



Food and Agriculture Organization  
of the United Nations



European Bank  
for Reconstruction and Development

# Access to Market Analytics as a Growth Driver

*Mongolia – dairy sector*

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*30 April 2025*

# Access to Relevant Information as a Driver of Effective Market Development

## Transparency Drives Market Efficiency:

- Reduces information asymmetry
- Supports evidence-based policymaking

## Accurate & Timely Market Data:

- Helps businesses reduce uncertainty
- Enables better management strategies

## Reliable Market Information Improves Funding Access:

- Strengthens business plans
- Enhances risk assessment for lenders/investors

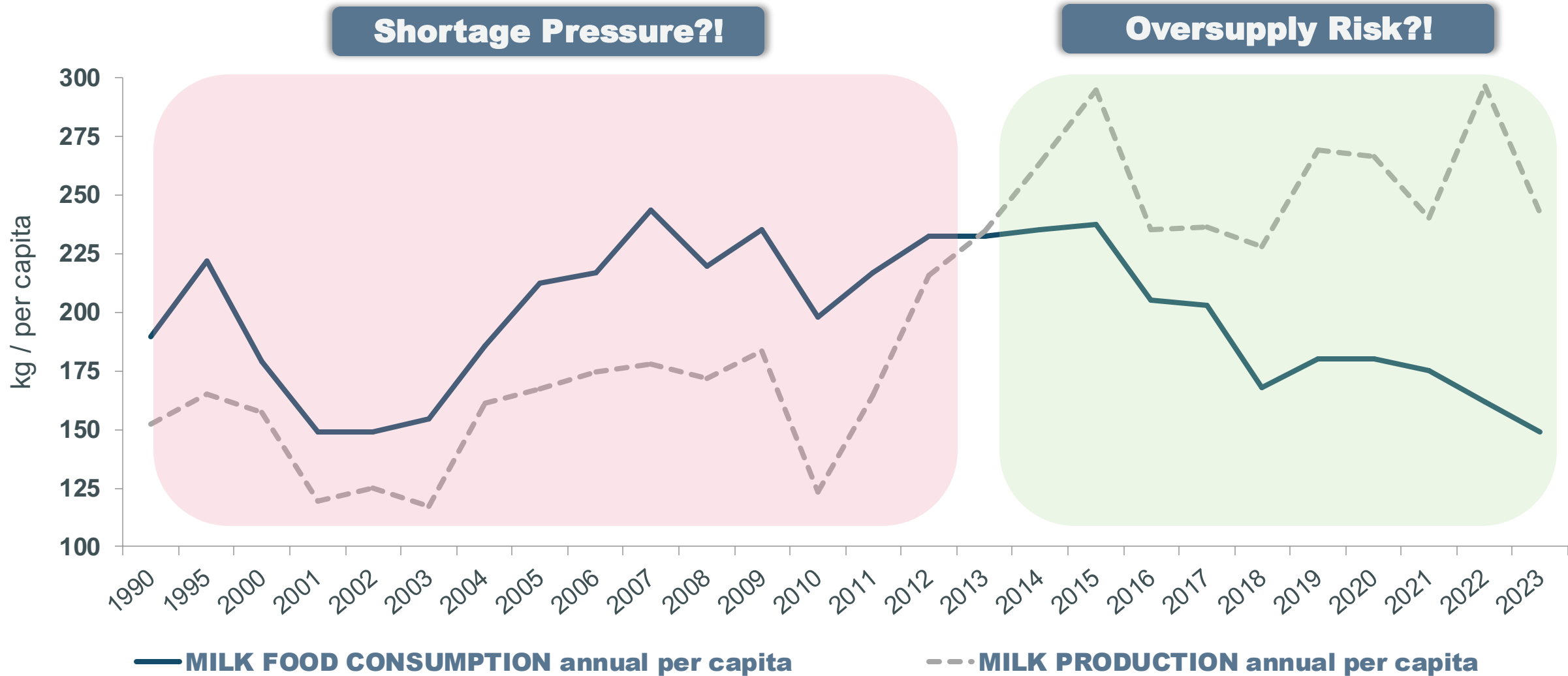
## Transparency Builds Sustainable Market Relationships:

