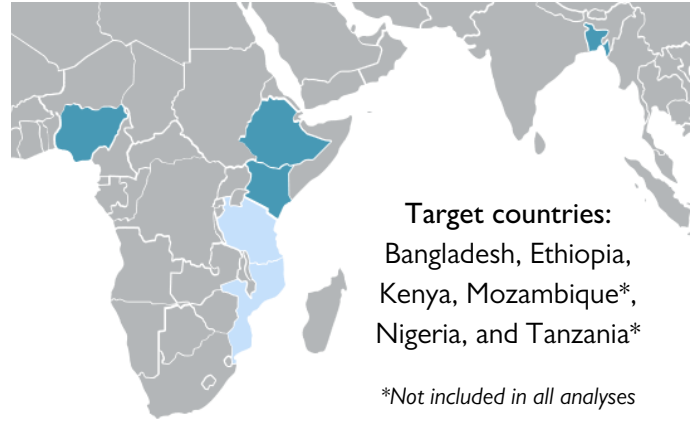


**EatSafe: Evidence and Action Towards  
Safe, Nutritious Food**

# COVID-19 IN TRADITIONAL MARKETS

## EVIDENCE OF CONSUMER AND VENDOR RESILIENCE



COVID-19 has disrupted the lives and livelihoods of people worldwide — traditional markets are no exception. To examine the health, safety, and resilience of consumers and vendors in traditional markets in real time, **EatSafe conducted three research activities:**



Tracking vendor and consumer perceptions of COVID-19 impacts



Assessing resilience of vendors and consumers



Tracking the prices of a basket of select nutritious foods

*from September 2020 to December 2021.*

### CONSUMERS

COVID-19 **did not impact the variety of foods** purchased by consumers in traditional markets.

Consumers' **confidence in the safety of food purchased remained high** throughout the pandemic.

Consumers' **shopping frequency decreased** over time.

### VENDORS

Most vendors reported that COVID-19 **reduced sales and consumer foot traffic.**

COVID-19 surges prompted more vendors to **consider leaving their business**, though this diminished over time.

Vendors' financial **dependency on borrowed money increased** over time

## IN BANGLADESH...

EatSafe formed the Technical Working Group (TWG) with Bangladesh Food Safety Authority and Dhaka South City Corporation.

Using the data collected by EatSafe, the TWG identified priority recommendations for immediate action, including behavior change communications and infrastructure improvements.

The markets of focus have become **ideal models in Dhaka city.**



## IN KENYA...



Like never before, transforming our food system for increased responsiveness to unpredictable shocks, like COVID-19, is a paramount priority.

**The wet market system is central to the overall food system.**

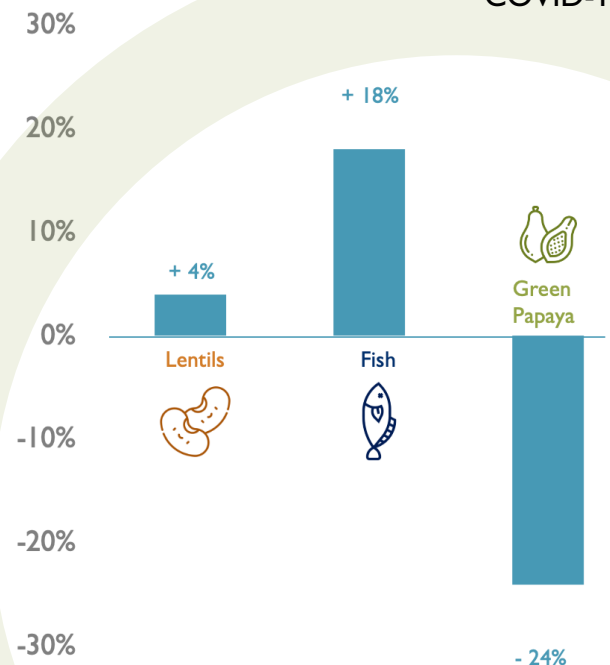
The evidence provided by the market assessments during COVID-19 will continue to inform investments to transform food systems. Using a data-driven approach from these assessments, national and subnational governments made commitments in Kenya at the national COVID-19 Learning Conference.

*Dorothy Mugane, GAIN*



## INTERACTIVE FOOD PRICE MONITORING TOOL

EatSafe developed an open source dashboard to explore data collected on the prices of nutritious foods sourced from traditional markets prices in the context of COVID-19.



*Average price change for selected commodities, 2020 - 2021 in Bangladesh*

For more information, email [EatSafe@gainhealth.org](mailto:EatSafe@gainhealth.org) or visit [www.gainhealth.org/EatSafe](http://www.gainhealth.org/EatSafe).

This brief was made possible through support provided by Feed The Future through the U.S. Agency for International Development, under the terms of Agreement #7200AA19CA00010. The opinions expressed herein are those of the Global Alliance for Improved Nutrition and do not necessarily reflect the views of USAID or the United States Government.