Kenya

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

**COVID-19 Impacts on Traditional Food Market Bulletin Summaries**

*September 2020 – March 2021*

Developed by EatSafe, the summaries contained in this document provide insights into the behaviors and daily decisions made by vendors and consumers in two traditional food markets in the Nairobi Metropolitan Area (Marikit market in Machakos and Madaraka market in Kiambu County). Issues are as follows:

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For more details on EatSafe program activities, visit [gainhealth.org/EatSafe](http://gainhealth.org/EatSafe) or contact EatSafe@gainhealth.org.

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Summary Market #1 – Machakos Retail Market, Machakos County

- A total of 42 vendors participated in the survey of whom 40 of them were women. The vendors interviewed represented in various categories; vegetables (81%), fruits (37.5%), legumes (28.6%), Grains (23.8%) while eggs at 2.4%. Similarly, 43 consumers also participated, 54% being female.
- 97.6% of vendors reported reduced numbers of customers while 57.8% of consumers reported reduced frequency of shopping.
- The major impacts of COVID 19 reported by vendors were decrease in customers (97%) and decrease in sales (90%).
- The major contributors of reduced sales were identified as difficulty in sourcing commodities (43.9%) and difficulty in accessing financing at 36.6%.
- There was a marked change in availability of fresh fruits and vegetables as reported by 86% and 75% of consumers respectively.
- The most useful market intervention to reduce COVID 19 spread is setting up hand washing and sanitizing stations as reported by 100% and 97% of vendors and consumers respectively.
- 83% of vendors indicated social distancing as key in minimizing COVID-19 infections while 90.5% of the consumers reported being concerned about contracting COVID-19.

Summary Market #2 - Madaraka Market, Kiambu, Kenya

- A simple random sampling method was used to collect data from vendors (retailers) and consumers. The total sample sizes were 49 retailers and 48 consumers, with a 100% response rate. 85.7% of retailers and 73% of consumers interviewed were women. Majority (41%) of the consumers interviewed are 50 years and above, 30-50 years (35%) and 30 years and below accounted for 24.1%.
- Wearing a mask (100%) and frequent hand washing (98%) are the most popular safety precautions reported by vendors and consumers alike.
- 98% of the vendors reported immediate impact on their businesses while 85% of the consumers changed their shopping behaviour due to COVID 19 pandemic.
- 71% of consumers reported reduced frequency of shopping either buying a little more to last longer or engaging in pooled shopping by neighbors to avoid frequent trips to the market.
- 98% of the consumers observed hand washing/sanitizer stations as the major change in the market meant to protect people against contracting COVID-19 while 77.6% of the vendors indicated social distancing (6 feet or 2 meters) away from each other as a critical way to prevent infection.

Survey Methodology

Frequency of Data Collection

The data from the two informal markets in Kiambu and Machakos Counties is collected on bi-weekly basis mainly aimed at assessing consumer and vendor attitudes and behavior in regard to COVID19 global pandemic. The study involves a stratified sampling procedure from which 80 consumers and 80 vendors (Retailer) respondents are selected from the targeted markets. There is a 15 member surveyor team (8 in Madaraka market, Kiambu County and 7 in Marikiti retail market, Machakos County). The data collection exercise is done through KOBO collection platform and validated by field supervisor before submission into the server.

Sampling of Participants

The vendors and consumers are randomly selected from the two markets which are divided into blocks as per commodity category to ensure all sectors of the market are adequately represented. Also, the survey team ensures that respondents confirm that they haven’t been asked similar questions from any other survey team to avoid duplication.

Data Processing (Cleaning & Analysis)

Data is downloaded from the server upon completion of the data collection day. It is cleaned and analyzed using Stata 15. A dofile is created and shared with project team. Each biweekly data is analyzed separately, and selected findings are disaggregated by gender and age group as overall as well as results for each market.

Report writing and findings dissemination

The market specific reports are developed based on disaggregated data on selected findings and presented in short infographics. The findings are corroborated from other survey approaches including observations to preserve systematic learnings within each market. The finds are also disseminated through a monthly COVID response unit which is comprised of market association leaders, county government authorities as well as project staff.

Summary Market #1 – Machakos Retail Market, Machakos County

- 100% of vendors interviewed reported that one of the measures they have taken to reduce the risk of COVID-19 is wearing mask always.
- More than 90 percent of the consumers interviewed reported fresh fruits (97%) and fresh vegetables (93%) are the main foods whose availability has changed.
- The major impact of COVID-19 cited by vendors include decrease in customers (100%) and decrease in sales (92.9%).
- Consumers reported frequent hand washing (97.6%), mask wearing (97.6%) and staying at least 6 feet away (97.6%) as the main ways to avoid contracting COVID-19.
- 30% of vendors reported that provision of regular COVID19 communication will reduce spread but only 5% of consumers think that this will be an effective prevention intervention.
- The consumers interviewed reported that fresh fruits (97%) and fresh vegetables (93%) are the main foods whose availability has changed in the market.

Summary Market #2 - Madaraka Market, Kiambu, Kenya

- During the assessment period, forty-eight (48) vendors comprising 28 females and 20 males were interviewed during this market survey. Equally, 48 consumers consisting of 27 females and 21 males participated in the interview. The main commodities traded by vendors interviewed were fruits (60.4%), vegetables (39.6%), fish (2.1%), legumes (2.1%), gains/cereals (2.1%) and packaged food (2.1%).
- More than 90 percent of consumers (91.1%) and vendors (91.7%) interviewed reported that set up of hand washing/sanitizer stations is most effective intervention in the market.
- Majority (97.9%) of the vendors interviewed indicated that COVID-19 has had notable impact on their business, particularly reduction in number of customers and decrease in sales (70.8%).
- Overall, all vendors (100%) reported that the volume of food they sell has decreased under COVID19. Similarly, 60.4% of the consumers interviewed reported have observed changes in food availability in the market mostly affecting fresh fruits (82.8%) and fresh vegetables (41.4%).

