



LOCAL MARKET SURVEY OCTOBER 2025

MONTHLY HIGHLIGHTS:

October 2025 compared to
September 2025

❖ **Overall Volume increased by 21%.**

- Breadfruit (up 196%)
- Taro (up 60%)
- Ta'amu (up 45%)
- Banana (up 35%)
- Cucumber (up 25%)
- Pumpkin (up 24%)

❖ **Overall Price decreased by 11%.**

- Ta'amu (down 33%)
- Yam (down 19%)
- Head Cabbage (down 16%)
- Tomatoes (down 13%)
- Taro (down 13%)

❖ **Value of Supplies up 11 percent to \$143,400.**

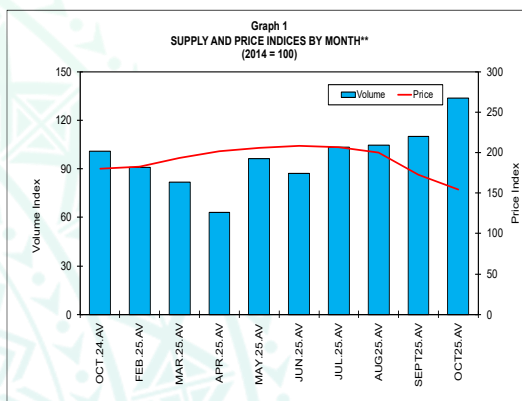
❖ **Total number of sellers increased to 343.**

Date of release:
21st November 2025

The next Local Market
Report will be released on the
19th December 2025

OVERVIEW

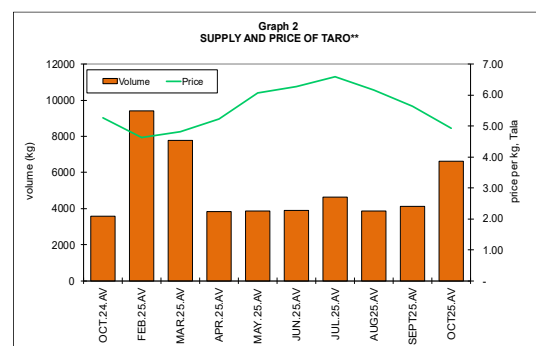
The monthly survey of Agricultural food supplies at the local markets by the Samoa Bureau of Statistics in October 2025 showed that the overall volume increased by 21 percent compared to September 2025. This was primarily due to increased supplies of most agricultural produce, except for coconut, yams, tomatoes, and Chinese cabbage. Compared to October 2024, the total volume rose by 32 percent.



The overall price index declined by 11 percent from the previous month, with a significant drop in prices for agricultural produce such as taro, ta'amu, yam, and most vegetables except for Chinese cabbage. The overall price level fell by 14 percent compared to October 2024.

TARO

In October 2025, the supply of taro to local markets increased by 60% to 6,616 kilograms, while the average price fell by 13% to \$4.93 per kilogram compared to the previous month. Relative to the same month last year, supply increased by 84%, while the average price fell by 7%. (Refer to Graph 2 and Tables 1 & 2).

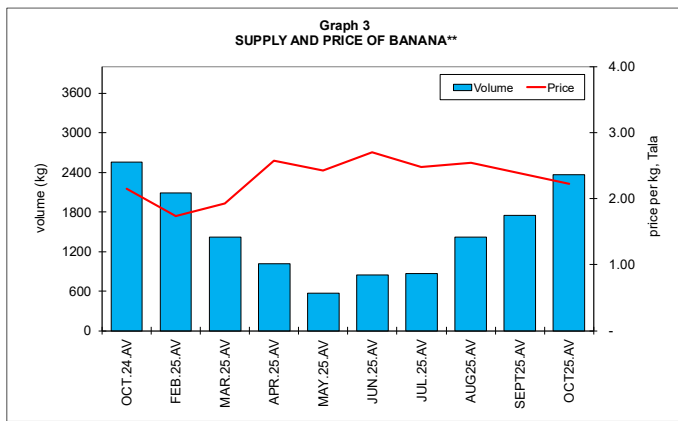


On an annual basis, taro supply decreased by 17%, while its average price increased by 19% compared to the year ending October 2024.

