



LOCAL MARKET SURVEY NOVEMBER 2025

MONTHLY HIGHLIGHTS:

November 2025 compared to October 2025

❖ **Overall Volume increased by 3%.**

- Banana (up 11%)
- Taro (up 10%)
- Pumpkin (up 9%)
- Yam (up 7%)
- Cucumber (up 6%)

❖ **Overall Price increased by 1%.**

- Head Cabbage (up 12%)
- Yam (up 9%)
- Ch. Cabbage (up 6%)
- Cucumber (up 3%)
- Taro (up 2%)
- Pumpkin (up 1%)

❖ **Value of Supplies up 5 percent to \$151,000.**

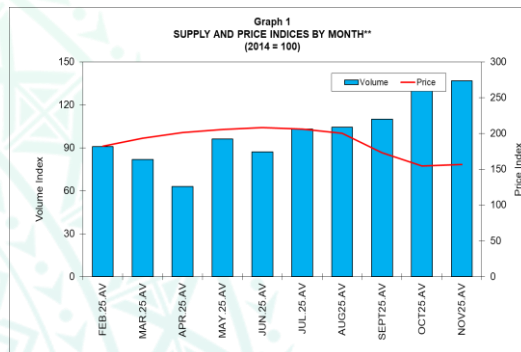
❖ **Total number of sellers decreased by 10 percent to 307.**

Date of release:
24th December 2025

The next Local Market Report will be released on the 21st January 2026

OVERVIEW

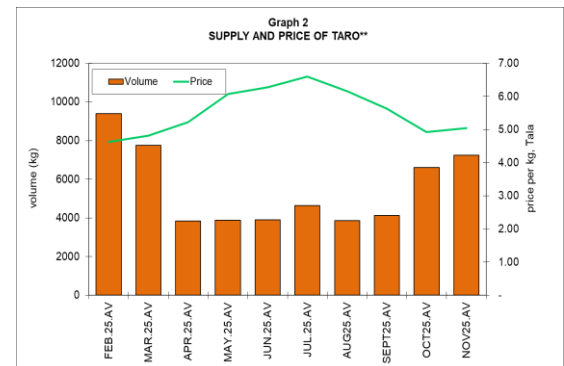
The monthly survey of Agricultural food supplies at the local markets by the Samoa Bureau of Statistics in November 2025 showed that the overall volume increased by 3 percent compared to October 2025. This was primarily due to increased supplies of banana, taro, pumpkins, yams and cucumbers, except for breadfruit, head cabbage, taamu, tomatoes, coconuts, and Chinese cabbage. Compared to November 2024, the total volume rose by 59 percent.



The overall price index increased by 1 percent from the previous month, with notable price rises recorded in agricultural produce such as head cabbage, yams, Chinese cabbage, cucumber, taro, and pumpkin. However, compared to November 2024, the overall price level dropped by 4%.

TARO

In November 2025, the supply of taro to local markets increased by 10% to 7,240 kilograms, while the average price rose by 2% to \$5.05 per kilogram compared to the previous month. Relative to the same month last year, supply increased by 126%, while the average price fell by 10%. (Refer to Graph 2 and Tables 1 & 2).

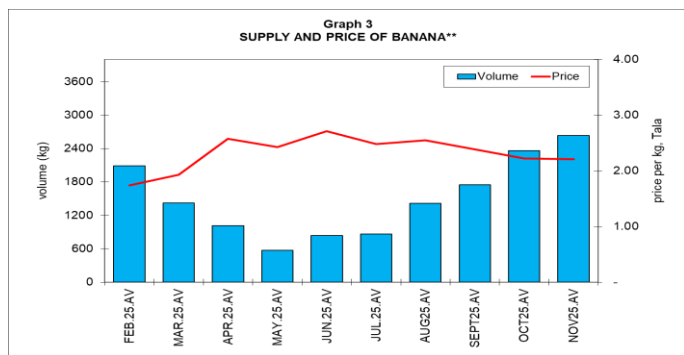


On an annual basis, taro supply decreased by 11%, while its average price increased by 18% compared to the year ending November 2024.

