



EMPLOYMENT STATISTICS

MARCH 2025 QUARTER

Special Points of Interest:

❖ Total Employment 25,856

- Male 13,742
- Female 12,114

❖ Percentage Growth

- Employment 0.1%
- Wages 16.1%

❖ Industry with the most contribution to growth:

- Restaurant's Employment Index 17.6%.

❖ Services Sector accounts for 65.9% of total formal employment

❖ Public Administration Sector with a share of 24.2% of total formal employment

❖ Secondary Sector accounts for 9.3% of total formal employment

OVERVIEW:

Employment numbers for the March 2025 quarter recorded an increase of 0.1% compared to the same quarter of the previous year. This marks the tenth consecutive quarter of positive growth, reflecting continued business expansion and workforce demand. Total formal employment stands at 25,856 employed persons, with 13,742 males and 12,114 females, maintaining a balanced workforce composition.

Wages and salaries recorded an increase of 16.1%, reaching \$232.5 million compared to March 2024. This growth was primarily influenced by rising wages in Other services, Public administration, Commerce Transport to name a few.

QUARTERLY REVIEW

Employment Index:

Figure 1: Employment & Wage Index (2013 = 100)

	Mar 24	Jun 24	Sep 24	Dec 24	Mar 25
Employment Index	109	110	113	110	109
% change	4.2	3.5	3.0	0.6	0.1
Wage Index	129	132	131	153	183
% change	28.0	26.4	7.9	0.5	16.1

The formal employment index for the March 2025 quarter increased by 0.1%, marking ten consecutive quarters of positive growth since our borders re-opened from the State of Emergencies due to COVID that clearly had an impact on employment trends over the years.

Wage index experienced significant growth, rising 16.1% year-on-year in the reviewed quarter.

Chart 1: Employment Index, Mar 2022 – Mar 2025

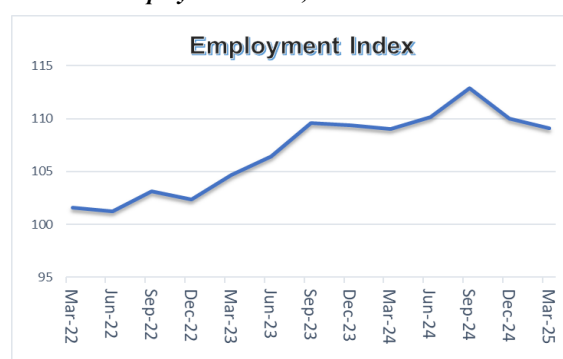


Chart 1 illustrates the quarterly employment index trends from March 2022 to March 2025, highlighting

fluctuations over the period. The employment index for the reviewed quarter showed an increase compared to March 2024 indicating continued movement within the labour market, unfortunately it recorded a drop by 0.8% when compared to the previous quarter.

Several industries which have sustained positive growth in employment compared to March 2024 quarter, contributing to the 0.1% increase in the Employment Index for the reviewed quarter. Notable gains were observed across Restaurants, Communication, Other Manufacturing, Construction, Commerce, Business Services, Water, Other Services, and Accommodation, with each sector recording increases of 17.6%, 16.9%, 12.0%, 8.0%, 4.1%, 2.9%, 2.9%, 2.6%, and 1.5%, respectively.

As shown, wage index recorded an aggregated increase in growth by 16.1% for the March 2025 quarter compared to the same quarter of the previous year. The main industries which contributed significantly to this recorded increase in wage index includes Other Services, Public administration, Commerce, Transport, Fishing, Education, Accommodation, Health and Electricity with respective growths of 39.0%, 33.5%, 32.0%, 21.1%, 19.7%, 14.1%, 12.3%, 11.8% and 11.2% compared to the corresponding quarter of the previous year.

Some industries which contributed positively to the increase in employment in the march 2025 quarter includes:

Chart 2: Employment Index: Mar 2022 - Mar 2025



Restaurants continue to increase, recording a 17.6% rise in employment; the highest level since December 2022. This rise is driven by factors such as the reopening of businesses, a surge in tourism, and a higher demand for dining services.