- Aligns expectations on production and price risks
- Promotes long-term cooperation among market players



**Broken information flows = Broken growth plans**

# Navigational Failure: How Market Data Creates False Assumptions



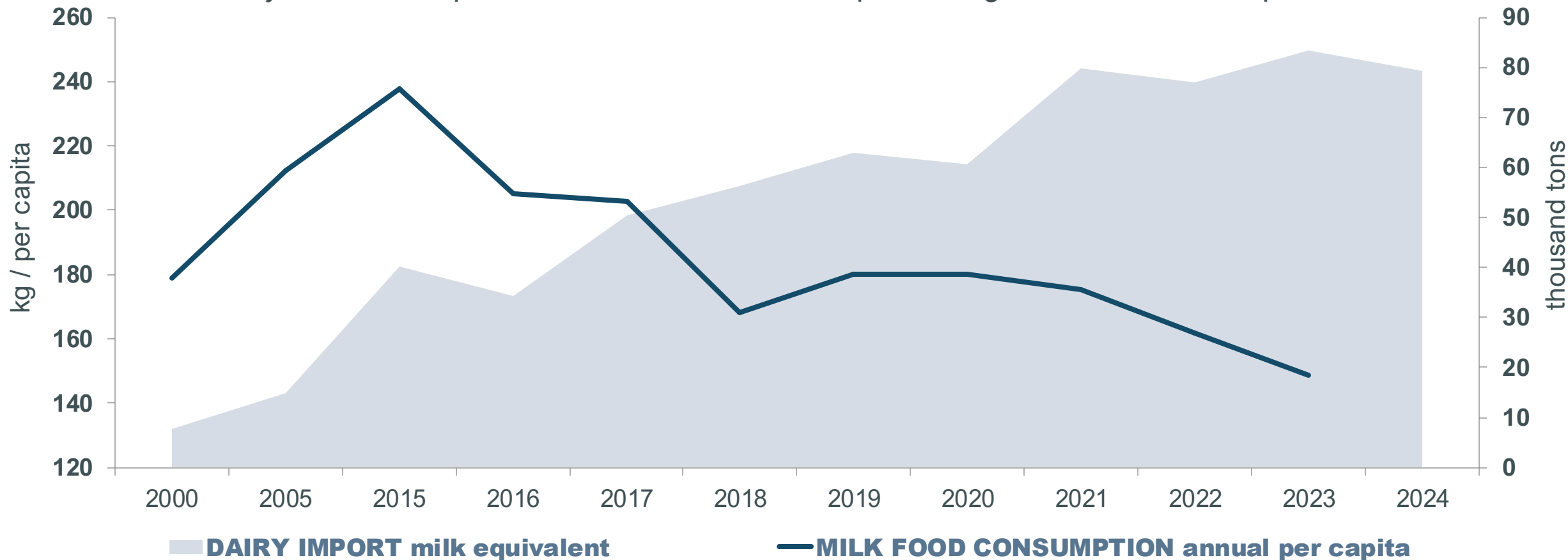
Source: Mongolian Statistical Information Service (MSIS)

# Navigational Failure: How Market Data Creates False Assumptions



## The Puzzling Dairy Equation: $\uparrow$ Production + $\downarrow$ Consumption $\rightarrow$ $\uparrow\uparrow$ Imports

