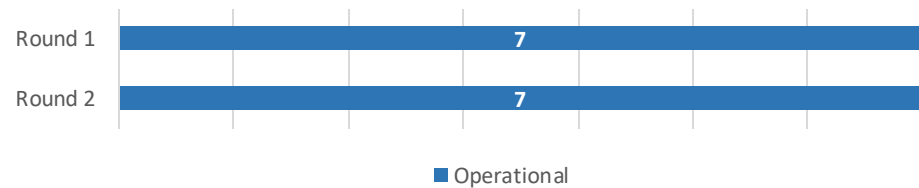


Sample Size					
	Number of shops visited	BIM Shops (secondary data)	Number of ATM Machines visited	Halkbank and Ziraatbank ATMs (secondary data)	Field observation /Interviews
Round 1	10	10	16	-	-
Round 2	-	10	-	26	8

## Shops



## ATMs



### Recommendation Box:

Market activities are very limited or absent, ATMs are rare to find.

## OVERVIEW

### Shops

According to the BIM data, 1 out of 5 markets remains closed in Dulkadiroğlu. During the field visit, the operating markets (8) varied: In some locations there were supermarkets, in others mostly there were bazaars and small markets. Despite the size and limited number of markets, there were no crowding issues or queues detected in the observed locations.

The road accessibility to the markets were also at an acceptable level. All open markets had supply enough for less than a week which is concerning considering the number of available markets are already few in numbers.

The markets do not experience problem with electricity as it functions sufficiently.

### ATM Machines

Between two observation periods, the number of the operating ATMs remains unchanged and more non-functional ATMs are found in the data.

During the field visit, the staff spotted only one Vakıfbank branch, which was not open during the field visits.

In a potential cash assistance, the ATMs and cash availability requires further investigation in the district.

*\*In this location, findings rely on observations only.*

**223,532**

Population Size  
Before the  
Earthquake



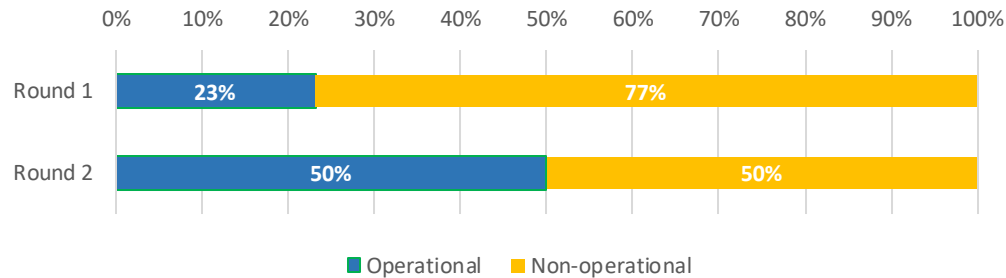
# KAHRAMANMARAŞ: Elbistan

Field Visit Day: 24/3/2023

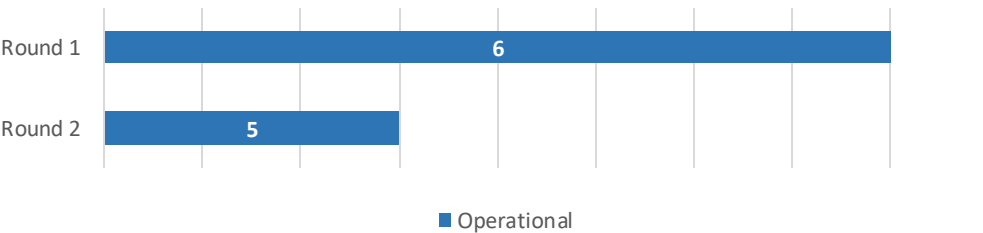


Sample Size					
	Number of shops visited	BIM Shops (secondary data)	Number of ATM Machines visited	Halkbank and Ziraatbank ATMs (secondary data)	Field observation /Interviews
Round 1	10	10	16	-	-
Round 2	-	14	-	13	12

## Shops



## ATMs



### Recommendation Box:

Some market activities are present/open with some supply challenges. Withdrawal of cash requires efforts at the moment

## OVERVIEW

### Shops

The size of open BIM markets doubled between two rounds of data. Increase in market numbers is also confirmed in the field; in all neighbourhoods visited, there were at least one market.

