



LOCAL MARKET SURVEY DECEMBER 2025

MONTHLY HIGHLIGHTS:

December 2025 compared to November 2025

❖ Overall Volume decreased by 21%.

- Taro (down 73%)
- Banana (down 38%)
- Head cabbage (down 35%)
- Cucumber (down 30%)

❖ Overall Price increased by 10%.

- Breadfruit (up 110%)
- Ta'amu (up 61%)
- Yam (up 22%)

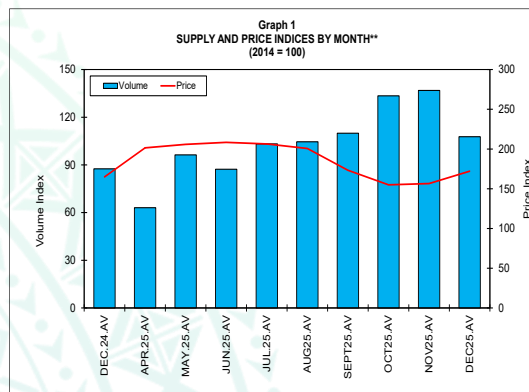
❖ Value of Supplies declined 20 percent to \$120,700.

❖ Total number of sellers revealed no change.

Date of release:
28th January 2026

The next Local Market
Report will be released on the
28th February 2026

The monthly survey of agricultural food supplies at local markets conducted by the Samoa Bureau of Statistics in December 2025 showed that the overall volume declined by 21 percent compared with November 2025. This decline was mainly due to reduced supplies of most agricultural produce, except for coconuts and breadfruit. However, when compared with December 2024, the total volume increased by 23 percent.

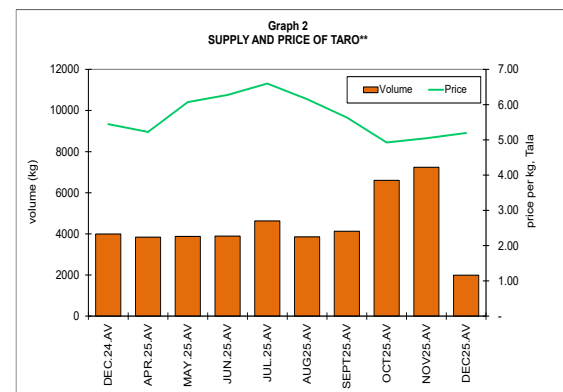


The overall price index increased by 10 percent from the previous month. Higher prices were recorded for the majority of agricultural produce, with the exception of bananas. In comparison with December 2024, the overall price level increased by 4 percent.

TARO

In December 2025, the supply of taro to local markets decreased by 73 percent, reaching

1,989 kilograms, while the average price increased by 3 percent to \$5.20 per kilogram compared with the previous month. Compared with the same month in 2024, supply declined by 50 percent, while the average price fell by 5 percent. (Refer to Graph 2 and Tables 1 & 2).

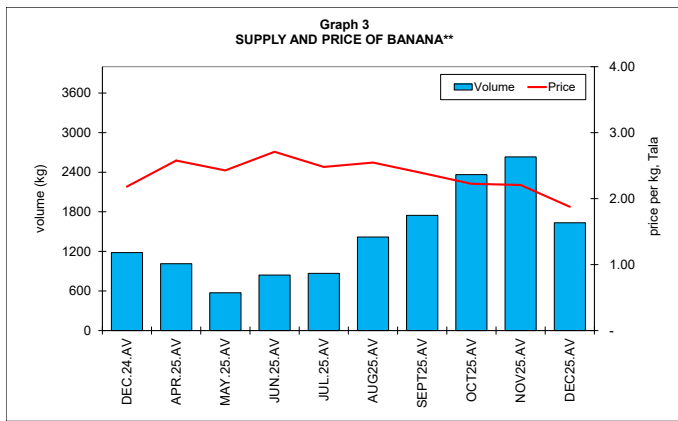


On an annual basis, the supply of taro decreased by 10 percent, while its average price increased by 16 percent compared with the year ending December 2024.

BANANA

In December 2025, the supply of bananas decreased by 38 percent, while the average price declined by 15 percent compared with the previous month. Compared with December 2024, supply increased by 38 percent, whereas the average price fell by 14 percent. (Refer to Graph 3 and Tables 1 & 2).