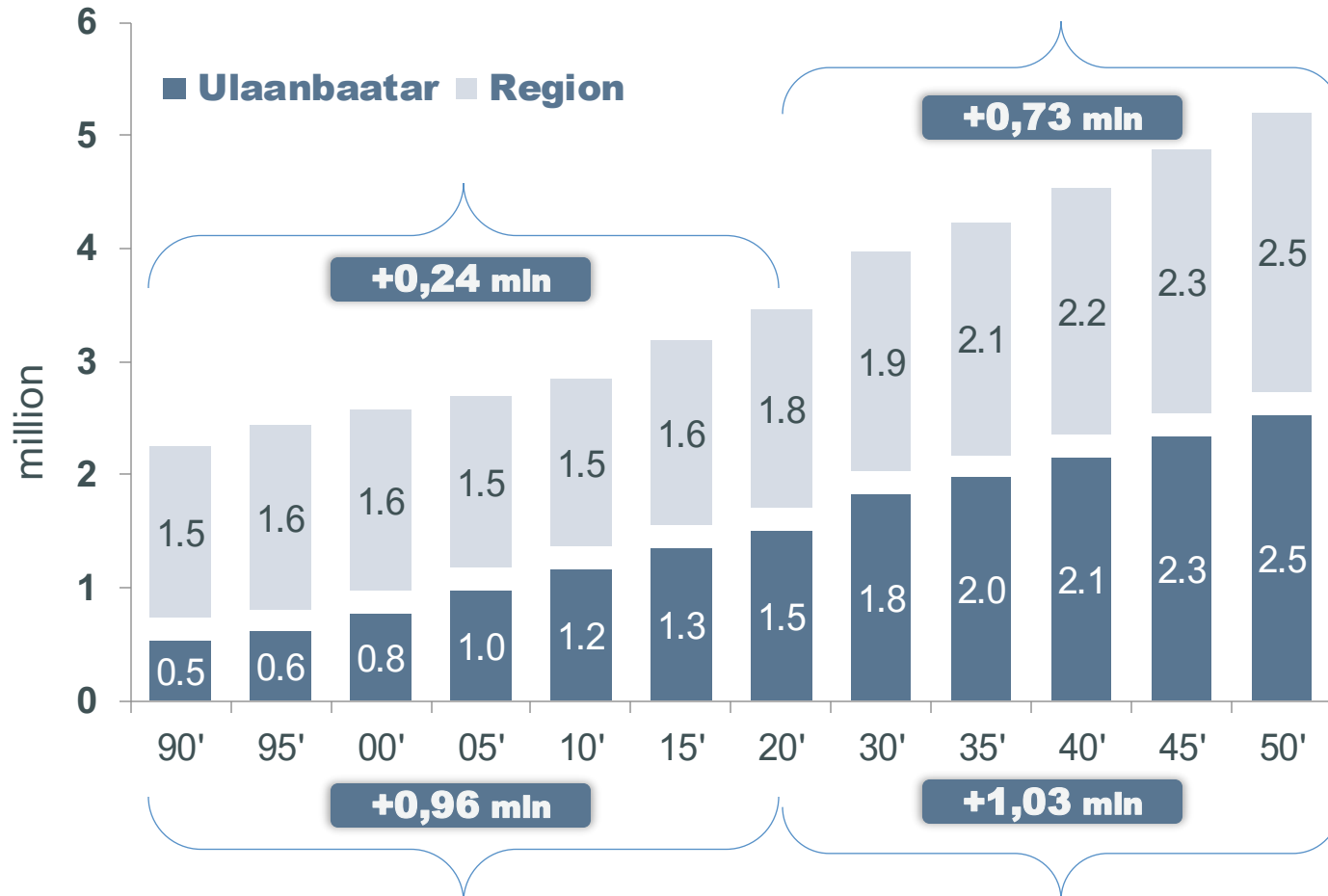
- 10-year trend: Import volumes doubled, now representing ~10% of domestic production



Source: MSIS, Trade Map, UN Comtrade

# Urbanization: Market Trends That Demand Attention

## Mongolian population, Ulaanbaatar and region



**Does urbanization favor importers over domestic producers?**

### Urbanization's Sharp Contrast: Imports Tied to Population Trends

- Regional Link: Strong correlation at 0.81
- Urban Link: Near-perfect tie at **0.95**



**Import Forecast for 2050**  
**~ 178 kt**

*Note: Model accuracy within  $\pm 1\%$  based on 2023 data validation*

Source: Mongolian Statistical Information Service