

**MONTHLY HIGHLIGHTS.***December 2025 compared to December 2024:*

- ❖ **The Consumer Price Index decreased by 0.4%.**
- ❖ **The most significant price decreases were:**
 - ✓ Food & Non-Alcoholic beverages (3.1%)
 - ✓ Clothing & Footwear (4.6%)
 - ✓ Recreation & Culture (9.0%)
- ❖ **The CPI fell by 0.4% from November 2025**
- ❖ **The Average Annual Inflation was 2.2%**

SUMMARY

The Consumer Price Index (CPI) for December 2025 decreased by 0.4 percent compared with December 2024, and also declined by 0.4 percent compared with November 2025.

The main contributors to the decrease were Food & Non-Alcoholic Beverages, Clothing & Footwear, and Recreation & Culture, driven by lower prices for chicken leg quarters, raw sugar, green bananas, men's short and long-sleeved shirts, laptops, and televisions.

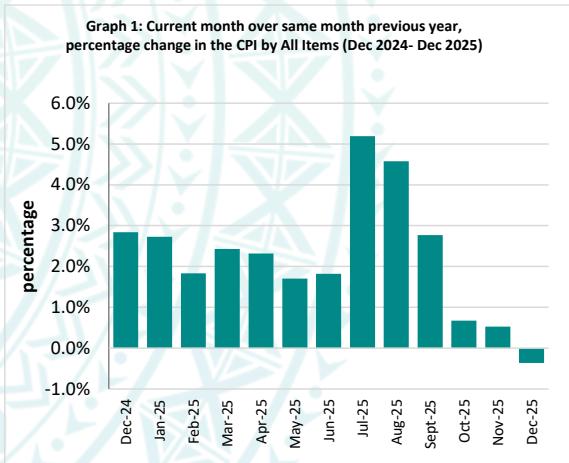
The **Imported** goods component decreased by 3.8 percent, reflecting lower prices for food items, men's shirts, televisions, and laptops.

The **Local** goods component increased by 3.5 percent, mainly due to higher prices for fish, CCK coffee, coconuts, and cucumbers.

Graph 1 shows the percentage changes in the CPI over the same month of the previous year across all divisions from December 2024 to December 2025.

Date of release:
28thJanuary 2026

The next Consumer Price Index will be released on 28th February 2026

**All Divisions' Contribution to CPI**

In December 2025, the Food & Non-Alcoholic Beverages division was the largest contributor to the 0.4 percent decrease in the CPI, accounting for 1.5 percentage points of the overall decline. The decrease was mainly driven by lower prices for chicken leg quarters (down 16.5 percent), raw sugar (down 15.4 percent), green bananas (down 14.6 percent), and tomatoes (down 15.8 percent).

Clothing and Footwear was the second-largest contributor, accounting for 0.1 percentage points of the overall decrease. The decline was mainly due to lower prices for men's long-sleeved shirts (down 1.9 percent) and short-sleeved shirts (down 2.8 percent).

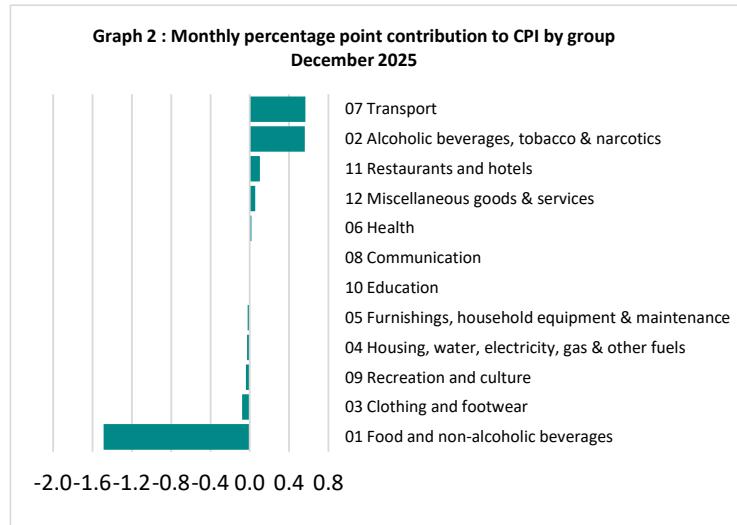
Recreation & Culture was the third-largest contributor to the overall decrease in the CPI. This decline was primarily driven by lower prices for laptops (down 27.3 percent), televisions (down 5.2 percent), and weedkiller (down 10.7 percent).