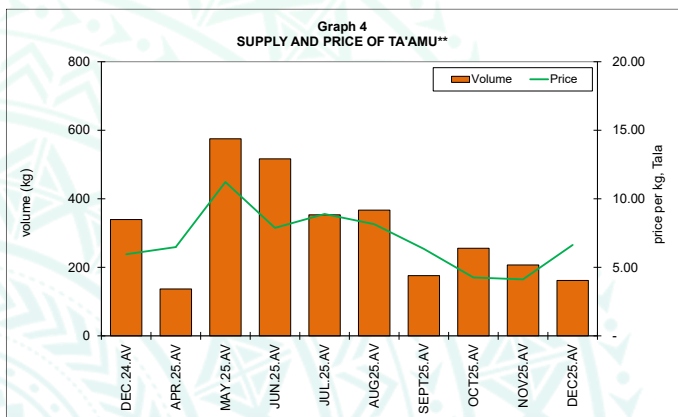




On an annual basis, the supply of bananas declined by 1 percent, while the average price increased by 15 percent compared with the year ending December 2024.

TA'AMU

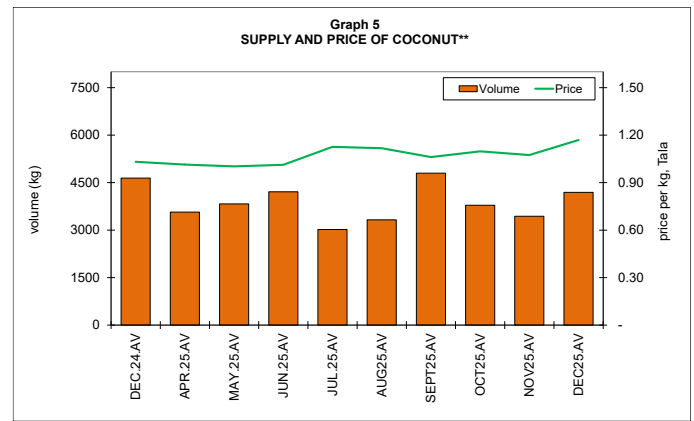
In December 2025, the supply of ta'amu totaled 162 kilograms, representing a 22 percent decrease compared with November 2025, while the average price increased by 61 percent to \$6.63 per kilogram. Compared with December 2024, supply declined by 52 percent, while the average price increased by 11 percent. (Refer to Graph 4 and Tables 1 & 2).



Over the year ending December 2025, the overall supply of ta'amu decreased by 29 percent compared with the previous year, while the average price increased by 3 percent.

COCONUT

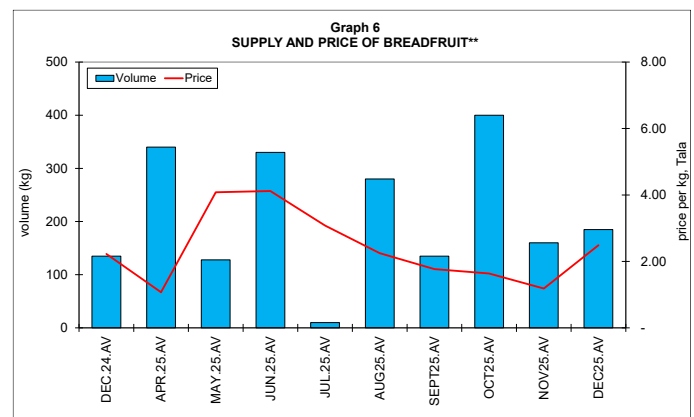
In December 2025, coconut supply increased to 4,193 kilograms, representing a 22 percent rise compared with November 2025. Over the same period, the average price increased to \$1.17 per kilogram. However, compared with December 2024, supply declined by 10 percent, while the average price rose by 13 percent. (Refer to Graph 5 and Tables 1 & 2)



On an annual basis, coconut supply declined by 25%, while the average price rose by 9%.

BREADFRUIT

The supply of breadfruit increased by 16 percent to 185 kilograms in December 2025 compared with November 2025, while the average price rose by 110 percent. Compared with December 2024, supply increased by 37 percent, whereas the average price rose by 12 percent. (Refer to Graph 6 and Tables 1 & 2).