Survey Methodology

Frequency of Data Collection

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Bulletin Issue 3: October 12, 2020

Summary Market #1 – Machakos Retail Market, Machakos County

- Demand for cleanliness by consumers went up by 13% compared to the previous round of data collection.
- Consumers concerns on contracting COVID 19 while shopping in the market reduced by 9% from the previous round of reporting (88.2%).
- Vendors reported increased regular COVID19 communication by 15% from 29% in the previous round.
- About 35% of consumers reported incidences of food borne illnesses while 26% reported incidences of waterborne illnesses in the past two years.
- Difficulty accessing products to sell increased by 7% compared to last month while the number of vendors reporting decreased sales remained constant at 92%.
- There was about 7% increase in availability of fresh fruits and 20% decrease in availability of fresh vegetables as reported by consumers.
- There was a slight decrease in consumers’ concerns in contracting COVID19 at the market (97.4% vs 88.2%) and a significant increase in respondents feeling inconvenienced to take protective measures (33.3% vs 55.9%).

Summary Market #2 - Madaraka Market, Kiambu, Kenya

- 89.6% of the consumers and 97.9% of vendors indicated they have noticed changes in the market meant to protect people from contracting COVID19.
- There was marginal drop in washing of hands as noted by consumers (93.8%) compared to 97.7% in last round.
- Set up of hand washing stations was reported as the most useful measure of COVID 19 prevention by consumers (88%) and vendors (89%) alike which was a slight drop from 91% reported in the last round of data collection.
- The major impacts of COVID 19 pandemic on vendor businesses was decrease in customers and decreased sales as reported by 100% and 77% of vendors, respectively.
- Fresh Fruits were slightly more available (4%) while fresh vegetables were slightly more unavailable (1.8%) in the month of October compared to the last data collection round in September.
- 94% of the consumers indicated that they believe the food they are buying from the markets is safe to eat while 43.8% of consumers affirmed that the government is doing a good job ensuring that the food you buy is safe.
- About 21% of consumers reported having experienced food and waterborne illnesses in the past two years.

Survey Methodology

Frequency of Data Collection
The data from the two informal markets in Kiambu and Machakos Counties is collected on bi-weekly basis mainly aimed at assessing consumer and vendor attitudes and behavior in regard to COVID19 global pandemic. The study involves a stratified sampling procedure from which 80 consumers and 80 vendors (Retailer) respondents are selected from the targeted markets. There is a 15 member surveyor team (8 in Madaraka market, Kiambu County and 7 in Marikiti retail market, Machakos County). The data collection exercise is done through KOBO collection platform and validated by field supervisor before submission into the server.

Sampling of participants
The vendors and consumers are randomly selected from the two markets which are divided into blocks as per commodity category to ensure all sectors of the market are adequately represented. Also, the survey team ensures that respondents confirm that they haven’t been asked similar questions from any other survey team to avoid duplication.

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Summary Market #1 – Marikiti Retail Market, Machakos County

- 97% of consumers are concerned about contracting COVID-19 while shopping at the market compared to 88% in the last round.
- 91.3% of consumers trust that the market is taking appropriate precautions (increasing from 80% two rounds ago).
- 46% of consumers surveyed noticed an increased demand for cleanliness behavior from vendors compared to 53% in last round, representing a 7% decrease from our previous survey.
- Mask wearing and handwashing/sanitizer stations were reported as most useful measures by both consumers and vendors.
- Supply chain issues appear to be increasing: 76% of vendors experienced difficulties accessing products (61% in the last round). This represents a 15% increase in this finding from our previous survey.
- 67% of vendors had difficulties transporting produce to the market compared to 43% in the last round. This represents a 24% increase in this finding from our previous survey.

Summary Market #2 - Madaraka Market, Kiambu, Kenya

- Consumer concern about contracting COVID-19 at the market remains high (100%). However, 91.7% of consumers and 95.7% of vendors noticed measures taken by the market to protect people.
- 86.7% of vendors and 79.5% of consumers indicated the setup of hand washing stations as the most useful measure of COVID-19 prevention compared to 89.4% and 88% respectively in the previous round.
- Decreased purchase of fresh produce, as reported by vendors, remains high (51.1%).
- 68% of consumers reported reduced availability of fresh vegetables compared to 43% in the last round. This represents a 25% increase from our previous survey.
- Decreased availability of fresh fruits remains high (76%).
- A small but sizeable proportion of consumers (15%) are considering changing market, similarly to the previous round.

Survey Methodology

Frequency of Data Collection
The data from the two informal markets in Kiambu and Machakos Counties is collected on bi-weekly basis mainly aimed at assessing consumer and vendor attitudes and behavior in regard to COVID-19 global pandemic. The study involves a stratified sampling procedure from which 80 consumers and 80 vendors (Retailer) respondents are selected from the targeted markets. There is a 15 member surveyor team (8 in Madaraka market, Kiambu County and 7 in Marikiti retail market, Machakos County). The data collection exercise is done through KOBO collection platform and validated by field supervisor before submission into the server.

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Report writing and findings dissemination
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Summary Market #1 – Marikit Retail Market, Machakos County

- 57% of the vendors and 52% of consumers interviewed reported having observed some changes in the market (compared to pre COVID-19) to protect people against COVID-19 compared to 95% of vendors and 95% of consumers interviewed in the previous round.
- 41% of vendors reported set-up of sanitizers/handwashing stations as a useful measure to reduce individual risk of contracting COVID19 compared to 93% in the last round. This represents a 52% decrease from our previous survey.
- 56% of consumers reported increased demand for cleanliness from vendors compared to 70% in the last round. This represents a 14% decrease from our previous survey.
- 47% of vendors reported difficulty in accessing financing as an immediate impact of COVID-19 on business operations compared to 61% in the last round. This represents a 14% decrease in this finding compared to our previous survey.
- 83.3% of the consumers interviewed believed that, even before COVID-19, the food they buy at the market is safe to eat.