BANANA

Banana supply increased by 35% in October 2025, while the average price declined by 7% from the previous month. Compared to October 2024, supply decreased by 8%, whereas the average price rose by 3%. (Refer to Graph 3 and Tables 1 & 2).

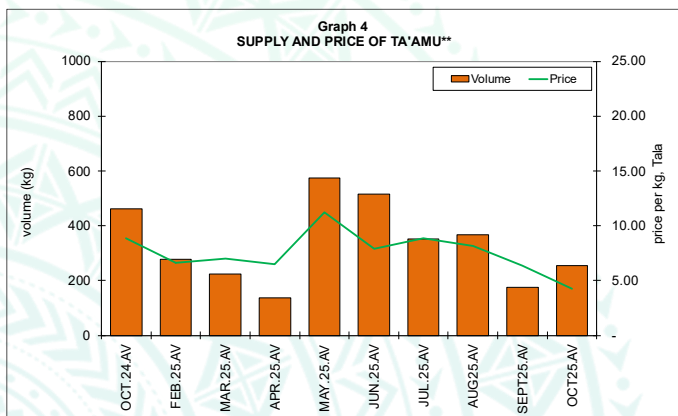




Annually, banana supply declined by 15%, while the average price rose by 20% compared to the year ending October 2024.

TA'AMU

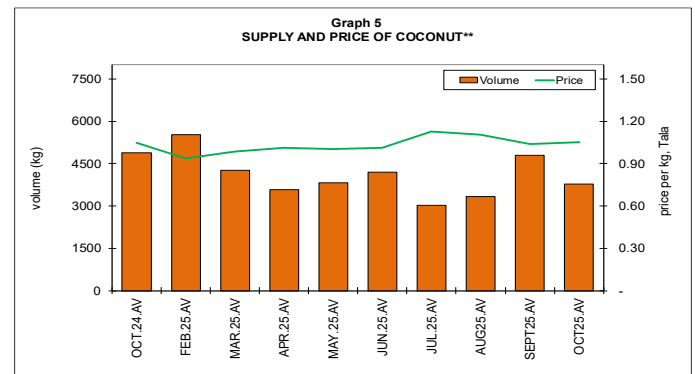
In October 2025, ta'amu supply totaled 256 kilograms, representing a 45% increase from September 2025, while the average price decreased by 33% to \$4.26 per kilogram. Compared to October 2024, supply dropped by 45%, while the average price decreased by 52%. (Refer to Graph 4 and Tables 1 & 2).



Over the year ending October 2025, overall ta'amu supply decreased by 5% compared to the previous year, while the average price decreased by 11%.

COCONUT

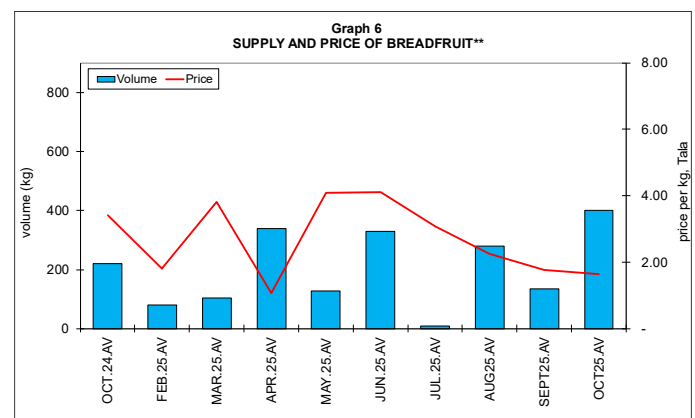
In October 2025, coconut supply stood at 3,784 kilograms, representing a 21% decrease from September 2025. Over the same period, the average price rose slightly by 1%, to \$1.05 per kilogram. However, when compared with October 2024, supply declined by 22%, while the average price remained unchanged. (Refer to Graph 5 and Tables 1 & 2)



On an annual basis, coconut supply declined by 23%, while the average price rose by 6%.