BANANA

Banana supply increased by 11% in November 2025, while the average price declined by 1% from the previous month. Compared to November 2024, supply increased by 50%, whereas the average price fell by 1%. (Refer to Graph 3 and Tables 1 & 2).

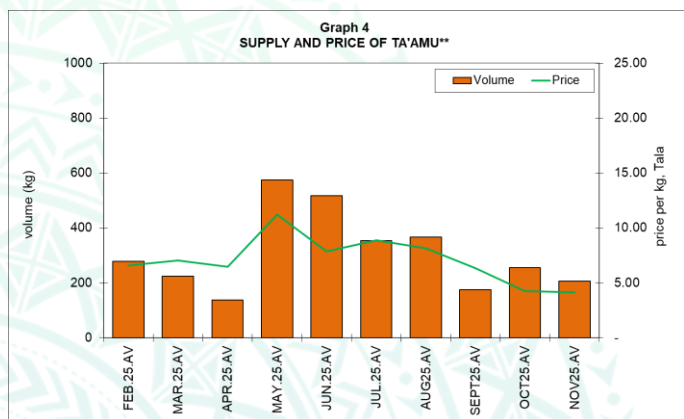




Annually, banana supply declined by 7%, while the average price rose by 18% compared to the year ending November 2024.

TA'AMU

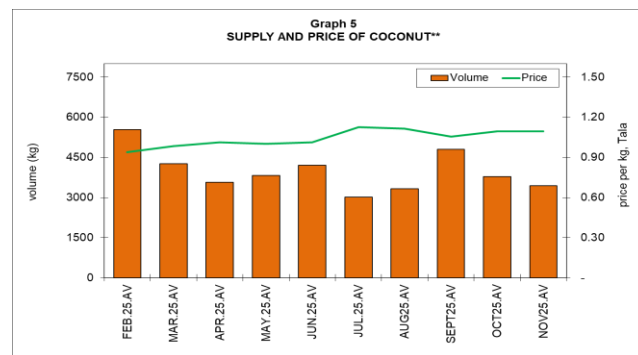
In November 2025, ta'amu supply totaled 207 kilograms, representing a 19% decrease from October 2025, while the average price decreased by 3% to \$4.12 per kilogram. Compared to November 2024, supply dropped by 61%, while the average price decreased by 37%. (Refer to Graph 4 and Tables 1 & 2).



Over the year ending November 2024, overall ta'amu supply decreased by 21% compared to the previous year, while the average price decreased by 5%.

COCONUT

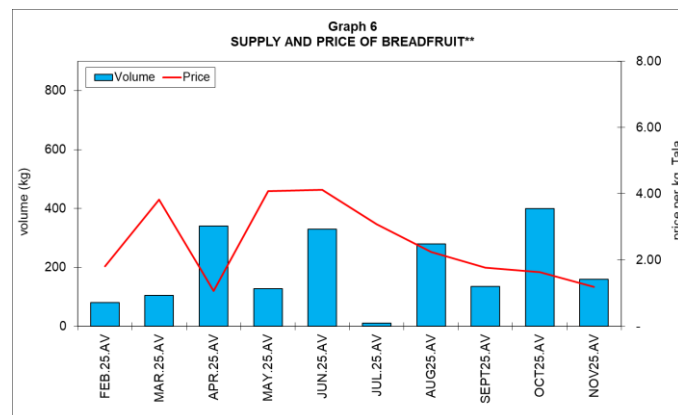
In November 2025, coconut supply fell to 3,438 kilograms, representing a 9% decrease from October 2025. Over the same period, the average price remained unchanged at \$1.05 per kilogram. However, when compared with November 2024, supply declined by 22%, while the average price increased by 18%. (Refer to Graph 5 and Tables 1 & 2)



On an annual basis, coconut supply declined by 24%, while the average price rose by 9%.