Published date:

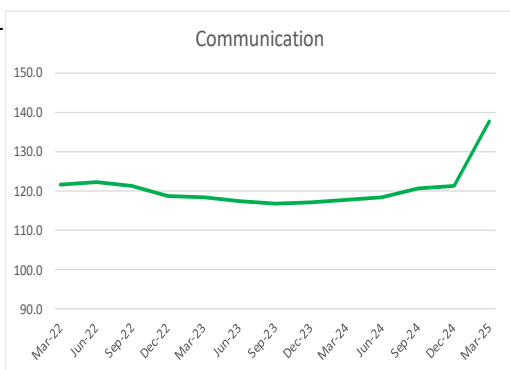
11th June 2025



Chart 3: Employment Index: Mar 2022 - Mar 2025

Communication industry experienced a 16.9% increase in employment compared to the March 2024 quarter, marking its fourth consecutive quarter of positive growth and the highest recorded increase for the industry. This positive

trend was largely driven by the rising number of employees joining the sector, contributing to the expansion of its workforce.



EMPLOYMENT LEVELS

Figure 2: Employment and Wages by Sex March 2025

	Total	Male	Female
Total Employed	25,856	13,742	12,114
Total Wages (\$ mil)	232.5	123.4	109.0
Quarterly Average Wages (\$)	9,052	8,983	8,999

In terms of employment levels as illustrated in Figure 2 above, the total number of employees in the formal sector was 25,856 as recorded in the March 2025 quarter; of which 53.1% were males and 46.9% were females. Total wages amounted to \$232.5 million, where males received the biggest share of total wages at 53.1% with females receiving the remaining 47.0%.

Average wages for the quarter under review amounted to \$9,052. Although males received the biggest share of wages, average wages for females was 0.2% higher compared to that of males; as stated in Figure 2 males earned average quarterly wage of \$8,983 whereas females earned \$8,999 for the quarter under review.

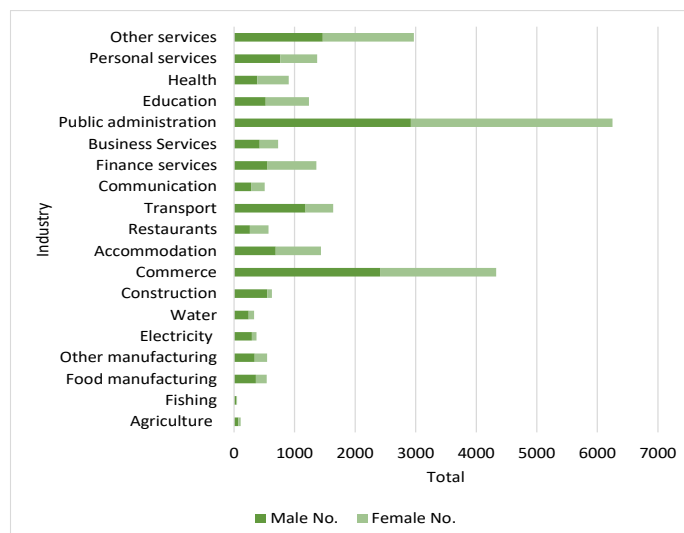
Figure 3: Employment by Sector, Mar 2024 – Mar 2025

Year	(No.) (%)	Total	Sector			
			Primary	Secondary	Tertiary	Public Admin
Mar-24	(No.)	25,843	165	2,316	16,808	6,553
	(%)	100.0	0.6	9.0	65.0	25.4
Jun-24	(No.)	26,116	159	2,336	16,714	6,906
	(%)	100.0	0.6	8.9	64.0	26.4
Sep-24	(No.)	26,754	158	2,396	17,030	7,170
	(%)	100.0	0.6	9.0	63.7	26.8
Dec-24	(No.)	26,075	155	2,406	16,932	6,582
	(%)	100.0	0.6	9.2	64.9	25.2
Mar-25	(No.)	25,856	159	2,408	17,040	6,249
	(%)	100.0	0.6	9.3	65.9	24.2

Figure 3 above shows the employed population by sector: Primary, Secondary, Tertiary and the Public Sector from March 2024 to March 2025. As shown, the Tertiary sector remains the biggest employer accounting for 65.9% of the total formal employed population; it has increased by 0.9 percentage points compared to March 2024.