Summary Market #2 - Madaraka Market, Kiambu, Kenya

- 70.8% of consumers interviewed said they had concerns with shopping in the market compared to 47.9% in the last round.
- Only 37.5% of the consumers reported having observed changes in the market to protect people against COVID-19.
- 71.4% of vendors surveyed compared to 26.7% in last round reported that the mandate for all vendors to wear masks was a useful measure to prevent the spread of the COVID-19 in the market.
- 66.7% of the consumers surveyed compared to 79.5% in the last round reported the set-up of hand washing/sanitizer stations as one of the most useful measures implemented to reduce the risk of contracting COVID-19 in the market.
- 70% of consumers interviewed said they reduced frequency of shopping because of the COVID-19.

Survey Methodology

Frequency of Data Collection
The data from the two informal markets in Kiambu and Machakos Counties are collected on bi-weekly basis mainly aimed at assessing consumer and vendor attitudes and behavior in regard to COVID19 global pandemic. The study involves a stratified sampling procedure from which 80 consumers and 80 vendors (Retailer) respondents are selected from the targeted markets. There is a 15 member surveyor team (8 in Madaraka market, Kiambu County and 7 in Marikit retail market, Machakos County). The data collection exercise is done through KoBo collection platform and validated by field supervisors before submission into the server.

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The Government of Kenya continue to enforce containment measures including night curfew from 10PM to 4 AM running to January 2021. Also, there is a ban on public gatherings, public servants aged 58 years and above to work virtually, phased re-opening of schools and places of worship, requirement for all to wash hands/sanitize, mandatory wearing of face masks outside homes as well as social distancing. The official COVID19 statistics as per 27th November 2020 are 81,656 total cumulative cases from the total of 870,950 samples tested with an unfortunate fatality of 1,441. There has generally been a spike in the infections in the last 2 weeks.

**Summary - Market #1 (Marikiti Market, Machakos)**

- The percent of vendors who understand how to avoid contracting virus remains significant: washing hands frequently (92.9%), wearing masks (92.9%), social distancing (71.4%) and use sanitizer frequently (69.0%).
- Among the measures implemented by the markets to reduce the risk of COVID-19, vendors cite the most useful measures are the mandate that all vendors wear masks (78.6%), mandate that all consumers wear masks (73.8%), set up hand washing/sanitizer stations (64.3%) and social distancing mandate (61.9%).
- Seventy nine percent of consumers surveyed were concerned about contracting COVID-19 in the market, and 53% were uneasy that the food they need is not available.
- Fewer consumers reported not trusting the market to take appropriate precautions (35.3% vs. 43.0% in the previous round) and that having to take protective measures was inconvenient (33.0%, down from 48.0% in the last round).
- Consumers reported that mandating that all consumers wear masks (71%, up from 56%), mandating that all vendors wear masks (71% vs. 51%) and having set up hand washing/sanitizer stations (55% vs. 44%) are the topmost useful changes regarding reducing consumers risk of contracting the Coronavirus.
- Vendors continue reporting consumers have changed their purchasing behavior, particularly the frequency of shopping (61.9% vs 60.5% in the previous round), the use mobile money (52.4% vs. 67.4%), decreased purchase of fresh products (45.2% vs. 55.8%) and consumers buying different products than before (26.2% vs. 55.8%).
- 81.0% of the consumers compared to 90.5% in the last round observed a change in the supply of foods in the market. More consumers saw a decrease in food availability, especially for fresh produce (60%), fresh vegetables (47%), and poultry (12%).

**Summary - Market #2 (Madaraka Market, Thika, Kiambu County)**

- In line with the protocol above, the percent of consumers who understand how to protect themselves remains high (100%): wearing masks (95.8%), frequent handwashing (85.4%), and distancing (64.6%).
- Among measures implemented by markets, consumers keep mentioning handwashing/sanitizer stations (50%) and mandatory mask use for both vendors (71.9%) and consumers (71.9%) as the most useful.
- The number of vendors using protective measures is high (91.7%). Top measures used by vendors who use protective measures include masks (100%), distancing (59.6%) compared to 31.8% in the last round,
- Overall, more consumers are concerned with shopping at the market (64.6% % vs. 70.8 % in last round), of those concerned, 100% are worried about contracting COVID-19 and vendors getting sick and not being open (9.7% compared to 11.8% in the last round).
- In general, more consumers are reporting modified shopping behaviors overall (75% vs. 41.7% in the last round), in particular, avoiding peak hours (41.7% vs. 30% in the last round), and shopping less often (66.7% vs. 70%).
- Vendors continue reporting decreased customers (89.1%) and decreased sales (80.4%) as top impacts.
- 58.3% of the consumers saw changes in the availability of food in the market compared to 45.8% in the last round. Of those that observed a change, 31% saw a decrease in availability for fresh fruits.

**Methodology:** The survey is carried out in the Marikiti and Madaraka traditional food markets in Machakos and Kiambu, respectively. 91 consumers and vendors (43 in Marikiti and 48 in Madaraka) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in complete adherence to global guidelines on COVID-19 prevention and control.

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The official issue protocol to reduce the spread of COVID-19 including night curfew, limiting the number of people attending public gatherings not more than 100 people, public servants aged 58 years and above to work virtually. Additionally, it is a requirement for all to wash hands/sanitize, mandatory to wear face mask outside of home and to observe social distancing. These measures were issued in December 2021 and expected to be reviewed in March 2021. According to the government data, 87,984 COVID-19 positive cases have been confirmed from a cumulative test of 927,082 samples with 68,532 recoveries and 1,518 fatalities recorded. Overall, there has been a general spike in infections in the last two weeks.