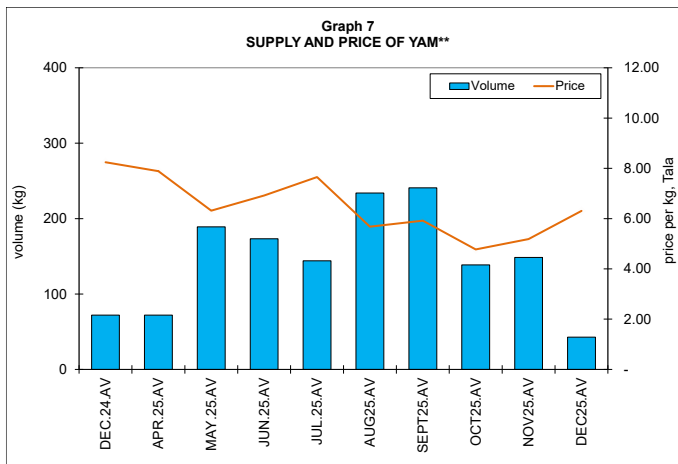


A comparison of the years ending December 2024 and December 2025 shows that breadfruit supply increased by 6 percent, while the average price rose by 1 percent.

YAM

In December 2025, yam supply totaled 43 kilograms, representing a 71 percent decrease compared with November 2025, while the average price rose by 22 percent to \$6.31 per kilogram. Compared with December 2024, supply declined by 41 percent, whereas the average price fell by 23 percent. (Refer to Graph 7 and Tables 1 & 2).

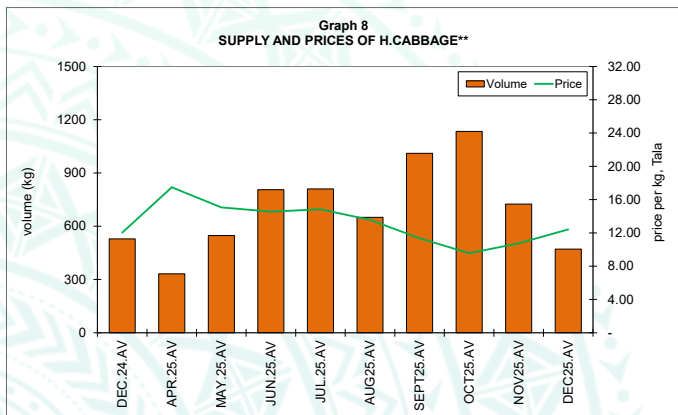




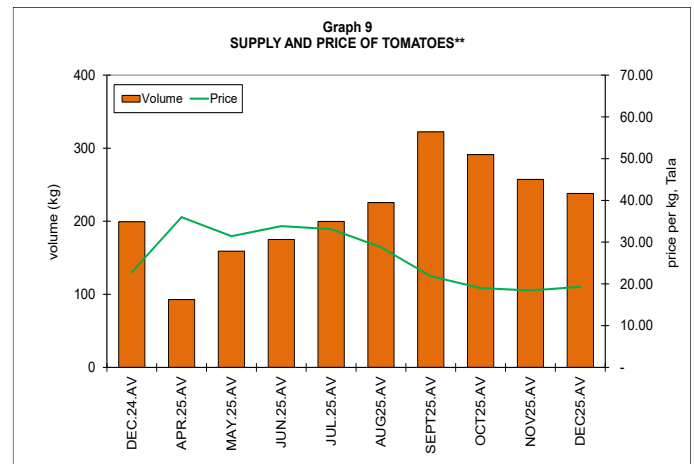
Over the year ending December 2025, yam supply decreased by 19 percent, and the average price declined by 9 percent.

VEGETABLE PRODUCE

In December 2025, the overall supply of vegetables to local markets decreased. Head cabbage recorded the largest decline at 35 percent, followed by cucumber at 30 percent and Chinese cabbage at 20 percent. Tomato and pumpkin also declined by 8 percent and 6 percent, respectively. (Refer to Graphs 9 & 12 and Tables 1 & 2).

