



### MONTHLY HIGHLIGHTS.

January 2026 compared to January 2025:

❖ **The Consumer Price Index decreased by 2.0%.**

❖ **The most significant price decreases were:**

✓ Food & Non-Alcoholic beverages (6.6%)

✓ Recreation & Culture (11.2%)

❖ **The CPI fell by 0.8% from December 2025**

❖ **The Average Annual Inflation was 1.8%**

Date of release:  
10<sup>th</sup> of February 2026

The next Consumer Price Index will be released on 13<sup>th</sup> of March 2026

### SUMMARY

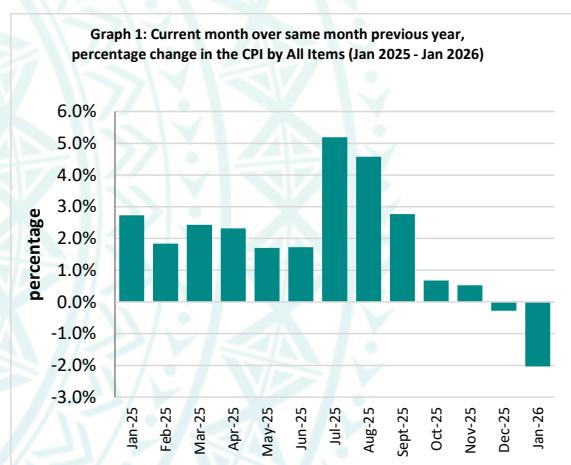
The Consumer Price Index (CPI) for January 2026 decreased by 2.0 percent compared with January 2025, and also declined by 0.8 percent compared with December 2025.

The main contributors to the decrease were Food & Non-Alcoholic Beverages, and Recreation & Culture, driven by lower prices for chicken leg quarters, raw sugar, tomatoes, laptops, and televisions.

The **Imported** goods component decreased by 4.3 percent, reflecting lower prices for food items, televisions, and laptops.

In contrast, the **Local** goods component increased by 0.4 percent, mainly due to higher prices for CCK coffee, coconuts, and Samoan kava.

Graph 1 shows the percentage changes in the CPI over the same month of the previous year across all divisions from January 2025 to January 2026.



### All Divisions' Contribution to CPI

In January 2026, the Food & Non-Alcoholic Beverages division was the largest contributor to the 2.0 percent decrease in the CPI, accounting for 3.2 percentage points of the overall decline. The decrease was mainly driven by lower prices for chicken leg quarters (down 20.4 percent), raw sugar (down 10.9 percent), tomatoes (down 24.6 percent), and round cabbage (down 23.8 percent).

Recreation & Culture was the second 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 14.3 percent).

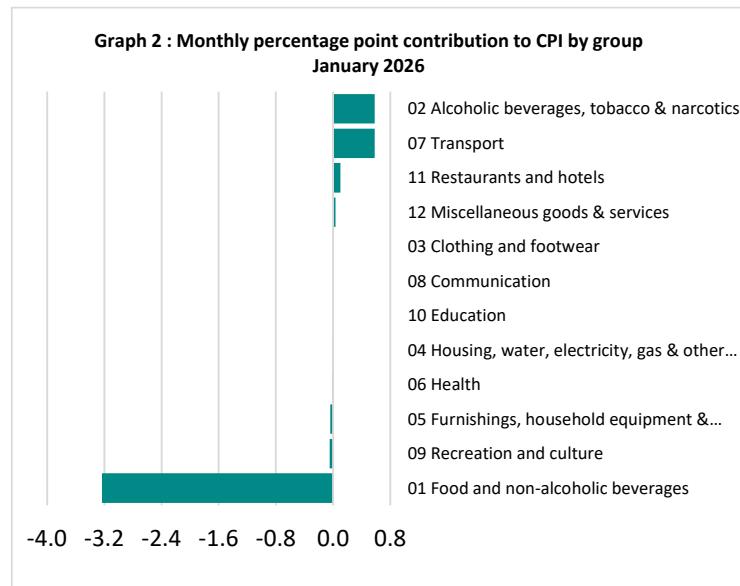
The Furnishings, Household Equipment, and Maintenance division also contributed to the decrease, reflecting lower prices for washing powder (down 12.6 percent), single mattresses (down 1.1 percent), and refrigerators (down 2.2 percent).