The Housing, Water, Electricity, Gas, and other Fuels division also contributed to the fall in the CPI, mainly due to significant price reductions for paints (down 6.1 percent), cement (down 5.5 percent), and timber (down 6.0 percent).

The Furnishings, Household Equipment, and Maintenance division also contributed to the decrease, reflecting lower prices for washing powder (down 7.1 percent), single mattresses (down 1.1 percent), and refrigerators (down 1.8 percent).

In contrast, the Transport and Alcoholic Beverages, Tobacco & Narcotics divisions recorded price increases that partially offset the overall decline in the CPI. These increases were driven by higher prices for boat fares to Pago Pago (up 28.6 percent), diesel (up 3.7 percent), Pall Mall cigarettes (up 9.0 percent), and Taula beer (up 2.9 percent).

Graph 2 shows the percentage contribution of All Divisions to the CPI in December 2025.

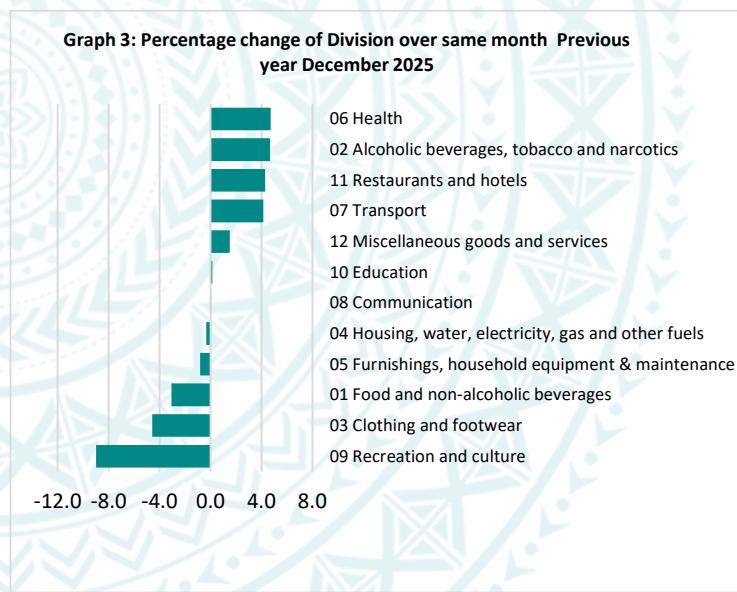


Consumer Price Index (% Change)

The largest month-on-month decrease in the CPI was observed in Recreation & Culture, which fell by 9.0 percent, followed by Clothing & Footwear with a decline of 4.6 percent. Food & Non-Alcoholic Beverages decreased by 3.1 percent, while Furnishings, Household Equipment & Maintenance declined by 0.8 percent. Housing, Water, Electricity, Gas, and Other Fuels recorded a smaller decrease of 0.3 percent.

In contrast, the Communication, Education, Miscellaneous Goods & Services, Transport, and Restaurants & Hotels divisions increased by 0.1 percent, 0.1 percent, 1.5 percent, 4.1 percent, and 4.3 percent, respectively.

Graph 3 shows the percentage change for all Divisions (Groups) in December 2025 compared to December 2024.



Changes by Division / Group

Food and Non-Alcoholic Beverages Index

The Food & Non-Alcoholic Beverages index decreased by 3.1 percent, mainly due to lower prices for chicken leg quarters (down 16.5 percent), sugar (down 15.4 percent), green bananas (down 14.6 percent), and tomatoes (down 15.8 percent).

Clothing and Footwear Index

The Clothing & Footwear index decreased by 4.6 percent, largely driven by lower prices for men's short-sleeved shirts (down 2.8 percent) and long-sleeved shirts (down 1.9 percent).

Recreation & Culture Index

The Recreation & Culture index decreased by 9.0 percent, reflecting lower prices for laptops (down 27.3 percent) and televisions (down 5.2 percent).

Housing, Water, Electricity, Gas & other Fuels Index

The Housing, Water, Electricity, Gas & Other Fuels index declined by 0.3 percent, driven by lower prices for paints (down 6.1 percent) and timber (down 6.0 percent).

Furnishings, Household Equipment & Maintenance Index

The Furnishings, Household Equipment & Maintenance index decreased by 0.8 percent, mainly driven by lower prices for washing powder (down 7.1 percent), mattresses (down 1.1 percent), and refrigerators (down 1.8 percent).