BREADFRUIT

The supply of breadfruit increased significantly by 196% to 400 kilograms in October 2025 compared to the previous month, while the average price fell by 7%. Compared to October 2024, supply rose by 82%, whereas the average price dropped by 52%. (Refer to Graph 6 and Tables 1 & 2).

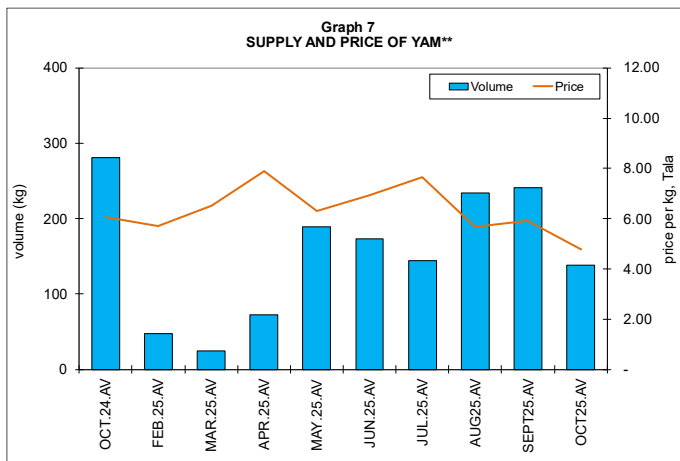


A comparison of the years ending October 2024 and October 2025 shows that breadfruit supply decreased by 8%, while the average price increased by 11%.

YAM

In October 2025, the supply of yams totaled 139 kilograms, representing a 42% decrease from the previous month, while the average price fell by 19% to \$4.78 per kilogram. Compared to October 2024, supply declined by 51%, whereas the average price decreased by 21%. (Refer to Graph 7 and Tables 1 & 2).

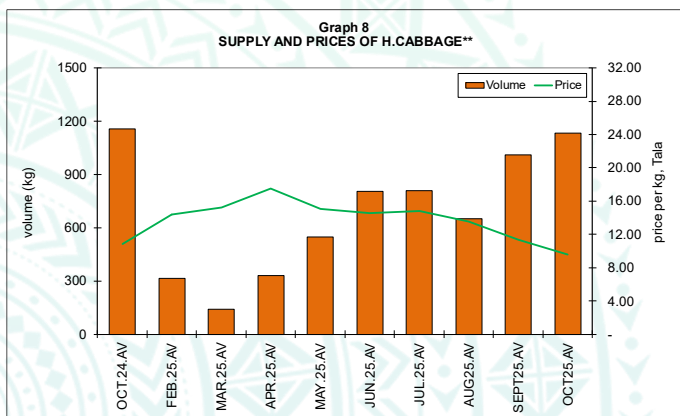




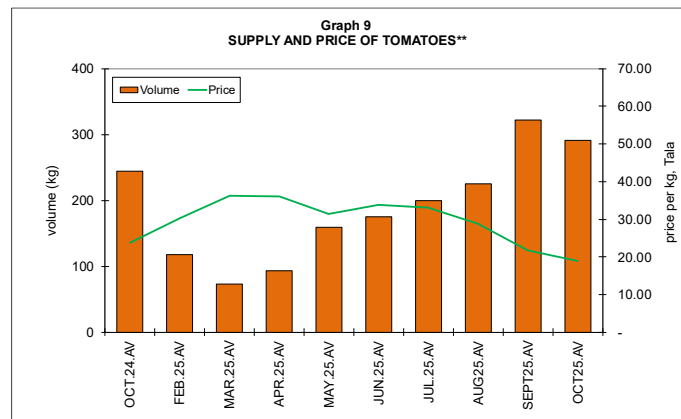
When comparing the year ending October 2024 with October 2025, the supply of yams declined by 14%, while the average price increased by 4%.