Public Administration remains the second biggest employer with a share of 24.2%; its employed number however decreased by 0.2 percentage points on a year-on-year basis. The Secondary sector being the third biggest employer with an 9.3% share increased slightly by 0.3% compared to the same quarter of the previous year. The Primary sector employing 0.6% of the total employed which comprises of the Agriculture and Fishing industries remain the same when compared to the same quarter of the previous year.

Chart 4: Distribution of Employment by Industry, Mar 2025



The chart above shows the distribution of employment by industry. At the industry level, the majority of formal employment was in the Public Administration sector which made up about a quarter of total employees; of which 46.7% were males and 53.3% were females. Commerce was the second biggest employer comprising 16.7% of the total employees; a majority of 55.7% were males and 44.3% were females. The third largest employer was Other services employing 11.5% of the total, this is the most evenly distributed industry consisting of 49.4% males and 50.6% females. This rounds up the top 3 industries with the most employed persons.

Transport, Accommodation, Personal services, Finance services and Education were the next biggest employers with respective shares of 6.3, 5.6, 5.3, 5.3 and 4.8 percent. The Primary Sector industries; Agriculture and Fishing employed the lowest number of employees combining for a total of 0.6% of the total employees.

In terms of employment composition by sex, industries that recorded higher percentages of males to females included Construction, Electricity, Fishing, Water, Transport, Food manufacturing, Agriculture and Other manufacturing. Industries with a higher proportion of females to males included Finance services, Education, Health, Restaurants, Public Administration, Accommodation and Other services.

In the proceeding figure, we see that the average wages for all males stood at \$8,983 tala with total wages amounting to \$123.4 million tala. The highest employer of males was the Public administration sector (21.2% of total male employment) and highest total wages paid for males (\$40.8 million). Despite this, their average wages was the fourth highest standing at 14,390. Commerce, the second highest employer for males recorded average quarterly wages of \$7,314.



Figure 4: Male wages and average wages, Mar 2025

Industries	% of Employed Males to total	Male Wages (\$ million)	Male Average Quarterly Wage (\$)
Water	1.8	4.0	16,672
Communication	2.1	4.4	15,874
Electricity	2.1	4.5	15,332
Public administration	21.2	40.8	14,390
Finance services	4.0	7.6	13,854
Other manufacturing	2.5	3.6	10,508
Construction	4.0	4.8	8,723
Fishing	0.3	0.3	8,283
Food manufacturing	2.6	2.9	7,960
Restaurants	1.9	2.0	7,914
Commerce	17.5	17.8	7,314
Accommodation	5.0	4.9	7,093
Agriculture	0.5	0.5	6,855
Education	3.8	3.5	6,680
Business Services	3.1	2.8	6,624
Personal services	5.6	4.9	6,396
Transport	8.6	7.3	6,240
Health	2.8	1.6	4,150
Other services	10.7	5.3	3,638
TOTAL	100.0	123.4	8,983

The highest average quarterly earnings for males was in the Water industry at \$16,672, Communication was the second highest at \$15,874. On the flip side, the lowest average quarterly wages for males were reported in Health and Other services industries with average wages of \$4,150 and \$3,638 respectively.

For females, The Electricity industry recorded the highest average quarterly wages paying out \$20,458 and contributing \$1.5 million to total female wages. This was followed by Water, Food manufacturing, Public administration and Construction with average quarterly wages of \$17,859, \$14,650, \$14,611 and \$14,234 respectively.