Summary - Market #1 (Marikit Market, Machakos)
- The percent of vendors who understand how to avoid contracting virus continued to rise: wearing masks (100% vs. 92.9%), washing hands frequently (95.2% vs. 92.9), use sanitizer (73.8%, up from 69%) and social distancing (69.0%). Similar, trend was observed on consumers where 100% reported they understand how to protect themselves from contracting the COVID-19.
- Among the measures implemented by the markets to reduce the risk of COVID-19, consumers continue reporting mandating that all consumers wear masks (64.3%, up from 56%), mandating that all vendors wear masks (61.9% vs. 53.0%), and setting up hand washing/sanitizer stations (59.5% vs. 53.0%) as the most useful.
- Compared to the previous round 73.8% vs. 81.0% of the consumers are concerned when shopping at the market but the trends are moving down. Top concerns include contracting COVID-19 (66.7% vs. 79.0%), the food they want not being available (42.9% vs. 53.0%), and vendors getting sick and not being open (28.6% vs. 40.0%).
- Vendors (100%) have taken measures to reduce the risk of COVID-19 for themselves, their employees, and their customers. Key measures include always wear a mask (100%, up from 88.1%), reminding customers to social distance (73.8% vs 83.3%), offer mobile money options (47.6% vs 42.9%), and use hand sanitizers (33.3%, up from 7.1%)
- 97.6% of the vendors reported COVID-19 had an immediate impact on their businesses. Decreased sales (95.2% vs. 88.1), decrease in customers (90.5%) and difficulty in accessing products to sell (57.1%, up from 42.9%) were cited as the main impacts.
- Consumers continue reporting changing their purchasing behavior due to COVID-19 pandemic. Top changes include use of mobile money (59.5% vs. 53%), reduced frequency of shopping (54.8% vs. 49%), shopping closer to home (35.7% vs. 28%), avoiding peak shopping hours (33.3% vs 35%) and increased demand for cleanliness from the vendors (31% vs 33%).

Summary - Market #2 (Madaraka Market, Thika, Kiambu County)
- The percent of consumers who understand how to protect themselves remains high (100%): wearing masks (91.7%), frequent handwashing (81.3%), and distancing (66.7%).
- The number of vendors using protective measures is high (100%). Top measures used by vendors include masks (93.8%, compared to 100% in the last round), distancing (66.7% same reported last round), and avoiding touching food increased to 37.5% from 25% reported last time.
- Overall, more consumers are concerned with shopping at the market (70.8% vs. 64.6% in last round). Contracting COVID-19 (100%), vendors getting sick and not being open (8.3%) and not trusting the market to take appropriate precautions (8.3%) are among the top concerns mentioned.
- Fewer consumers are reporting modified shopping behaviors overall (66.7% vs. 75% in the last round), in particular; avoiding peak hours (40.6% vs. 41.7% in the last round). However, shopping less often (78.1% vs. 66.7%), and increased used of mobile money to make payments (12.5% Vs 8.3%) are increasing.
- Vendors continue reporting decreased customers (95.7%) and decreases sales (82.6%) as top impacts. There was a slight increase in vendors reporting difficulty in accessing financing (16.7% vs 12.5%) and a decrease in vendors reporting having difficulty accessing products to sell (6.3% vs 12.5%).
- More consumers saw an increase in availability for fruits (19.4% vs. 14.3% in the last round). Decreased availability of fresh vegetables remains high (51.6% vs. 53.6%).

Methodology: The survey is carried out in the Marikit and Madaraka traditional food markets in Machakos and Kiambu Counties respectively. 90 consumers and vendors (42 in Marikit and 48 in Madaraka) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in complete adherence to global guidelines on COVID-19 prevention and control.

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Over the last 2 weeks, accumulative total of 94,500 COVID-19 cases had been confirmed from 1,008,518 samples tested of which 75,735 recovered and 1,639 fatalities recorded. Generally, the infection rate has decreased slightly.

### Summary - Market #1 (Marikiti Market, Machakos County)

- The percent of consumers who understand how to avoid contracting COVID-19 remains high: wearing masks (100% vs. 97.6%), washing hands frequently (97.6%), use sanitizer frequently (88.1%) and social distancing (81.0%).
- Similarly, vendors understand following: washing hand frequently (97.6%), wearing masks 97.6%, use sanitizer frequently (78.6% vs. 73.8%) and social distance (66.7%).
- Among the measures implemented by the markets to reduce the risk of COVID-19, vendors reported an increase in hand washing/sanitizer stations (88.1%, up from 54.8%), mandating that all consumers wear masks (73.8% vs. 61.9%), mandate all vendors wear masks (73.8% vs. 64.3%), and the mandate to social distancing (54.8%) as the most useful.
- 81% of the consumers are concerned when shopping at the market. Top concerns reported include contracting COVID-19 in the market (78.6%), vendors getting sick and not being open (33.3%) and food wanted not available (31.1%).
- Vendors (100%) have taken measures to reduce the risk of COVID-19 for themselves, their employees and their customers. Main measures include always wear a mask (100%), reminding customers to social distance (88.1%), offer mobile money options (50.0%), and use of hand sanitizers (23.8%).
- 97.6% of the vendors said COVID-19 had an immediate impact on their businesses. Key impacts were decreased sales (92.9%), decrease in customers (88.3 vs. 95.2%) and difficulty in accessing products to sell (38.1% vs. 57.1%).

### Summary - Market #2 (Madaraka Market, Thika, Kiambu County)

- The percent of consumers who understand how to protect themselves from COVID-19 remains high (100%): wearing masks (93.6%), frequent handwashing (85%), and social distancing (61.7%).
- The number of vendors using protective measures is high (100%; just like last round). Top measures taken by vendors compared to the previous round include masks (91.7%, vs 93.8%), and cleaning surfaces (72.9%, 52.1%).
- Overall, consumers remain concerned with shopping at the market (70.2% vs. 70.8% in previous round). Contracting COVID-19 (90.9%) and the inconvenience of using protective measures (12.1%) are still the top concerns.
- Fewer consumers reported modified shopping behaviors overall (59.6% vs. 66.7% in previous round) including reduce frequency of shopping (54.2% vs. 52.1%) and avoiding peak hours (27.1% vs 27%).
- Vendors continue reporting decreased customers (91.7%) and decreases sales (83.3%) as top impacts, but slightly less issues accessing financing (14.6% vs. 16.7%).
- 57.4% of the consumers indicated they had seen changes in the availability of food compared to 64.6% last round. Of those that observed a change, 25% noticed a decrease in fresh fruits and 14.6% noticed a decrease in fresh vegetables.

### Methodology:
The survey is carried out in the Marikiti and Madaraka traditional food markets in Machakos and Kiambu Counties respectively. 90 consumers and vendors (42 in Marikiti and 48 in Madaraka) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in complete adherence to global guidelines on COVID-19 prevention and control.