Health and Housing, Water, Electricity, Gas and Other Fuels also contributed to the decrease in the overall CPI, driven mainly by lower prices for amoxicillin 500 mg tablets (down 4.2 percent) and cement (down 7.1 percent).

Education and Communication showed minimal change, reflecting mostly stable secondary and tertiary registration fees and mobile call rates.

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 4.7 percent), Pall Mall cigarettes (up 9.6 percent), and Taula beer (up 3.2 percent).

Graph 2 shows the percentage contribution of All Divisions to the CPI in January 2026.

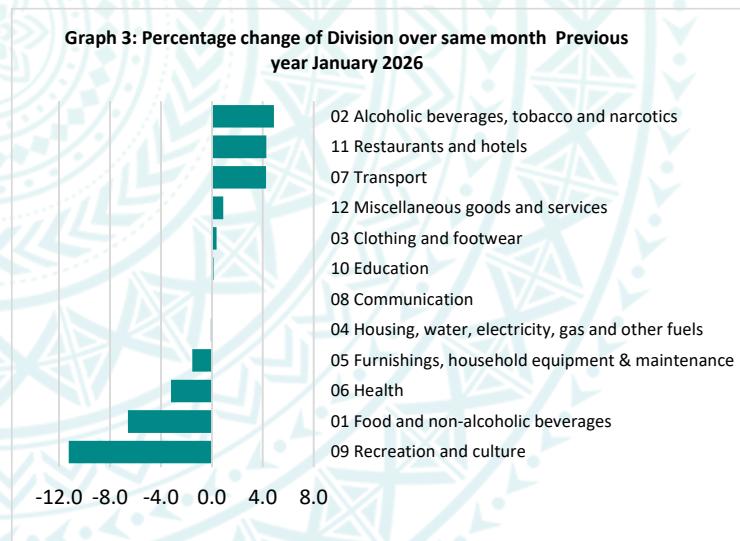


### Consumer Price Index (% Change)

The largest month-on-month decrease in the CPI was observed in Recreation & Culture, which fell by 11.2 percent, followed by Food and non-alcoholic beverages with a decline of 6.6 percent. Health decreased by 3.2 percent, while Furnishings, Household Equipment & Maintenance declined by 1.5 percent. Housing, Water, Electricity, Gas, and Other Fuels recorded a smaller decrease of 0.1 percent.

In contrast, the divisions of Communication and Education experienced modest growth of 0.1 percent each. Clothing & Footwear rose by 0.4 percent, and Miscellaneous Goods & Services increased by 0.9 percent. Larger gains were observed in Transport and Restaurants & Hotels, which both grew by 4.3 percent, while Alcoholic Beverages, Tobacco, and Narcotics registered the highest increase at 4.9 percent.

Graph 3 shows the percentage change for all Divisions (Groups) in January 2026 compared to January 2025.



### Changes by Division / Group

#### Food and Non-Alcoholic Beverages Index

The Food & Non-Alcoholic Beverages index decreased by 6.6 percent, mainly due to lower prices for chicken leg quarters (down 20.4 percent), raw sugar (down 10.9 percent), tomatoes (down 24.6 percent), and round cabbage (down 23.8 percent).

#### Clothing and Footwear Index

The Clothing & Footwear index decreased by 0.4 percent, largely driven by lower prices for men's short-sleeved shirts (down 0.7 percent) and ie faitaga (down 4.1 percent).

#### Recreation & Culture Index

The Recreation & Culture index decreased by 11.2 percent, reflecting lower prices for laptops (down 27.3 percent), televisions (down 5.2 percent), and weedkiller (down 14.3 percent).

