



CONSUMER PRICE INDEX

OCTOBER 2025

MONTHLY HIGHLIGHTS

October 2025 compared to October 2024:

- ❖ **The Consumer Price Index increased by 0.7%.**
- ❖ **The most significant price increases were:**
 - ✓ Alcoholic Beverages, Tobacco & Narcotics (4.4%)
 - ✓ Transport (3.1%)
- ❖ **The CPI fell by 1.0% from September 2025**
- ❖ **The Average Annual Inflation was 2.6%**

SUMMARY

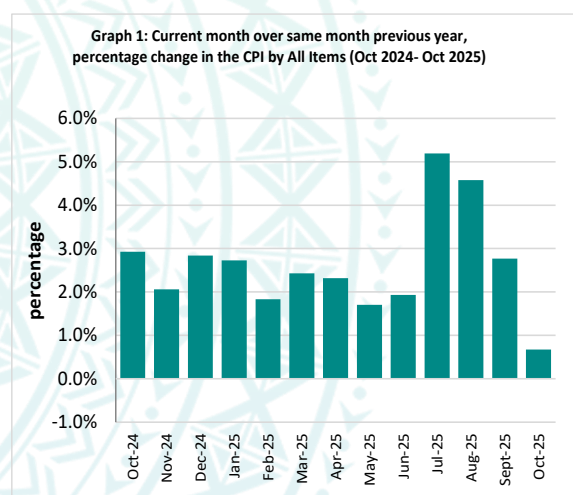
The Consumer Price Index (CPI) for October 2025 rose by 0.7 percent compared with October 2024, but declined by 1.0 percent compared to September 2025.

The main contributors to the increase were Alcoholic beverages, tobacco & narcotics and Transport, driven by higher prices for Pall Mall cigarettes, paper cigarettes, and return tickets to Pago Pago and Auckland.

The **Imported** goods component decreased by 0.5 percent, reflecting lower prices for food items, refrigerators, and laptops.

The **Local** goods component increased by 2.0 percent, mainly due to higher prices for taro, tomatoes, koko Samoa, and shelves (sefe).

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



All Divisions' Contribution to CPI

In October 2025, Alcoholic beverages, tobacco & narcotics was the largest contributor to the 0.7 percent rise in the CPI, accounting for 0.5 percentage points of the overall increase. Higher prices for Pall Mall cigarettes (up 9.0%), paper cigarettes (up 5.7%), tobacco winfield (up 1.9%), and beer (up 1.4%) were the main factors behind the increase.

Transport division was the second largest contributor, accounting for 0.4 percentage points of the overall increase, primarily due to higher prices for return tickets to Pagopago (up 13.1%), and Auckland (up 18.7%), and car registration (up 25.0%).

Restaurants & Hotels contributed 0.2 percentage points to the CPI increase, mainly due to significant price rises in fish & chips (up 10.6%) and steamed rice with chicken meal (up 21.4%).

Miscellaneous goods and services accounted for 0.1 percentage points of the CPI increase, driven by higher prices for toiletries (up 13.6%).

Housing, Water, Electricity, Gas & other fuels, Health, Communication, Clothing & Footwear, Education, and Furnishing, household equipment & maintenance divisions each contributed less than 0.2 percentage points to the CPI increase. The main drivers were increases in liquid gas (up 2.5%), amoxicillin 500 mg tablets (up 3.2%), telephone calling rates for local calls (up 160.0%), ie solosolo cotton print (up 4.9%), Primary schools PTA fees (up 0.3%) and kerosene stove (up 12.4%)