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Bulletin Issue 9: January 8, 2021

The Government of Kenya continue to enforce containment measures including night curfew from 10PM to 4 AM running to January 2021. Also, there is a ban on public gatherings, public servants aged 58 years and above to work virtually, phased re-opening of schools and places of worship, requirement for all to wash hands/sanitize, mandatory wearing of face masks outside homes as well as social distancing. As at Jan 8th, 2021, the official total COVID-19 confirmed cases stood at 97,954 from a cumulative test of 1,081,863 samples with 80,671 recoveries and 1,703 deaths. Generally, there has been a reduction in the infection rates.

<table>
<thead>
<tr>
<th>Summary - Market #1 (Marikiti Market, Machakos)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Consumers Insights:</strong></td>
</tr>
<tr>
<td>• The percent of consumers who understand how to avoid contracting COVID-19 remains high (100%): washing hands (97.6%, same as last round), wearing a mask (92.9% vs 100%), use sanitizer (85.7% vs 88.1%) and social distancing (83.3% vs 81%).</td>
</tr>
<tr>
<td>• Consumers continue reporting mandate that all consumers wear masks (88.1%, up from 66.7%), mandate that all vendors wear masks/nose and mouth cover (88.1%, up from 69%), set up hand washing/sanitizer stations (83.3%) and mandate distancing (54.8%) as the most useful measures taken by the market to reduce the risk of COVID-19.</td>
</tr>
<tr>
<td>• Overall (85.7%) of the consumers are concerned when shopping at the market. Key concerns include contracting COVID-19 in the market (85.7%), vendors getting sick and not being open (52.4%, up from 33.3%), the food they want not being available (45.2%) and inconvenience to take protective measures (35.7%, up from 14.3%).</td>
</tr>
<tr>
<td>• 42.9% of the consumers, down from 47.6% in the last round think that the food they buy at the market is not safe to eat.</td>
</tr>
<tr>
<td><strong>Vendor Insights:</strong></td>
</tr>
<tr>
<td>• Top measures on how to avoid contracting COVID-19 as reported by vendors include wearing masks (97.7%), washing hand frequently (95.5%), use sanitizer frequently (90.9%, up from 78.6%) social distance (75.0%, up from 66.7%).</td>
</tr>
<tr>
<td>• Vendors (100%) have taken measures to reduce the risk of COVID-19 for their consumers. These measures include always wear a mask (100%), reminding customers to social distance (93.2%), offer mobile money options (54.5%), use hand sanitizers (36.4%, up from 23.8%) and increasing cleaning on surfaces (20.5%, up from 11.9%).</td>
</tr>
<tr>
<td>• Overall (97.7%) of the vendors continue reporting that COVID-19 had an immediate impact on their business operations. Key impacts reported are; decrease in customers (95.5%), decrease in sales (90.9%) and difficulty access products to sell (61.4%, up from 38.1%).</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>Summary - Market #2 (Madaraka Market, Thika, Kiambu County)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Consumers Insights:</strong></td>
</tr>
<tr>
<td>• The percent of consumers who understand how to avoid contracting COVID-19 remains high (100%): wearing masks (93.8% vs. 91.7%), washing hands frequently (70.8%, down from 83.3%), distancing (62.5%) and using hand sanitizer frequently (41.7%).</td>
</tr>
<tr>
<td>• Among the actions taken by the market to reduce the risk of COVID-19, consumers reported the following as the most useful measures taken by the market: set up of hand washing/sanitizer stations (54.2%, down from 60.4% in the previous round), mandate that all consumers wear masks (54.2% vs. 58.3%), mandate that all vendors wear masks (54.2% vs. 58.3), social distancing (33.3% vs 35.4%) and thorough cleaning of markets (6.3%, down from 22.9%).</td>
</tr>
<tr>
<td>• 68.8% of the consumers are concerned when shopping at the market. Top concerns reported include contracting COVID-19 in the market (64.6%), and not trusting the market to take appropriate precautionary measures (14.6%, up from 6.3% in the last round).</td>
</tr>
<tr>
<td>• 95.8% of the consumers, up from 85.4% in the last round think that the food they buy at the market is safe to eat.</td>
</tr>
<tr>
<td><strong>Vendor Insights:</strong></td>
</tr>
<tr>
<td>• Top measures on how to avoid contracting COVID-19 as reported by vendors include wearing mask (96% vs 97.9% in the last round), washing hands (81% vs 85%) and social distancing (69% vs 62.5%).</td>
</tr>
<tr>
<td>• Vendors (100%) have taken measures to reduce the risk of COVID-19. These include always wear a mask (94%), reminding customers to social distance (50%, down from 72.9% in the previous round), others – avoid shaking hands (33.3%), offer mobile money payment options (16-7%, down from 25% in the last round) and promote handwashing (22.9%).</td>
</tr>
<tr>
<td>• 90% of the vendors noted COVID-19 had an immediate impact on their business operations. Key among them include decrease in customers (88%, down from 91.7%), decreased sales (65%, down from 83.3% in the previous round), limited financial reserves/liquidity (15%, up from 4.2%).</td>
</tr>
</tbody>
</table>

**Methodology:** The survey is carried out in the Marikiti and Madaraka traditional food markets in Machakos and Kiambu Counties. 90 consumers and vendors (42 in Marikiti and 48 in Madaraka) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in adherence to global guidelines on COVID-19 prevention and control.

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The official government statistics state that it is a requirement for all to wash hands/sanitize, mandatory to wear face mask outside of home and to observe social distancing. As per the official government statistics, the number of COVID-19 confirmed cases as of 22nd January stood at 99,769 from cumulative tests of 1,148,030 samples: 82,866 recoveries and fatalities of 1,740 over the last 2 weeks. Generally, there has been a decrease in infection rate.