BREADFRUIT

The supply of breadfruit decreased by 60% to 160 kilograms in November 2025 compared to the previous month, while the average price fell by 28%. Compared to November 2024, supply rose by 88%, whereas the average price dropped by 67%. (Refer to Graph 6 and Tables 1 & 2).

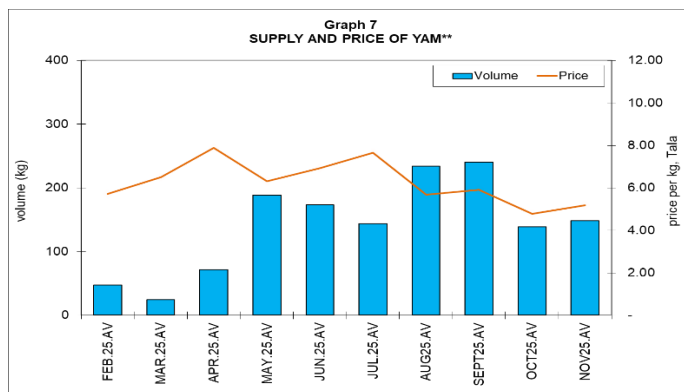


A comparison of the years ending November 2024 and November 2025 shows that breadfruit supply remained the same, while the average price decreased by 2%.

YAM

In November 2025, the supply of yams totaled 149 kilograms, representing a 7% increase from the previous month, while the average price rose by 9% to \$5.19 per kilogram. Compared to November 2024, supply declined by 33%, whereas the average price decreased by 39%. (Refer to Graph 7 and Tables 1 & 2).

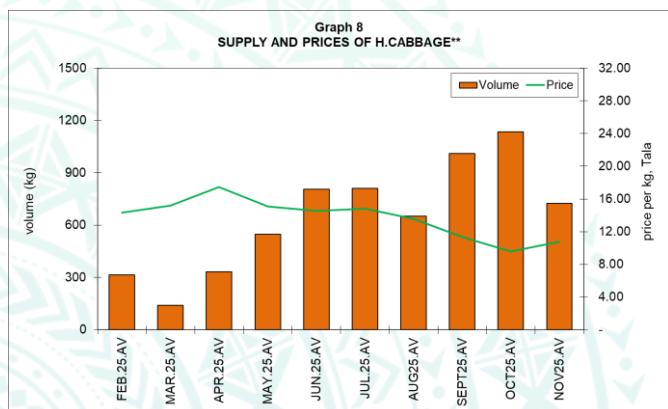




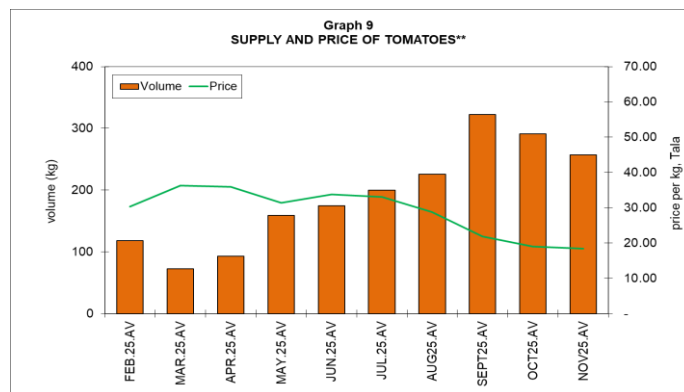
When comparing the year ending November 2024 with November 2025, the supply of yams declined by 17%, while the average price decreased by 4%.

VEGETABLE PRODUCE

In November 2025, the overall supply of vegetables to local markets decreased, except for cucumber and pumpkin, which rose by 6% and 9% respectively, compared to the previous month. Head cabbage recorded a 36% decrease, followed by tomatoes (12%) and Chinese cabbage (8%). (Refer to Graphs 9 & 12 and Tables 1 & 2).