VEGETABLE PRODUCE

In October 2025, the overall supply of vegetables to local markets increased, except for Chinese cabbage and tomato, which fell by 34% and 10% respectively, compared to the previous month. Cucumber recorded an increase (25%), followed by pumpkin (24%) and head cabbage (12%). (Refer to Graphs 9 & 12 and Tables 1 & 2).

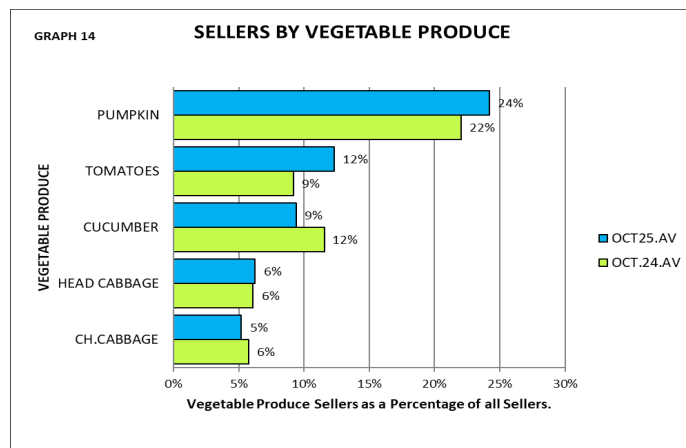
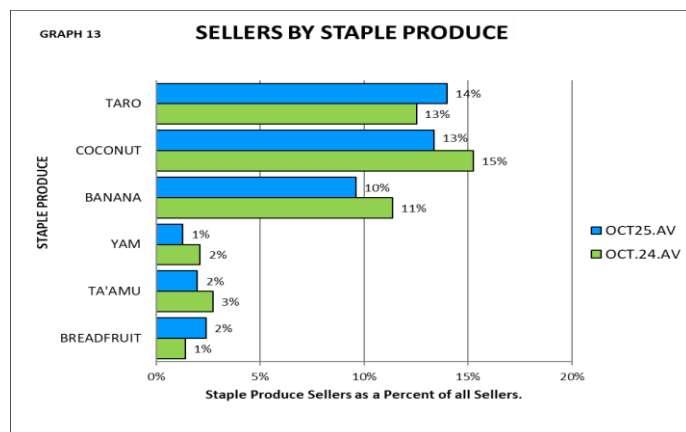


Head cabbage experienced the greatest average price decrease, falling by 16%, followed by tomatoes (13%), pumpkins (12%), and cucumbers (2%). In contrast, the average price of Chinese cabbage rose by 7%.



SELLERS

The average number of sellers in October 2025 was 343, remained unchanged from September 2025 and a 21% increase from the same month last year. (Refer to Graphs 13 and 14 and Table 6).



In October 2025, vegetable produce vendors dominated the markets, accounting for 57% of all local market sellers. This was a decrease from 61% in the previous month but an increase from 55% in the same month of the previous year. Staple food vendors accounted for 43%, up from 39% in the



previous month but down from 45% in the same month last year.