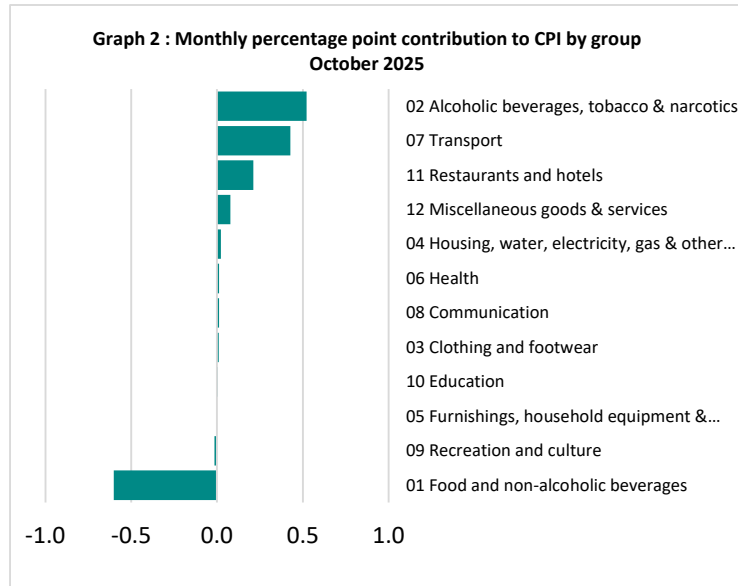
In contrast, Recreation & Culture and Food and Non-alcoholic beverages recorded negative contributions to the CPI, driven by decreases in laptop prices (down 24.3%), weedkiller herbicides (down 3.6%), chicken leg quarters (down 3.5%), sugar (down 7.9%), flour (down 2.6%), and taro (down 9.7%).

Date of release:
19th October 2025

The next Consumer Price Index will be released on 12th November 2025

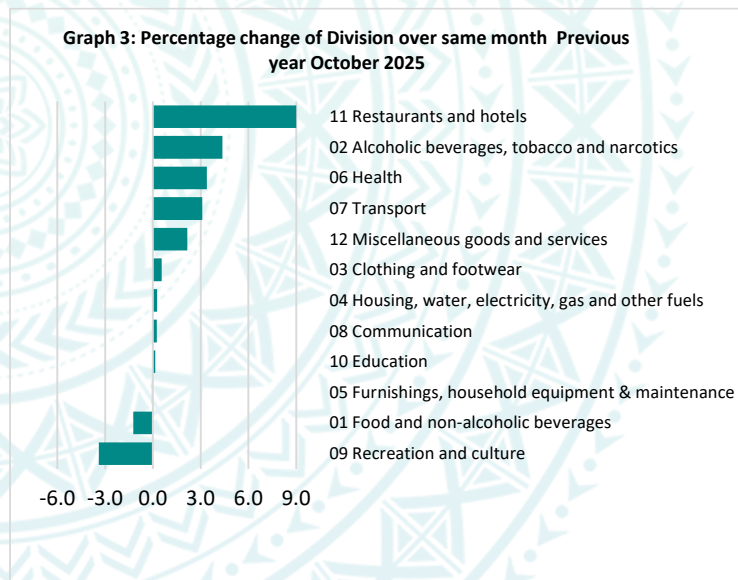


Graph 2 shows the percentage contribution of All Divisions to the CPI in October 2025.



Consumer Price Index (% Change)

The largest month-on-month increase in the CPI was recorded in Restaurants and Hotels, which rose by 9.0%, followed by Alcoholic Beverages, Tobacco and Narcotics (up 4.4%). Health saw a 3.4% increase, while Transport increased by 3.1%. Miscellaneous Goods and Services went up by 2.2%, with Clothing and Footwear following at a 0.5% increase. Housing, Water, Electricity, Gas and Other Fuels saw a 0.3% increase. Communication and Education both recorded an increase of 0.2% and 0.1% respectively. On the other hand, Furnishings, household equipment & maintenance decreased by 0.1%, while Food and Non-Alcoholic Beverages saw a larger decline of 1.2%. The biggest drop was in Recreation & Culture, which fell by 3.4%. Graph 3 shows the percentage change for all Divisions (Groups) in October 2025 compared to October 2024.



Restaurants & Hotel Index

The increase in the Restaurants & Hotel index was primarily driven by significant price increases in popular menu items such as fish & chips, chicken and chips, and steamed rice with chicken meals. These price increases contributed to the overall rise of 9.0% in the index.

Alcoholic Beverages, Tobacco and Narcotics Index

In comparison to October 2024, the Alcoholic Beverages, Tobacco, and Narcotics index increased by 4.4%, primarily due to price increases in Pall Mall cigarettes (up 9.0%) and paper cigarettes (5.7%).

Health Index

The Health index increased by 3.4% mainly due to the rise in amoxicillin tablets (up 3.2%).