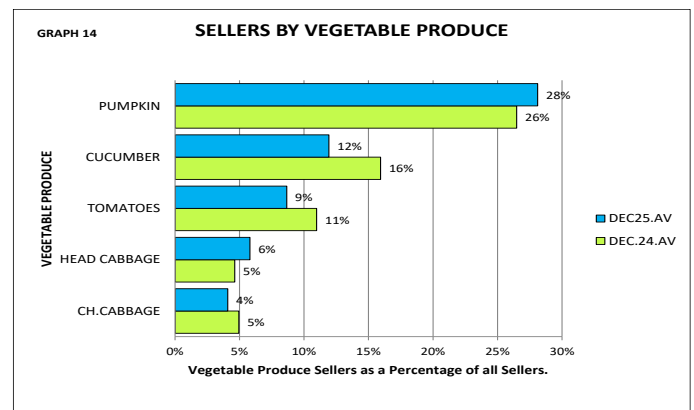
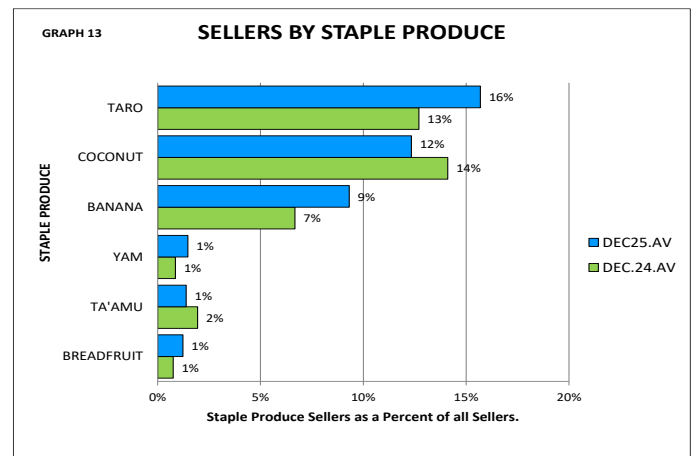


The average price of head cabbage rose by 16 percent to \$12.41 per kilogram, while Chinese cabbage prices increased by 11 percent. Pumpkin prices rose by 9 percent, and tomato prices increased by 5 percent. Cucumber prices also rose by 4 percent, reaching \$8.65 per kilogram.



SELLERS

The average number of sellers in December 2025 was 306, unchanged from November 2025 and representing a 32% increase compared to December 2024. (Refer to Graphs 13 and 14 and Table 6).



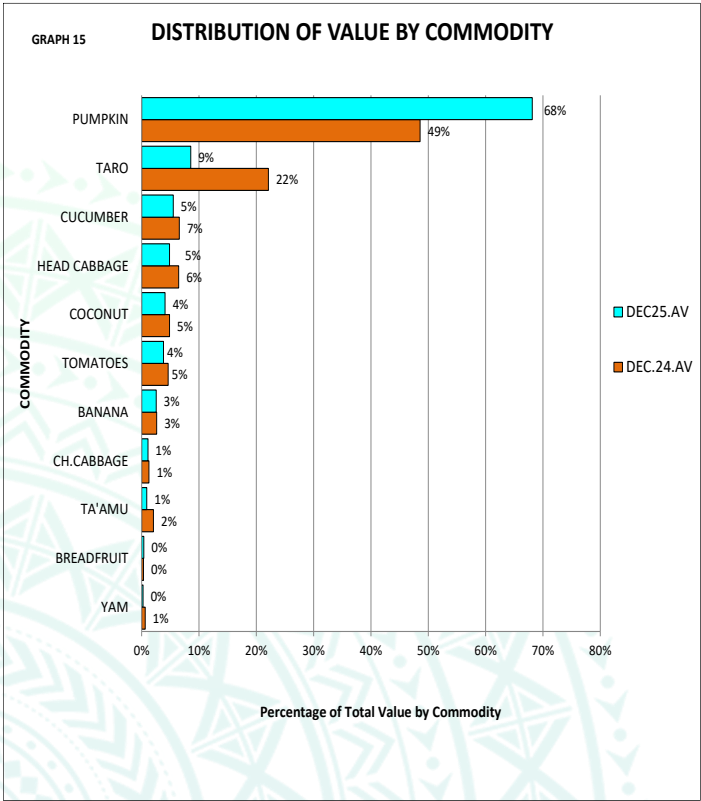
VALUE OF SUPPLIES

In December 2025, vegetable produce vendors dominated local markets, accounting for 59% of all sellers. This represented an increase from 57% in the previous month but a decrease from 63% in the same month of the previous year. Staple food vendors made up the remaining



41%, down from 43% in November but up from 37% in December of the previous year.

In December 2025, the average value of produce supplied to local markets was \$120,700, a 20% decrease from the previous month but a 23% increase from December 2024. Pumpkin was the leading contributor, accounting for 68% of the total value, up from 49% in the same month last year. Taro followed with a 9% share, down from 24% in November 2025 and 22% in December 2024. Cucumber and head cabbage each accounted for 5% of the total value. Coconut and tomato each contributed 4%, while banana accounted for 3%. Chinese cabbage and ta'amu each contributed 1%, while breadfruit and yam recorded the lowest shares during the month under review. (Refer to Graph 15 and Table 3).