Figure 5: Female wages and average wages, Mar 2025

Industries	% of Employed Females to total	Female Wages (\$million)	Female Average Quarterly Wage (\$)
Electricity	0.6	1.5	20,458
Water	0.7	1.6	17,859
Food Manufacturing	1.5	2.6	14,650
Public Administration	27.5	48.6	14,611
Construction	0.6	1.1	14,234
Communication	1.8	2.7	12,271
Other manufacturing	1.7	2.2	10,866
Fishing	0.1	0.1	10,392
Transport	3.8	4.6	9,985
Finance services	6.7	7.6	9,467
Accommodation	6.2	6.1	8,137
Agriculture	0.3	0.3	7,974
Personal Services	5.0	4.7	7,708
Business Services	2.5	2.3	7,530
Restaurants	2.6	2.1	6,751
Education	5.9	3.8	5,310
Other services	12.4	7.8	5,194
Commerce	15.8	8.8	4,567
Health	4.3	2.2	4,159
Total	100.0	109.0	8,999

TWELVE MONTHS REVIEW: (April 2024 – March 2025)

Figure 6: Employment & Wage Index

	FY 20/21	FY 21/22	FY 22/23	FY 23/24	FY 24/25
Employment Index	103	102	103	109	111
% change	-0.5	-0.4	0.6	5.6	1.8
Wage Index	120	122	123	144	162
% change	0.7	1.1	1.4	17.2	12.2

Figure 6 above indicates that the employment index increased by 1.8% in the fiscal year ending March 2025. This is the third fiscal year of positive growth follow two consecutive years of negative growth. This positive growth in employment index was caused by an increase in employment in industries such as Restaurants, Accommodation, Education, Other manufacturing, Communication and Commerce with respective growths of 13.1%, 13.1%, 9.5%, 9.1%, 6.1%, and 5.0% to total employment index. For the four quarters which make up FY2024/25; all four quarters experienced positive growth contributing to the overall increase of 1.8% recorded for the employment index for the fiscal year ending March 2025.

Wage index also increased consecutively for the five fiscal years ending March as indicated in Figure 7 including the FY24/25 recording an increase in index of 12.2% on a yearly basis. All industries contributed positively to the abovementioned growth in wage index with significant contributions from industries such as Other services, Accommodation, Public administration, Commerce, Food manufacturing, and Business services to name a few with respective growths of 21.0%, 19.5%, 17.2%, 17.1%, 14.7%, 12.6%, 10.3%, compared to the previous calendar year 2023.

**Figure 7: Employment and Wages
Jan 24 – Dec 24**

	Total	%	Male	%	Female	%
Total Employed	26,199	100	13,869	52.9	12,331	47.1
Total Wages (\$ million)	821.7	100	439.0	53.4	382.6	46.6
Average Annual	31,362		31,657		31,031	

The total number of those employed within the FY ending March 2025 was 26,199 as indicated in Table 8 above; 52.9% of which were males while only 46.6% were that of females. Total wages paid for the year under review amounted to \$821.7 million where males received 53.4% of total wages (\$439.0 million) while females received only 46.6% which amounted to \$382.6 million. Total average yearly wages received in the year under review was \$31,362. Average annual wages of \$31,657 was recorded for males for the FY ending March 2025 while females had an average annual wage of \$31,031 which was 2.0% lower than that of males.



Scope and Coverage

Employment covers all formally registered employees to the Samoa National Provident Fund. This includes all industries in the Primary, Secondary and Tertiary Sectors and the Public Administration (Private and Public Sectors).

Employment and Formal Employment

Employment

- Employment is the total number of persons who are engaged in paid work.
- It includes all persons who are either part timers or full time workers and are employed either in the public or private sectors (working for wages).

Formal Employment

- Employment that is government regulated, such that workers are ensured a wage and certain employment rights.
- It includes all employees and employers in the formal sectors who have registered under the SNPF.
- It does not include the informal sectors and individual contributors such as proprietors, self-employed workers, unpaid family or volunteer workers, farm workers, and domestic workers.

Employment Index

- Is a measure of change on the employment numbers, with 2013 now implemented to replace 2009 as the base year in this current report.

Wage Index

- Is a measure of change on the wages and salaries, it was compiled using the base year of 2013 replacing 2009 base year as indicated in other previous Employment Reports such as Issue 1 - 12.

Revisions

- "Employment Data is supplied by the SNPF on a quarterly basis. This data is input manually by the Finance Statistics Division (FSD) in to the system and is used for compiling and monitoring employment trend by industry. In some cases where there may be a delay in receiving this data, estimates are then used until the actual numbers are available. Revisions are made later on when actual data are made available to the Bureau.

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