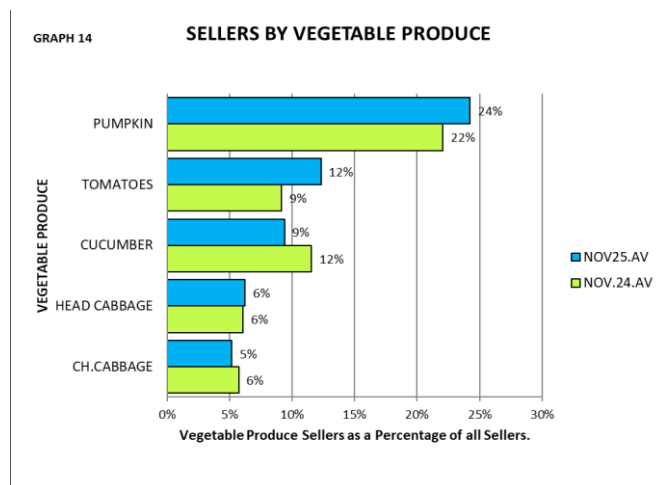
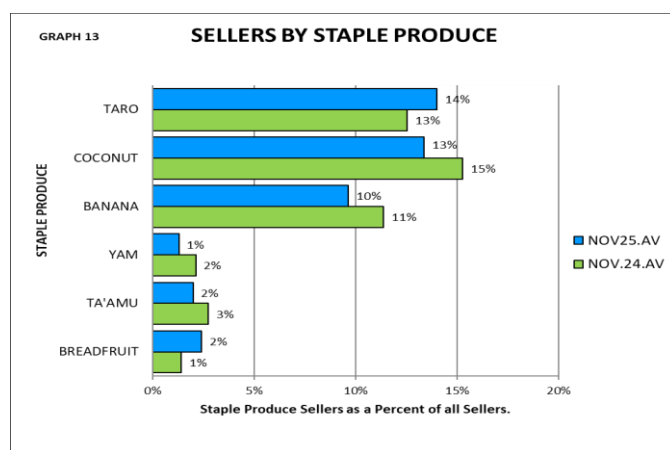


Head cabbage average prices rose 12% to \$10.74 per kilogram, while Chinese cabbage average prices increased 6%. The average price of cucumber rose by 3%, whereas pumpkin rose by 1%. Tomato average prices fell 3% to \$18.42 per kilogram.



SELLERS

The average number of sellers in November 2025 was 307, representing a 10% decrease from October 2025 and a 12% increase from the same month last year. (Refer to Graphs 13 and 14 and Table 6).



In November 2025, vegetable produce vendors dominated the markets, accounting for 57% of all local market sellers. It remained unchanged when compared to the previous month, but decreased from 59% in the same month of the previous year. Staple food vendors accounted for 43%, also unchanged from the the previous month, but up from 41% in the same month last year.



VALUE OF SUPPLIES

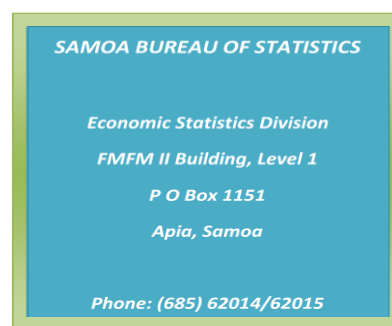
In November 2025, the average value of produce supplied to local markets was \$151,000, a 5% increase from the previous month and 56% higher than in November 2024. Pumpkin recorded a 53% increase compared to the previous month and was the leading contributor, accounting for 53% of the total value, up from 42% in the same month last year. Taro accounted for 24%, up from 23% in October 2025 and higher than 19% recorded in November 2024. Cucumber accounted for 6% of total value, remained unchanged from the previous month but declined by 9% when compared to the same month last year. Head cabbage and banana contributed 5% and 4%, respectively, followed by tomato at 3%. Coconut accounted for 2%, while ta'amu, yam, and Chinese cabbage each contributed 1%. Breadfruit contributed a smaller share in the month under review. (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, Saleimoo, 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 NOVEMA 2025

ILOILOGA TAUA O LE MASINA:

Novema 2025 faatusa ia Oketopa 2025

❖ Si'itia i le 3% le aofa'iga o fua o faatoaga.