Summary - Market #1 (Marikití Market, Machakos County)

**Consumer Insights**
- Top concerns while shopping in the market include contracting COVID-19 (81%), food wanted not available (40.5% vs. 45.2% in the previous round), difficulty in using protective measures (28.6%) and vendors getting sick and not being open (23.8%, down from 52.4% in the previous round) are the greatest concerns reported by consumers while shopping in the market.
- Consumers continue reporting the most useful measures implemented by the markets to reduce the risk of COVID-19 as: set up hand washing/sanitizer stations (73.8% vs. 81%), mandate that all consumers wear masks (61.9%, down from 83.3%), mandate that all vendors wear masks/nose and mouth cover (59.5%, down from 83.3%) and mandate distancing (19% vs. 45.2% in the last round).

**Vendor Insights**
- Measures taken by vendors to reduce the risk of contracting COVID-19 while working in the market include: wearing masks always (100%), reminding social distancing (90.5%), use of hand sanitizers (73.9%, up from 59.3% in the previous round), offer mobile money option (54.8%), hand washing (30.4%) and increase cleaning of surfaces (11.9% vs. 20.5%).
- Vendors keep reporting consumers have changed their purchasing behavior. Top behavior changes are: changes in frequency of shopping (59.5% vs. 47.7% in the previous round), use mobile money more (54.8%, up from 43.2%), decrease purchase of fresh produce (35.7%) and wearing PPEs (31%).
- Vendors continue indicating that COVID-19 had an impact on their businesses. Main impacts include decreased sales (95.2%), decreased customers (90.5%), difficulty accessing products to sell (54.8% vs. 61.4% in the last round), difficulty accessing financing (42.9% vs. 34.1%) and limited finance reserves (38.1%, up from 25% in the last round).

Summary - Market #2 (Madaraka Market, Kiambu County)

**Consumer Insights**
- 60.4% of consumers vs. 68.8% in the last round reported having concerns while shopping at the market. Top concerns include contracting COVID-19 in the market (58.3% vs. 64.6%) and the inconvenience of taking protective measures (10.4% vs. 14.6%).
- Consumers noted the mandate that all consumers wear masks (29.2%), down from 51.1%, mandate that all vendors wear mask (29.2%, down from 51.1%), set up hand washing stations (25% slight drop from 29.2% in the last round) and mandate distancing (18.8% up from 8.3%) as the most useful measures implemented by the market to reduce the risk of COVID-19.

**Vendor Insights**
- 87.5.0% of the vendors noted that consumers have changed their purchase behavior due to COVID-19. Key changes include: changing the frequency of shopping (62.5% vs 56.3% in the last round), decreased purchase of fresh produce (20.8%, down from 50.0% in last round), use mobile money more (16.7%) and wearing PPEs (12.5% up from 4.2% in the last round)
- Top measures taken by vendors to reduce the risk of contracting COVID-19 in the market include always wear a mask (79.2% vs. 93.8% in the last round), reminding customers to social distance (52.1% vs. 50.0% last round), offer mobile money options (31.3%), use hand sanitizers (37.5%, up from 33.3%) and increasing cleaning of surfaces (20.8%, up from 14.6%).
- There was a slight increase (93.8% vs 89.6% in the last round) in vendors reporting that COVID-19 had an immediate impact on their business operations. Key impacts noted include decrease in customers (87.5% vs. 83.3% last round), decrease in sales (75% vs. 64.6%) and difficulty accessing products to sell (33.3% vs 10.4%).

**Methodology:** The survey is carried out in the Marikití and Madaraka traditional food markets in the Machakos and Kiambu Counties of Kenya. 90 consumers and vendors (42 in Marikití and 48 in Madaraka) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in complete adherence to global guidelines on COVID-19 prevention and control.

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The Government of Kenya continues to enforce containment measures including night curfew effective until February 2021. There is a ban on public gatherings, public servants aged 58 years and above to work virtually, phased re-opening of schools and places of worship, requirement for all to wash hands/sanitize, mandatory wearing of face masks outside homes as well as social distancing. As of February 5th, 2021, the official COVID-19 confirmed cases stood at 101,534 from a cumulative test of 1,206,161 samples with 84,268 recoveries and 1,776 deaths.

Summary - Market #1 (Marikiti Market, Machakos)

Consumers Insights:
- Main shopping behavior changes due to COVID-19 include: avoid peak shopping hours (47.6%), use mobile money more (54.8%, up from 42.9% in previous round), reduce frequency of shopping (40.5% vs. 35.7%) and buying different kinds of foods (23.8%),
- Consumers continue reporting the mandate that all consumers wear masks (83.3% vs 61.9% in the last round), mandate that all vendors wear masks (81.0%, up from 59.5%), set up hand washing/sanitizer stations (73.8%, same as previous round) and the mandate to social distance (21.4%) as the most useful measures taken by the market to reduce the risk of COVID-19.
- Overall (76.2%) of the consumers are concerned when shopping at the market. Key concerns include contracting COVID-19 (76.2%), vendors getting sick and not being open (52.4%, up from 23.8%) and the food they want not being available (38.1%).
- 69% of the consumers think that the government is doing a good job to ensure food in the market is safe.

Vendor Insights:
- Overall (87.5%) of the vendors indicated consumers have changed their purchase behavior due to COVID-19. Key purchase behavior changes include: changing the frequency of shopping (59.5%), decreased purchase of fresh produce (42.9%, up from 35.7% in last round), wearing PEE (42.9% vs. up from 31% in the previous round), use mobile money more (54.8%, up from 38.1% in the previous round) and changes in who is doing the shopping (31% vs. 14.3%).
- 100% of the vendors reported have taken measures to reduce the risk of COVID-19 in the market. These measures include always wear a mask (97.6% vs 100%), reminding customers to social distance (78.6%, down from 90.5%), offer mobile money options (35.7%, down from 54.8%), promote hand washing (16.7% vs 30.4% and use hand sanitizers (9.5%, down from 73.9%).
- Overall (100%) of the vendors continue reporting that COVID-19 had an immediate impact on their business operations. Key impacts reported are a decrease in customers (95.2%), decrease in sales (92.9%) and difficulty access products to sell (42.9% vs 54.8%).