Transport Index

The Transport index rose 3.1% due to increases in the prices of return tickets to Pagopago (up 13.1%), return tickets to Auckland (up 18.7%), and car registration (up 25.0%).

Miscellaneous Goods and Services Index

The Miscellaneous Goods and Services index increased by 2.2%, mainly due to higher prices for toiletry supplies (up 13.6%).

Clothing and Footwear Index

The Clothing and Footwear index increased by 0.5%, largely due to higher prices for jandals (up 2.6%) and le Solosolo (up 4.9%).

Housing, Water, Electricity, Gas & other Fuels Index

The Housing, Water, Electricity, Gas, and Other Fuels index rose by 0.3%, owing to a 2.5% increase in liquid gas prices and a 1.5% increase in white plastic paint prices.

Communication and Education Indices

The communication and Education Indices both increased by 0.2% and 0.1% respectively, due to the increase in the price of mobile calling rates to NZ (up 12.7%), and local calls (up 160%), and an increase in Primary schools PTA fees (up 0.3%).

Food and Non-Alcoholic Beverages Index

The Food & Non-Alcoholic Beverages index declined by 1.2%, driven by lower prices for several items, including chicken leg quarters (down 3.5%), sugar (down 7.9%), taro (down 9.7%), turkey wings (down 10.2%), flour (down 2.6%), onion (down 18.1%), tomatoes (down 20.8%), coconut (down 0.8%), and ta'amu (down 49.5%).

Furnishings, Household Equipment & Maintenance and Recreation & Culture Indices

The Furnishings, Household Equipment & Maintenance and Recreation & Culture indices decreased by 0.1% and 3.4%, respectively, due to price drops in washing powder, refrigerators, and laptops.



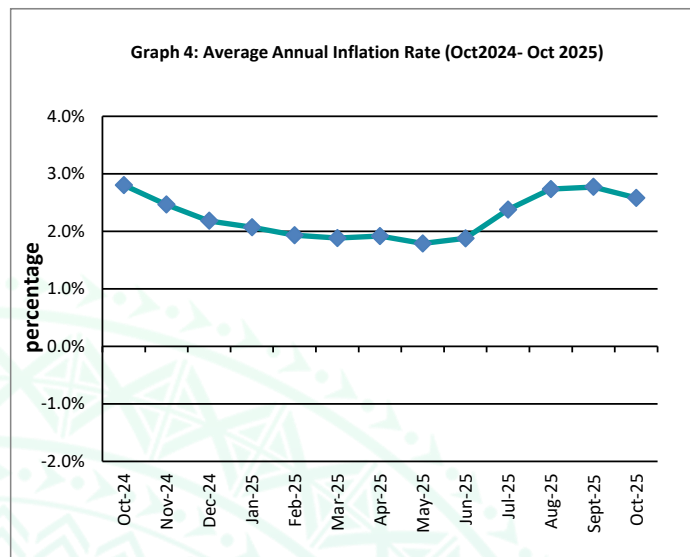
Underlying Indices

The All Items Underlying Index increased by 0.1% in October 2025 compared to October 2024 but declined by 0.5% compared to September 2025. The Imported Items Underlying Index fell by 0.6%, while the Local Items Underlying Index increased by 2.0%.

Annual Inflation Rate

The average **annual inflation rate** for the year ending October 2025 was 2.6%. In contrast, the inflation rate for the twelve months ending October 2024 was 2.8%.

Graph 4 presents the average annual inflation rates from October 2024 to October 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 OKETOPA 2025

ILOILOGA TAU O LE MASINA:

Oketopa 2025 faatusa ia
Oketopa 2024:

❖ O Fua Faatatau o Tau o Oloa ma Auaunaga na siitia i le 0.7%

❖ O lenei siitaga ua faamauina mo tau o:

✓ Avamalosi & Tapaa (4.4%)

✓ Femalagaiga (3.1%)

❖ O Fua faatatau o Oloa ma Auaunaga na paū i le 0.1% mai ia Setema, 2025.

❖ O le fesuiaga o Tau o Oloa ma Auaunaga i le tausaga na si'itia i le 2.6%.