#### Housing, Water, Electricity, Gas & other Fuels Index

The Housing, Water, Electricity, Gas & Other Fuels index declined by 0.1 percent, driven by lower prices for paints (down 5.6 percent) and cement (down 7.1 percent).

#### Furnishings, Household Equipment & Maintenance Index

The Furnishings, Household Equipment & Maintenance index decreased by 1.5 percent, mainly driven by lower prices for washing powder (down 12.6 percent), single mattresses (down 1.1 percent), and refrigerators (down 2.2 percent).

#### Communication and Education 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).

#### Transport and Alcoholic Beverages, Tobacco and Narcotics Indices

The Transport index increased by 4.3 percent, reflecting higher prices for petrol (up 1.6 percent), return boat fare tickets to Pago Pago (up 28.6 percent) and airfare to Auckland (up 15.8 percent), as well as higher car registration fees (up 25.0 percent).

The Alcoholic Beverages & Tobacco index increased by 4.9 percent, largely due to higher prices for Pall Mall cigarettes (up 9.6 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

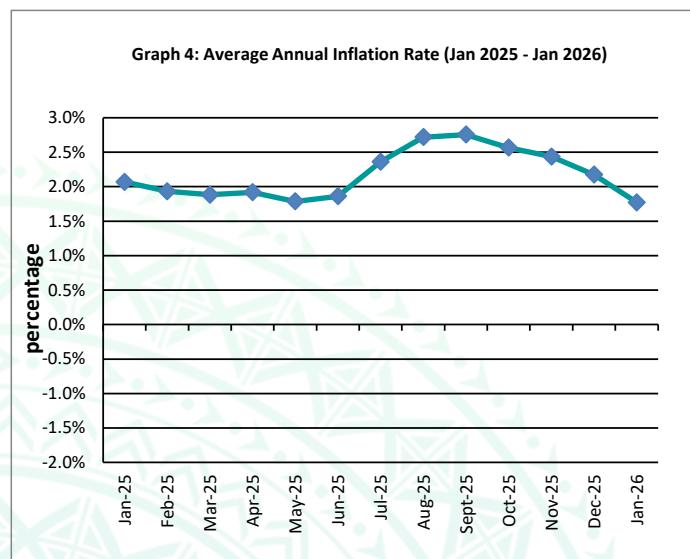
The All Items Underlying Index decreased by 3.5 percent in January 2026 compared with January 2025 and declined by 0.4 percent compared with December 2025. The Imported Items Underlying Index fell by 5.5 percent, while the Local Items Underlying Index increased by 1.6 percent.

## Annual Inflation Rate

The average annual inflation rate for the year ending January 2026 was 1.8 percent. In contrast, the inflation rate for the twelve months ending January 2025 was 2.1 percent.

Graph 4 presents the average annual inflation rates from January 2025 to January 2026.

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.

<sup>1/</sup> **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.

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## FUA FA'ATATAU O TAU O OLOA MA AUAUNAGA IANUARI 2026

### ILOILOGA TAU O LE MASINA:

Ianuari 2026 faatusa ia

Ianuari 2025:

❖ *O Fua Faatatau o Tau o Oloa ma Auaunaga na paū i le 2.0%*

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

✓ *Meaai ma Vaiinu (6.6%)*

✓ *Faafiafiaga & Aganuu (11.2%)*

❖ *O Fua faatatau o Oloa ma Auaunaga na paū i le 0.8% mai ia Tesema 2025.*

❖ *O le fesuiaiga o Tau o Oloa ma Auaunaga i le tausaga na si'iitia i le 1.8%.*

Tuuina atu i le aso:  
10 Fepuari, 2026

O le ripoti mo le Fua Faatatau o Oloa ma Auaunaga e soso ai, o le a tuuina atu i le aso 13 Mati, 2026

### AOTELEGA

O le Fuafa'atatau o Tau o Oloa ma Auaunaga mo le masina o Ianuari 2026 na paū i le 2.0 pasene pe a fa'atusa ia Ianuari 2025.