Residents stated that their shopping behaviours did not change after the earthquake. General tendency is shopping from bazaars for fresh produce and pay in cash and from supermarkets for other needs and paying with credit cards.

All interviewed traders reported decrease in demand, which they associated it with the decrease in population size as people who moved to other areas.

One retailer mentioned about difficulties in supplying goods because their storage was damaged and they cannot supply frozen items.

In chain markets, it is reported that the increase in prices is in line with the national inflation. Lack of customers and overemployment due to the transfers of staff from the non-functional branches were listed as challenges.

In case demands double, two respondents shared that they may not be able to meet the needs. One third of the key informants mentioned cash as their preferred type of assistance while the rest mentioned in-kind or food assistance or voucher for food.

### ATM Machines

Access to ATMs is limited at neighbourhood level. The affected population is able to access cash through available ATMs at the city centre.

### Field Observations

Almost half of the key informants were staying in their own house, while others shared that they stay in a tent area, as guests in someone else's home and in their vehicles.

**141,977**

**Population Size  
Before the  
Earthquake**



# HATAY





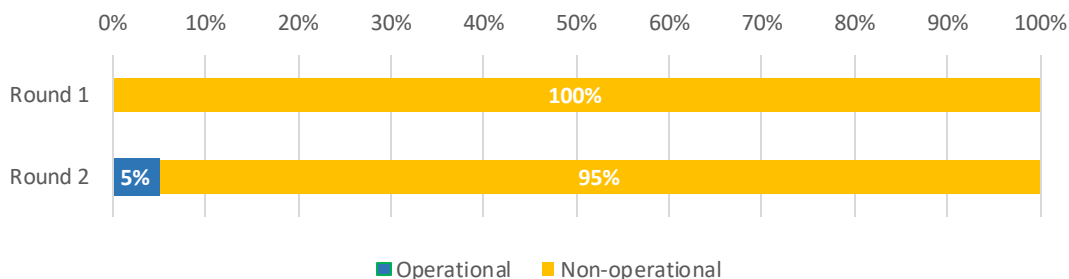
# HATAY: Antakya

Field Visit Day: 28/3/2023

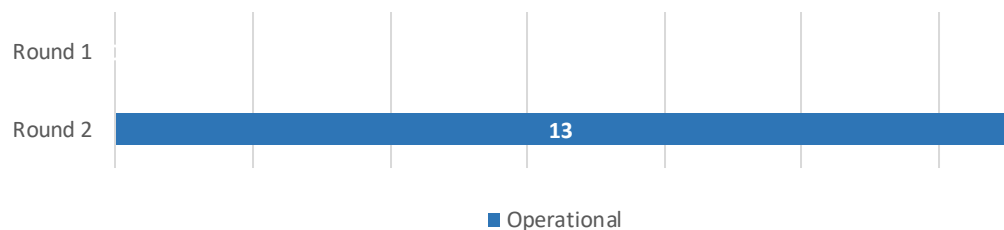


Sample Size					
	Number of shops visited	BIM Shops (secondary data)	Number of ATM Machines visited	Halkbank and Ziraatbank ATMs (secondary data)	Field observation /Interviews
Round 1	13	13	7	-	-
Round 2	-	39	-	41	2

## Shops



## ATMs



### Recommendation Box:

Findings show that market activities are very limited or absent

## OVERVIEW

### Shops

Antakya city centre had no open shops. Only in Serinyol, a neighbourhood close to Mustafa Kemal University, there were some chain markets and small markets.

Chain market retailers stated that they have no issues with stocks, prices were stable, and there is still demand from the customers, even an increase as there is a scarcity of functional markets.

A small market retailer however, reported unavailability of stocks and experience difficulties in supply chain as their suppliers were damaged after the earthquakes. In addition, the demand decreased because of the existence of in-kind assistance. This person also reported that they face security issues as well as lack of access to electricity and internet.

### ATM Machines

Secondary data shows that almost one-third of th all ATMs were closed in Antakya. Field observations report that the available ATMs are shared by all banks.