Communication, Education and Health Indices

The Communication and Education indices each increased by 0.1 percent, driven by higher telephone calling rates to New Zealand (up 12.7 percent) and local calls (up 160.0 percent), as well as an increase in primary school PTA fees (up 0.3 percent). The Health index increased by 6.5 percent, mainly driven by higher prices for amoxicillin tablets (up 6.0 percent).

Transport and Alcoholic Beverages, Tobacco and Narcotics Indices

The Transport index increased by 4.1 percent, reflecting higher prices for petrol (up 1.4 percent), return airfare tickets to Pago Pago (up 28.6 percent) and Auckland (up 12.2 percent), as well as higher car registration fees (up 25.0 percent).

The Alcoholic Beverages & Tobacco index increased by 4.7 percent, largely due to higher prices for Pall Mall cigarettes (up 9.0 percent) and paper cigarettes (up 5.7 percent).

Restaurants & Hotel Index

The Restaurants & Hotels index increased by 4.3 percent, reflecting higher prices for popular menu items, including fish and chips (up 6.3 percent) and steamed rice with chicken meals (up 11.9 percent).

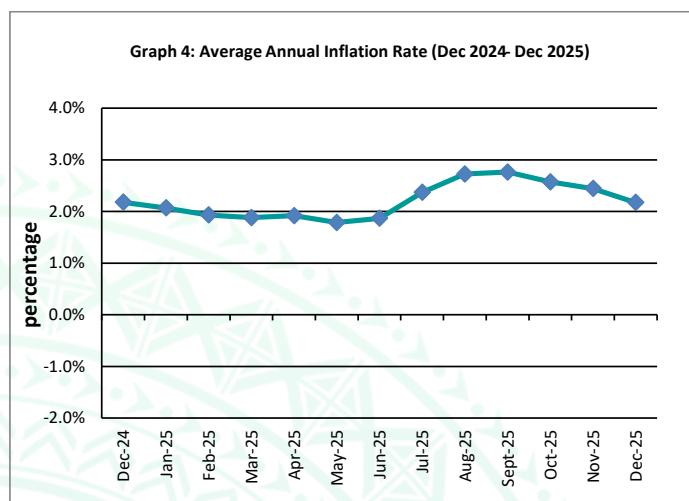
Underlying Indices

The All Items Underlying Index decreased by 3.3 percent in December 2025 compared with December 2024 and declined by 1.8 percent compared with November 2025. The Imported Items Underlying Index fell by 4.9 percent, while the Local Items Underlying Index increased by 1.3 percent.

Annual Inflation Rate

The average annual inflation rate for the year ending December 2025 was 2.2 percent, the same as the inflation rate for the twelve months ending December 2024.

Graph 4 presents the average annual inflation rates from December 2024 to December 2025.



The attached Tables and Graphs provide a more detailed analysis.

Technical Notes:

The **Consumer Price Index (CPI)** measures the rate of inflation for Samoa. It tracks the change in prices of goods purchased by households in Samoa by comparing the prices of a basket of goods and services during the collection period with the prices of the same items in a base period.

The basket of goods used for pricing is based on the average expenditures of households as recorded in the **Household Income and Expenditure Survey (HIES)**. This survey identifies the typical spending patterns of households. Items that households spend more on, on average, are given greater weight in the CPI index.

^{1/} **Monthly movements in the 'headline' CPI** can be volatile. This volatility reflects price changes in specific items, which may be influenced by factors such as fluctuations in commodity markets, agricultural conditions, policy changes, or seasonal adjustments and infrequent price resets.

Underlying inflation is a measure of inflation that excludes certain items with volatile price movements. It eliminates products that experience temporary price shocks, as these shocks can distort the overall inflation trend and provide an inaccurate measure of long-term inflation.

SAMOA BUREAU OF STATISTICS

*Economic Statistics Division
FMFM II Building, Level 1
P O Box 1151
Apia, Samoa*

*Phone: (685) 62014/62015
Fax: (685) 24675
E-mail: info.stats@sbs.gov.ws
Website: www.sbs.gov.ws*



FUA FA'ATATAU O TAU O OLOA MA AUAUNAGA TESEMA 2025

ILOILOGA TAU O LE MASINA:

Tesema 2025 faatusa ia

Tesema 2024:

❖ *O Fua Faatatau o Tau o Oloa ma Auaunaga na paū i le 0.4%*

❖ *O lenei paū ua faamauina mo tau o:*

✓ Meaai ma Vaiinu (3.1%)

✓ Lavalava & Seevae (4.6%)

✓ Faafiafiaga & Aganuu (9.0%)

❖ *O Fua faatatau o Oloa ma Auaunaga na paū i le 0.4% mai ia Novema, 2025.*

❖ *O le fesuaiga o Tau o Oloa ma Auaunaga i le tausaga na si'iitia i le 2.2%.*

Tuuina atu i le aso:
28 Ianuari, 2026

O le ripoti mo le Fua Faatatau o Oloa ma Auaunaga e soso ai, o le a tuuina atu i le aso 28 Fepauri, 2026

AOTELEGA

O le Fuafa'atatau o Tau o Oloa ma Auaunaga mo le masina o Tesema 2025 na paū i le 0.4 pasene pe a fa'atusa ia Tesema 2024.