VALUE OF SUPPLIES

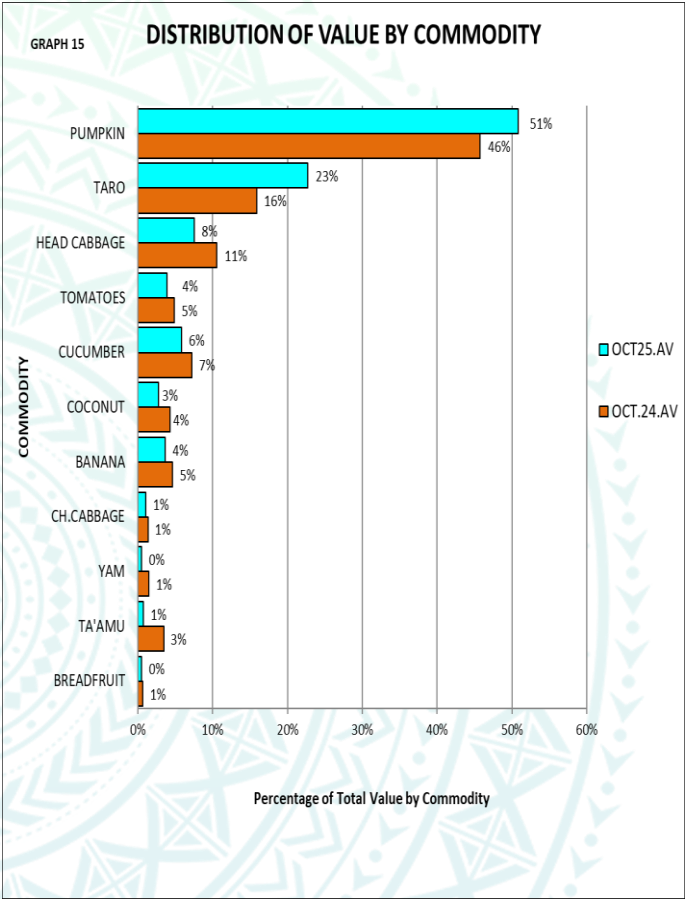
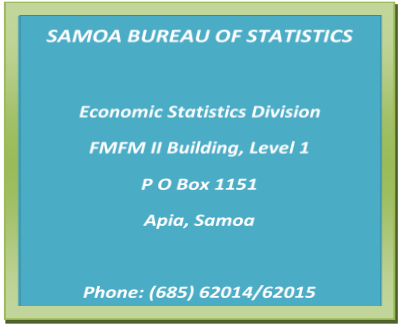
In October 2025, the average value of produce supplied to local markets was \$143,400, a 11% increase from the previous month and 20% higher than in October 2024. Pumpkin remained the largest contributor, accounting for 51% of total value, up from 46% in the same month last year but down from 52% the previous month. Taro accounted for 23%, up from 18% in September 2025 and from 16% recorded in October 2024. Head cabbage accounted for 8% of total value, fell from 9% in the previous month and from 11% in the same month last year. In the month under review, cucumber contributed 6% of the value of supplies. Following closely behind were banana and tomatoes, both contributing 4%, with coconut coming in at 3%. Chinese cabbage and Taamu each contributed 1%, with breadfruit and yam accounting for the least. (Refer to Graph 15 and Table 3).

Technical Notes

The Local Market Survey measures the price and volume of selected agricultural produce from the Local Markets at **Fugalei, Taufusi, Vaitele, Lotopa, Ululoloa, Afega, Saleimoa, Vaoala, Moata’a, Faatoia and Salelologa** every month. Prices for selected produce are taken from the Consumer Price Index.

The data presented reflects the average availability and prices of the selected produce. The survey is conducted every Thursday for rural markets on Upolu and Savaii, and every Friday for urban markets on Upolu during the referenced months.

The weights for the selected produce were revised using 2014 as the base period, with these adjustments incorporated starting from the June 2016 report.





SU'ESU'EGA O MAKETI FA'ALOTOIFALE OKETOPA 2025

ILOILOGA TAUA O LE MASINA:

Oketopa 2025 faatusa ia Setema 2025

Si'itia i le 21% le aofa'iga o fua o faatoaga.

- Ulu (siitia 196%)
- Talo (siitia 60%)
- Ta'amu (siitia 45%)
- Fa'i (siitia 35%)
- Kukama (siitia 25%)
- Maukeni (siitia 24%)

❖ E 11% ua faaitiitia ai le tau aofai o fua o fa'atoaga.