Summary - Market #2 (Madaraka Market, Thika, Kiambu County)

Consumers Insights:
- Shopping behavior changes due to COVID-19 include: avoid peak shopping hours (27.1%), use mobile money more (54.8%, up from 42.9% in previous round), reduce frequency of shopping (40.5% vs. 35.7%) and buying different kinds of foods (23.8%),
- Among the actions taken by the market to reduce the risk of COVID-19, consumers reported the following as the most useful measures: set up of hand washing/sanitizer stations (22.9%, down from 25% in the previous round), mandate that all consumers wear masks (47.9% vs 29.2%), mandate that all vendors wear masks (47.9% vs 29.2%), social distancing (8.3%).
- 50% of the consumers are concerned when shopping at the market. Top concerns reported include contracting COVID-19 (43.8% vs 58.3%), and not trusting the market to take appropriate precautionary measures (10.4%)
- 83.3% of the consumers, down from 87.7% in the last round indicated that the food they buy at the market is safe to eat.

Vendor Insights:
- 75.0% of the vendors indicated consumers have changed their purchase behavior due to COVID-19. Key changes noted include: changing the frequency of shopping (41.7%), decreased purchase of fresh produce (39.6%, up from 20.8% in last round) and use mobile money more (12.5%, down from 16.7% in the previous round)
- Top measures taken by vendors to avoid contracting COVID-19 include always wear a mask (81.3%), reminding customers to social distance (60.4%), offer mobile money payment options (18.8%).
- 100% of the vendors noted COVID-19 had an immediate impact on their business operations. Key among them include decrease in customers (81.3%, down from 87.5%), decreased sales (77.1%, up from 75% in the previous round), limited financial reserves/liquidity (12.5%, up from 8.3%) in the last round.

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The Government of Kenya continue to enforce containment measures including night curfew from 10PM to 4 AM running to February 2021. Also, the government instituted a ban on public gatherings, public servants aged 58 years and above to work virtually, phased re-opening of schools and places of worship, requirement for all to wash hands/sanitize, mandatory wearing of face masks outside homes as well as social distancing. As at February 19th, 2021, the official total COVID-19 confirmed cases stood at 103,841 from a cumulative test of 1,258,624 samples representing 8.3% positivity rate with 85,512 recoveries and unfortunate cumulative fatalities of 1,813.

Summary - Market #1 (Marikiti Market, Machakos County)

Consumers Insights:

- Consumers continue reporting their shopping behaviour has changed due to COVID-19. Top behaviour changes include; avoid peak shopping hours (40% vs. 47.6% in the previous round), reduce frequency of shopping (40%), use mobile money more (40%) and reduce transportation for shopping (32.5%, up from 23.8% in the previous round) and buy more plastic packaged food (17.5% vs. 14.3 in the last round).
- The most useful measures implemented by the market to reduce the risk of COVID-19 as reported by consumers are; mandate mask for consumers (90.5% vs. 83.3% in the previous round), mandate mask for vendors (90.5% vs. 81%) and set up hand washing/sanitizer stations (65.6% vs. 73.8%).
- Overall (77.5%) of consumers continue reporting having concerns when shopping in the market due to COVID-19. Main concerns includes: contracting COVID-19 (72.5% vs. 76.2% in the last round), the food they want not being available (42.5% vs. 38.1%), vendors getting sick and not being open (40%, down from 52.4% in the previous round) and difficulty in taking protective measures (32.5% vs. 23.8%).
- 92.5%, up from 88.1% in the last round, reported that the food they buy at the market is safe to eat.

Vendors Insights:

- Overall (78.6%) of vendors keep reporting consumers have changed their purchasing behaviour as a result of COVID-19. Top behaviour changes include: changes in frequency of shopping (57.1% vs. 59.5%), decreased in purchase of fresh produce (31%, down from 42.9% in the last round), wearing PPE (35.7% vs. 42.9%), use of mobile money (33.3% vs. 38.1%) and changes in who is doing the shopping (19%, down from 31% in the previous round).
- 97.6% of the vendors, down from 100% in the last round indicated they have taken measures to reduce the risk of COVID-19. Among the measures taken are: always wear a mask (95.2%), reminding social distancing (88.1%, up from 78.6% in previous round), offer mobile money options (47.6%, up from 35.7% in the last round) and increasing cleaning of surfaces (42.9%, up from 16.7% in the previous round).
- Generally (97.6%) of the vendors reported COVID-19 had an immediate impact on their businesses. Topmost impacts include: decrease in customers (88.1% vs. 95.2% in previous round), decreased sales (90.5% vs. 92.9%), difficult accessing products to sell (40.5% vs. 42.9%), limited financial reserves/liquidity (42.9% vs. 40.5%).

Summary - Market #2 (Madaraka Market, Thika, Kiambu County)

Consumers Insights:

- 56.3% of the consumers reported having changed their shopping behavior as a result of COVID-19 compared to 54.2% in the last round. Key among the behavior changes include; reduced frequency of shopping (39.6% down from 43.8% in the last round), avoid peak shopping hours (31.3%, up from 27.1%) and use mobile money more (8.3% up from 4.2% in the previous round).
- Among the actions taken by the market to reduce the risk of COVID-19, consumers reported the following as the most useful measures taken by the market: set up of hand washing/sanitizer stations (33.3%, up from 22.9% in the previous round), mandate that all consumers wear masks (33.3% down from 47.9%), mandate that all vendors wear masks (31.3% vs. 47.9%), social distancing (6.3% vs. 8.3%).
- 60.4% of the consumers are concerned when shopping at the market due to COVID-19. Top concerns reported include contracting COVID-19 in the market (54.2% vs. 43.8%), and not trusting the market to take appropriate precautionary measures (16.7% vs. 10.4%) and difficulty in taking protective measures (32.5% vs. 38.1%).
- 4.2% of the consumers compared to 10.4% in the last round said they considering going to a different market because of COVID-19.