- Fa'i (siitia 11%)
- Talo (siitia 10%)
- Maukeni (siitia 9%)
- Ufi (siitia 7%)
- Kukama (siitia 6%)

❖ E 1% ua siitia ai le tau aofai o fua o fa'atoaga.

- Kapisi Lapotopoto (sii 12%)
- Ufi (sii 9%)
- Kapisi Saina (sii 6%)
- Kukama (sii 3%)
- Talo (sii 2%)
- Maukeni (sii 1%)

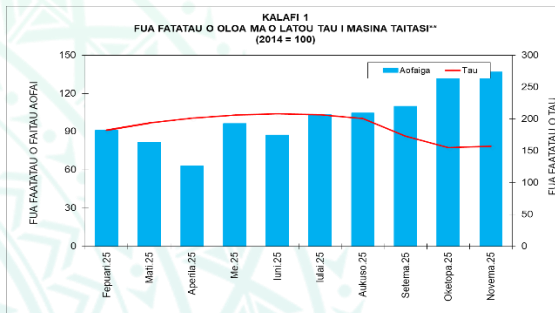
❖ E 5% ua siitia ai le tau aofai o fua o fa'atoaga i le \$151,000

❖ E 307 le aofai o tagata na faatauina atu fua o faatoaga i maketi.

Tuaina atu i le aso:
24 Tesema 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 Novema 2025, na siitia ai i le 3 pasene le faitau aofai o fua o faatoaga pe a fa'atusa ia Oketopa 2025. O lenei siitaga, na faamauina i le tele o fua o faatoaga na auina atu i maketi, vagana ai le ulu, kapisi lapotopoto, ta'amu, popo ma kapisi Saina. E 59 pasene ua siitia ai fua o faatoaga i le maketi pe a faatusa ia Novema 2024. (Kalafi 1 ma le Pusa 4 & 5)

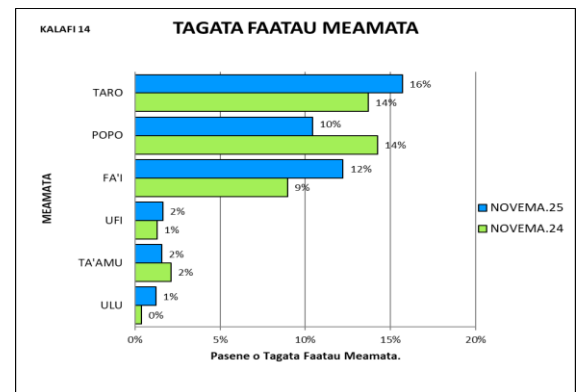


O le aotelega o tau o fua o fa'atoaga na siitia i le 1 pasene pe a fa'atusa i le masina o Oketopa 2025. O kapisi lapotopoto, ufi, ma le tele o fualaauaina faisua na faamauina le siitia o latou tau. Na pa'ū le tau o oloa i le 4 pasene pe a faatusa ia Novema 2024.

TAU AOFA'I O FUA O FAATOAGA

O le tau aofai o fua o fa'atoaga sa faatauina i maketi ia Novema 2025 e \$151,000, ua siitia ai i le 5 pasene mai ia Oketopa 2025 ma le 56% pe a faatusa ia Novema 2024.

E 307 le aofa'iga o tagata na fa'atauina atu fua o fa'atoaga i maketi i aso na faatautaia ai lenei suesuega ia Novema 2025. E leai se suiga pe a faatusa ia Oketopa 2025 ma le 59 pasene na siitia ai pe a faatusa ia Novema 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 Novema 2025.