- Taamu (paū 33%)
- Ufi (paū 21%)
- Kapisi Lapotopoto (paū 16%)
- Talo (paū 13%)
- Tamato (paū 13%)

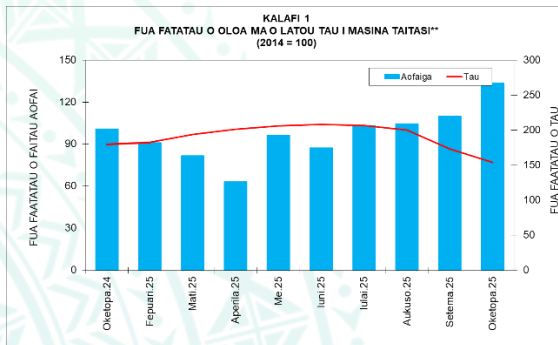
❖ E 11% ua siitia ai le tau aofai o fua o fa'atoaga i le \$143,400

❖ E 343 le aofai o tagata na faatauina atu fua o faatoaga i maketi.

Tuina atu i le aso:
21 Novema 2025

AOTELEGA

O su'esu'ega faalēmasina o loo faatautaia e le Ofisa o Fuainumera Faamauina mo fua o fa'atoaga mo maketi fa'alotoifale i le masina o Oketopa 2025, na siitia ai i le 21 pasene le faitau aofai o fua o faatoaga pe a fa'atusa ia Setema 2025. O lenei siitaga, na faamauina i le tele o fua o faatoaga na auina atu i maketi, vagana ai popo, ufi, tamato ma kapisi Saina. E 32 pasene ua siitia ai fua o faatoaga i le maketi pe a faatusa ia Oketopa 2024. (Kalafi 1 ma le Pusa 4 & 5)

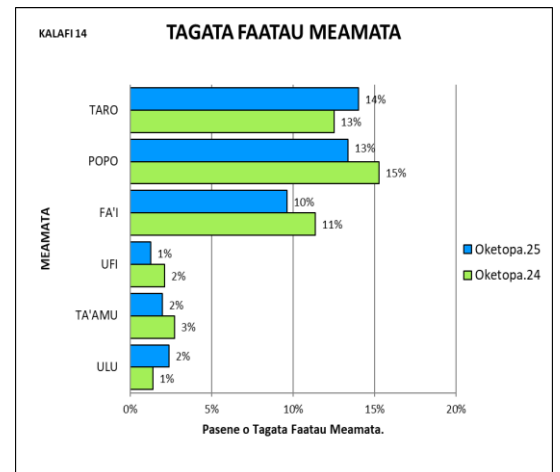


O le aotelega o tau o fua o fa'atoaga na pa'ū i le 11 pasene pe a fa'atusa i le masina o Setema 2025. O talo, ta'amu, ufi, ma le tele o fualaauaina faisua na faamauina le paū mauualalo o latou tau. Na paū le tau o oloa i le 14 pasene pe a faatusa ia Oketopa 2024.

TAU AOFA'I O FUA O FAATOAGA

O le tau aofai o fua o fa'atoaga sa faatauina i maketi ia Setema 2025 e \$143,400, ua siitia ai i le 11 pasene mai ia Oketopa 2025 ma le 20% pe a faatusa ia Oketopa 2024.

E 343 le aofa'iga o tagata na fa'atauina atu fua o fa'atoaga i maketi i aso na faatautaia ai lenei suesuega ia Oketopa 2025. E leai se suiga pe a faatusa ia Setema 2025 ma le 21 pasene na siitia ai pe a faatusa ia Oketopa i le tausaga talu ai. (Kalafi 13 & 14 ma le Pusa 6).



E 43 pasene le faitau aofai o tagata faatau meamata, ae 57 pasene le aofai o tagata faatau fualaau'aina i le masina o Oketopa 2025.