A fa'atusa ia Tesema 2025, o le fuafa'atatau o tau o oloa ma auaunaga na paū foi i le 0.8 pasene.

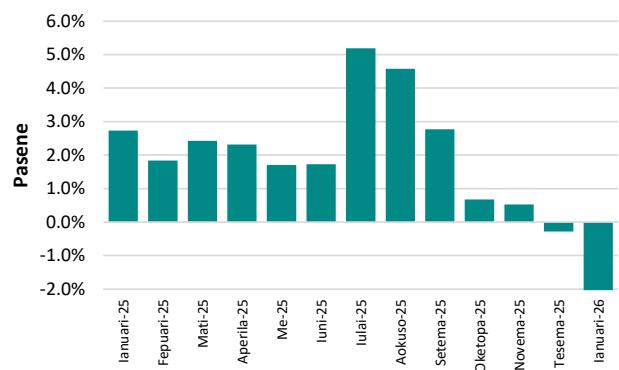
O le vaega o Meaai ma Vaiinu, faapea ma Faafiafiaga & Aganuu na telē lo latou sao i le paū ai o le pasene o le fua faatatau o oloa ma auaunaga ia Ianuari 2026. E mafua mai i le paū o tau o vaemoa, suka, masini komepiuta faapea ma televis.

O 'oloa auina mai fafo ua fa'amauina le paū i le 4.3 pasene e mafua mai i le maualalo o tau na fa'amauina mo nisi o meaa'i, TV, ma masini komepiuta.

O 'oloa gaosi ma auaunaga i totonu o le atunu sa siitia i le 0.4 pasene pea faatusa atu ia Ianuari 2025. E mafua mai lea siitaga ona o tau na faamauina mo kofe a le CCK, ava samoia ma tamato.

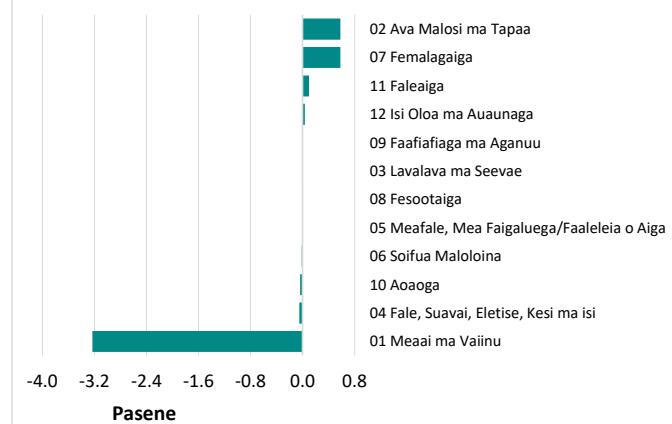
O le Kalafi 1 o lo'o fa'aali atu ai suiga o tau o oloa ma auaunaga mai ia Ianuari 2026 se'iia oo mai ia Ianuari 2025.

Kalafi 1: Suiga o Fuafaatatau o Tau o Oloa ma Auaunaga (Ianuari 2025 - Ianuari 2026)



O le Kalafi 2, o le sao o Vaega taitasi i le siitia ai o Fua faatatau o Oloa ma Auaunaga ia Ianuari 2026.

Kalafi 2: Sao o Vaega taitasi i suiga i le Fuafaatatau o Tau o Oloa ma Auaunaga Ianuari 2026



O Femalagaiga, Ava Malosi ma Tapaa ma Faleaiga sa maitauina le siitia o tau ia Ianuari 2026.

O le vaega o Isi Oloa ma auaunaga, Soifua maloloina, Aoaoaga ma Fesootaiga e le'i tele se siitaga o tau i le masina o Ianuari 2026.

Ao le itu tau Meafale, Faafiafiaga ma Aganuu, Meaai ma Vai inu, sa paū o latou tau faatusa ia Ianuari 2026.