### Field Observations

Antakya centre was severely damaged, people have left the district and moved to rural areas. To contribute to the study, field staff visited other areas are affected similarly. In Samandağ district, the city centre was destroyed after the earthquakes and there were no open markets.

Only some mobile sellers were available, branches of the chain markets were looted. It was observed that people were still in there, and there was a crowd in front of Ziraat Bank.

In a conjunction area between Antakya and Samandag, there was an open market which reported that prices and demand stayed the same and there were no challenges. There was an ATM available n the neighbourhood.

**393,634**

Population Size  
Before the  
Earthquake



# ADİYAMAN



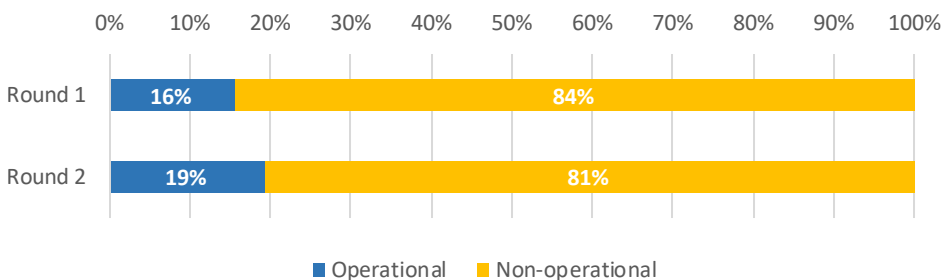
# ADIYAMAN: Merkez

Field Visit Day: 23/3/2023

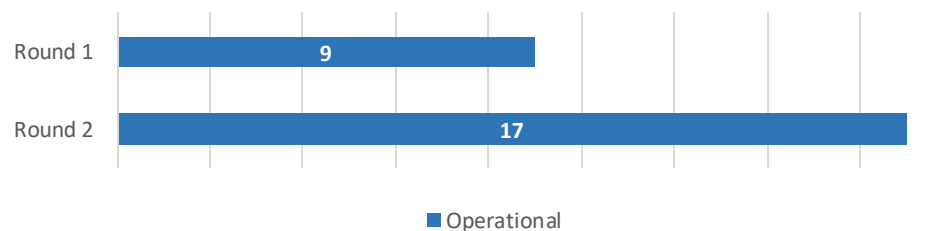


Sample Size					
	Number of shops visited	BIM Shops (secondary data)	Number of ATM Machines visited	Halkbank and Ziraatbank ATMs (secondary data)	Field observation /Interviews
Round 1	26	19	14	-	-
Round 2	-	26	-	31	23

## Shops



## ATMs



### Recommendation Box:

Findings show that market activities are limited, yet cash is the preferred type of assistance.

## OVERVIEW

### Shops

The province still has limited availability of open markets; residents also reported that they cannot shop from places they used to, such as bazaars, chain markets and small markets. Instead, they either rely on in-kind assistance provided by organizations or individuals, travel to other districts/provinces for shopping or shop from whichever market is open.

On the supply side, 3 out of 8 retailers (1 chain, 2 local markets) reported decrease in demand, 3 said it is the same, and 2 stated an increase.

One of the traders who stated a decrease in demand linked it to provided assistance, others associated it with decrease in population.

For those who said there is an increase, the reasons behind are demand for local produce for solidarity and demand for NFIs.

A local market trader shared that they have disruptions in the supply chain as some of the wholesalers left the city. 3 traders also stated that although they experience no disruptions, they will not be able to meet the demands if they double. While chain markets apply standard prices in the country, one local market said they kept prices stable to support people.

Majority reported that they can still use cash and credit card, their primary payment methods before the earthquake. Difficulty in accessing cash is reported by only few people.

Cash is the main type of preferred assistance by almost all key informants as it gives freedom to purchase goods according to their needs. The second type of assistance is in-kind food assistance.

### ATM Machines

Field staff observed that the number of ATMs are increasing and cash withdrawal is available, yet people do not have money in their accounts.

### Field Observations

One third of the key informants reported that they stay in their homes regularly, the rest live in temporary accommodations.

**312,207**

Population Size Before the Earthquake