Vendor Insights:

- Overall (87.5%) of the vendors said consumers have changed their purchase behavior due to COVID-19. Key behavior changes include: changing the frequency of shopping (56.3% vs. 41.7% last round), decreased purchase of fresh produce (27.1%, down from 39.6% in last round), use mobile money more (18.8%, up from 12.5% in the previous round) and consumers buying other products than before (12.5% vs. 10.4% in the last round)95.8% of the vendors have taken measures to reduce the risk of COVID-19. Top measures include; always wear a mask (85.4%, up from 81.3%), reminding customers to social distance (50%, down from 60.4% in the previous round), offer mobile payment options (37.5%, up from 18.8%).
- Overall, (93.8%) of the vendors noted COVID-19 had an immediate impact on their business operations. Key among them include decrease in customers (91.7%, up from 81.3%), decreased sales (81.3%, up from 77.1% in the previous round), limited financial reserves/liquidity (10.4%, down from 12.5%) in the last round.

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The Government of Kenya has continued to enforce COVID-19 containment measures including night curfew from 10PM to 4 AM running to May 2021. Also, the government instituted a ban on public gatherings, funerals to be conducted within 72 hours of death’s confirmation, funerals and ceremonies to be attended by 100 persons, restricting attendees of places of worship to one-third of the capacity, restaurants to operate up to 9:00pm and requirement for all to wash hands/sanitize, mandatory wearing of face masks outside homes, social distancing as well as phased roll out of COVID-19 vaccines. As at March 19th, 2021, the official total COVID-19 confirmed cases stood at 118,889 from a cumulative test of 1,402,480 samples representing 17.5% positivity rate with 89,388 recoveries and unfortunate cumulative fatalities of 2,003 even as the government distribute 355,500 doses of vaccines countrywide. This monthly report includes two new sets of data (R13: Mar 1- 5 and R14: Mar 15 -19) and compares it to one round from the last monthly bulletin (R12: Feb 15 - 19).

### Summary - Market #1 (Marikiti Market, Machakos)

#### Consumers Insights:
- 82.1% (average for the two new sets of data) of the consumers compared to 77.5% in previous survey round, reported they have concerns while shopping in market due to the ongoing COVID-19 pandemic. Top concerns include; contracting COVID-19 at the market (78.6% vs. 69%), vendors getting sick and not being open (66.7%, up from 38.1% in the previous survey round) and no trust on the appropriate precautions (42.9%, up from 31% in the previous survey round).
- Averagely, 69% of the consumers up from 62.5% in the previous survey round reported they have changed their shopping behaviour due to COVID-19. The main behaviour change reported are; reduced frequency of shopping (64.3%, up from 38.1% in the previous survey round), use mobile money more (54.8%, up from 38.1% in the last survey round) and avoid peak shopping hours (45.2% vs. 38.1%).
- 16.7% (average for the two new sets of data) of the consumers up from 10% in the previous survey round are considering going to a different market.

#### Vendors Insights:
- The most useful measures (as perceived by vendors) implemented by the market to reduce the risk of COVID-19 are; set up hand washing/sanitizer stations (90.5%, up from 73.8% in the previous survey round), mandate mask for consumers (90.5%, up from 78.6% in the last survey round), mandate mask for vendors (88.1% vs. 81%), mandate distancing (35.7% vs. 33.3%) and regular awareness campaign on COVID-19 (21.4% vs. 11.9%).
- On average (average for the two new sets of data), 96.4% of the vendors reported COVID-19 had an immediate impact on their businesses. Top impacts include; decrease in customers (81% vs. 88.1%), decreased sales (78.6%, down from 90.5% in the previous survey round), difficulty accessing products to sell (47.6% vs. 40.5%) and difficulty accessing financing (47.6%, up from 33.3% in the last survey round).
- 77.4% (average for the two new sets of data) of the vendors compared to 78.6% in previous survey round, reported consumers have changed their purchasing behaviour due to COVID-19. Key behaviour change includes; changes in frequency of shopping (54.8% vs. 57.1%), use mobile money more (52.4%, up from 33.3% in the previous survey round) and changes in who is doing the shopping (35.7%, up from 19% in the previous survey round).

### Summary - Market #2 (Madaraka Market, Kiambu County)

#### Consumers Insights:
- There was a slight increase in consumers (64.6%, up from 58.3% in the last month) reporting they have concerns while shopping in market due to the ongoing COVID-19 pandemic. Top concerns include; contracting COVID-19 while shopping in the market (62.5% Vs 54.2% in the previous survey round), difficulty of taking protective measures (12.5% Vs 6.3% previous survey round)
- There was a notable increase in consumers who reported change in their shopping behaviour due to COVID-19 (66.7% up from 45.8% in the previous survey round). Among the changes noted include; 58.3% vs. 39.6% in the previous month noted changed frequency in shopping, avoiding peak shopping hours (27.1% vs 31.3% last month), use of mobile money (10.4% Vs 8.3% in the last month).
- Overall, 62.5% of the consumers compared to 52.2% in the last month think the government is doing a good job to ensure the food in the market is safe. Also, 4.2%, same as the previous survey round of the consumers are considering going to a different market.

#### Vendors Insights:
- There was a notable increase (70.8% up from 56.3% in the previous survey round) the number of vendors reporting various actions taken by the market to reduce COVID-19; mandate for consumers to wear mask/nose covers (66.7% Vs 39.6% in the previous survey round), Mandate for vendors to wear masks/nose covers (52.1% vs 35.4%), regular awareness campaigns on COVID-19 (25.0% Vs 27.1%)
- Overall, 97.6% of the vendors reported COVID-19 had an immediate impact on their businesses. Top impacts include; decrease in customers (85.4% vs. 91.7%), decreased sales (70.8%, down from 81.3% in the previous survey round), difficult accessing products to sell (18.8% vs. 27.1%) and difficulty accessing financing (16.7%, up from 12.5% in the previous survey round).
- Overall, 87.5% up from 77.1% of the vendors in previous survey round noted consumers have changed their shopping behaviour due to COVID-19. Key behavior changes includes; changes in frequency of shopping (58.3% vs. 56.3%), decreased purchase of fresh produce (35.4% vs 27.1% in the previous survey round), use mobile money more (16.7%, down from 18.8% as reported in the previous survey round).

### Methodology:
The survey is carried out in the Marikiti and Madaraka traditional food markets in Machakos and Kiambu Counties. 90 consumers and vendors (42 in Marikiti and 48 in Madaraka) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in adherence to global guidelines on COVID-19 prevention and control.

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