A fa'atusa ia Novema 2025, o le fuafa'atatau o tau o oloa ma auaunaga na paū foi i le 0.4 pasene.

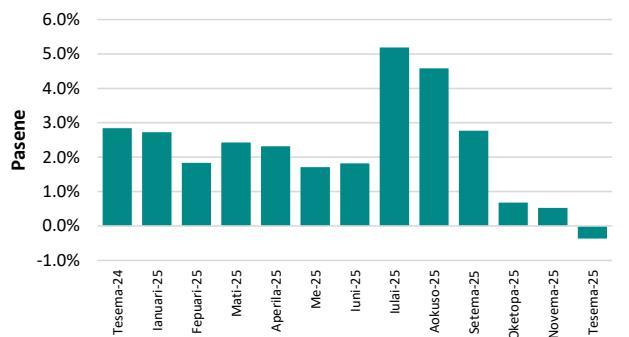
O le vaega o Meaai ma Vaiinu, Lavalava ma seevae, faapea ma Faafiafiaga & Aganuu na telē lo latou sao i le paū ai o le pasene o le fua faatatau o oloa ma auaunaga ia Tesema 2025. E mafua mai i le paū o tau o vaemoa, suka, ofutino lima uumi ma ofutino lima pupuu, faapea ma televise.

O 'oloa auina mai fafo ua fa'amauina le paū i le 3.8 pasene e mafua mai i le maulalalo o tau na fa'amauina mo nisi o meaa'i, ofutino mo alii, TV, ma masini komepiuta.

O 'oloa gaosi ma auaunaga i totonu o le atunu sa siitia i le 3.5 pasene pea faatusa atu ia Tesema 2024. E mafua mai lea siitaga ona o tau na faamauina mo i'a, kofe a le CCK, kukama ma tamato.

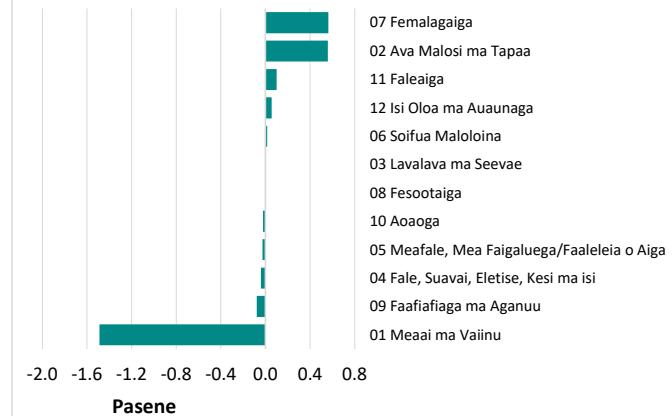
O le Kalafi 1 o lo'o fa'aali atu ai suiga o tau o oloa ma auaunaga mai ia Tesema 2024 se'ia oo mai ia Tesema 2025.

Kalafi 1: Suiga o Fuafaatatau o Tau o Oloa ma Auaunaga (Tesema 2024- Tesema 2025)



O le Kalafi 2, o le sao o Vaega taitasi i le siitia ai o Fua faatatau o Oloa ma Auaunaga ia Tesema 2025.

Kalafi 2: Sao o Vaega taitasi i suiga i le Fuafaatatau o Tau o Oloa ma Auaunaga Tesema 2025



O Femalagaiga, Ava Malosi ma Tapaa ma Faletalimalo ma Faleaiga sa maitauina le siitia o tau ia Tesema 2025.

O le vaega o Isi Oloa ma auaunaga, Soifua maloloina, Aoaoga ma Fesootaiga e le'i tele se siitaga o tau i le masina o Tesema 2025.

Ao le itu tau Meafale, Faafiafiaga ma Aganuu, Meaai ma Vai inu, sa paū o latou tau faatusa ia Tesema 2024.