Tuuina atu i le aso:
19 Novema, 2025

O le ripoti mo le Fua Faatatau o Oloa ma Auaunaga e sosoo ai, o le a tuuina atu i le aso 12 Tesema, 2025

AOTELEGA

O le Fuafa'atatau o Tau o Oloa ma Auaunaga mo le masina o Oketopa 2025 na siitia i le 0.7 pasene pe a fa'atusa ia Oketopa 2024.

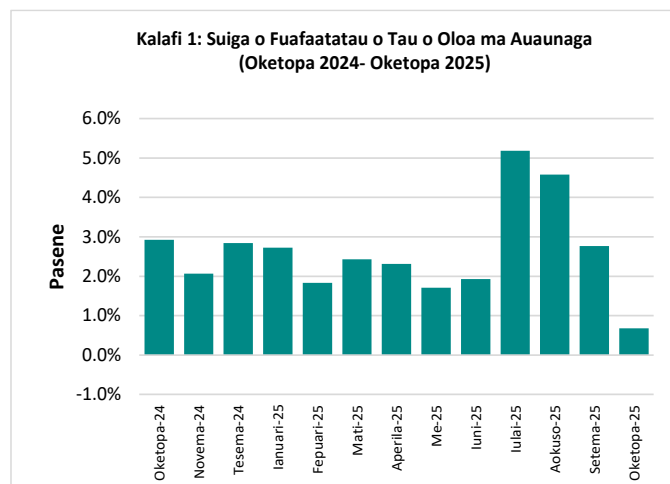
A fa'atusa ia Setema 2025, o le fuafa'atatau o tau o oloa ma auaunaga ua paū i le 1.0 pasene.

O le vaega o Ava malosi ma tapaa faatasi ai ma le vaega o, Femalagaiga na telē le sao i le si'itia ai o fua faatatau o oloa ma auaunaga ia Oketopa 2025. E mafua mai i le siitia o le tau o sikareti, ma le pepa sikareti taai, ma pasese o vaalele mo le malaga i Pagopago ma Niusila.

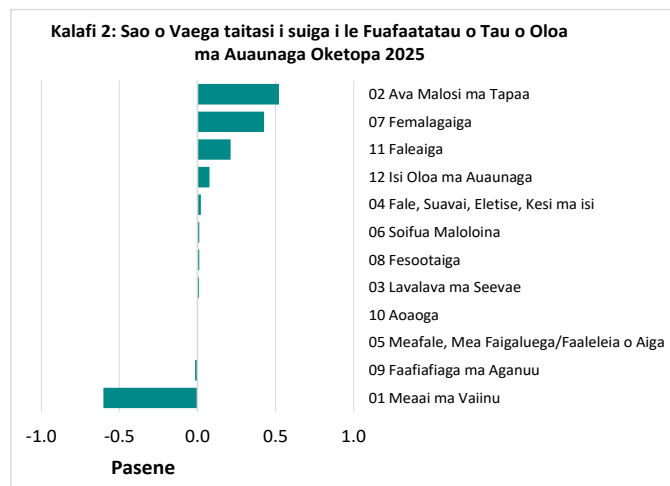
O 'oloa auina mai fafo ua fa'amauiina le paū i le 0.5 pasene e mafua mai i le mauualalo o tau na fa'amauiina mo meaa'i, oloa faufale ma masini komepiuta.

O 'oloa gaosi ma auaunaga i totonu o le atunuu sa siitia i le 2.0 pasene pea faatusa atu ia Oketopa 2024. E mafua mai lea siitaga ona o tau na faamauina mo i'a, kofe ma fuamoa.

O le Kalafi 1 o lo'o fa'aali atu ai suiga o tau o oloa ma auaunaga mai ia Oketopa 2024 e pau mai ia Oketopa 2025.



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



O Ava Malosi ma Tapaa, Femalagaiga, Faletalimalo ma Faleaiga, Isi oloa ma Auaunaga faapea Fale, Suavai, Eletise Kesi ma isi, sa maitauina le siitia o tau ia Oketopa 2025.

O le vaega o Soifua maloloina, Fesootaiga, ma Lavalava e le'i tele se siitaga o tau i le masina o Oketopa 2025.

Ao le itu tau Faafiafiaga ma Aganuu, Meaai ma Vainu, sa paū o latou tau faatusa ia Oketopa 2024.