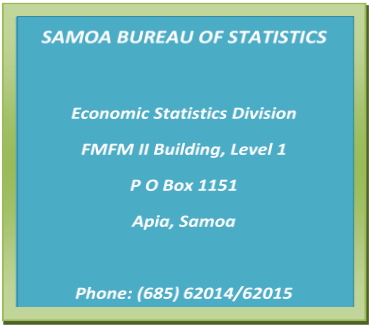


Technical Notes

The Local Market Survey measures the price and volume of selected agricultural produce from the Local Markets at **Fugalei, Taufusi, Vaitele, Lotopa, Ululoloa, Afega, 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 TESEMA 2025

ILOILOGA TAUU O LE MASINA:

Tesema 2025 faatusa ia Novema 2025

❖ **Faaitiitia i le 21% le aofa'iga o fua o faatoaga.**

- Talo (paū 73%)
- Fa'i (paū 38%)
- Kapisi Lapotopoto (paū 35%)
- Kukama (paū 30%)

❖ **E 10% na siitia ai le tau aofai o fua o fa'atoaga.**

- Ulu (sii 110%)
- Ta'amu (sii 61%)
- Ufi (sii 22%)

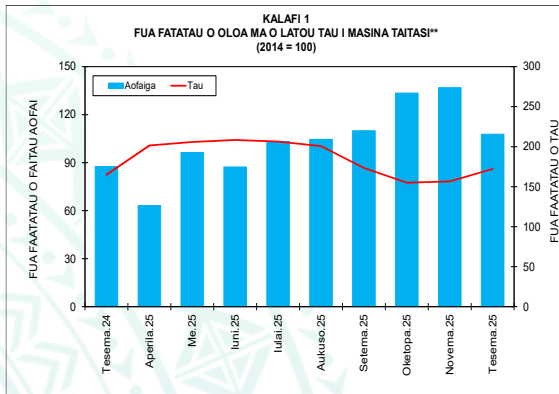
❖ **E 20% na paū ai le tau aofai o fua o fa'atoaga i le \$120,700**

❖ **E 306 le aofai o tagata na faatauina atu fua o faatoaga i maketi. E leai se suiga mai ia Novema 2025.**

Tuina atu i le aso:
28 Ianuari 2026

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 Tesema 2025, na paū mauualalo ai i le 21 pasene le faitau aofai o fua o faatoaga pe a fa'atusa ia Novema 2025. O lenei faaitiitiga, na faamauina i le tele o fua o faatoaga na auina atu i maketi, vagana ai popo ma ulu. E 23 pasene ua siitia ai fua o faatoaga i le maketi pe a faatusa ia Tesema 2024. (Kalafi 1)

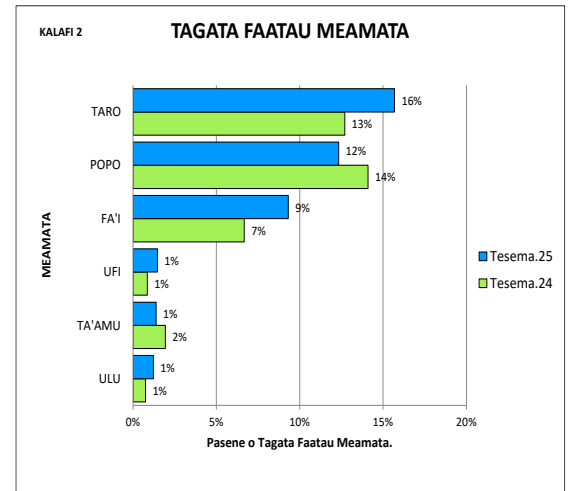


O le aotelega o tau o fua o fa'atoaga na siitia i le 10 pasene pe a fa'atusa i le masina o Novema 2025. Na faamauina le siitia uma o tau o fua o faatoaga sa auina atu i maketi sei vagana ai fa'i. E 4 pasene na siitia ai pe a faatusa ia Tesema 2024.

TAU AOFA'I O FUA O FAATOAGA

O le tau aofai o fua o fa'atoaga sa faatauina i maketi ia Tesema 2025 e \$120,700, na paū i le 20 pasene mai ia Novema 2025 ae na siitia i le 23% pe a faatusa ia Tesema 2024.

E 306 le aofa'iga o tagata na fa'atauina atu fua o fa'atoaga i maketi i aso na faatautaia ai lenei sutesuega ia Tesema 2025. E leai se suiga pe a faatusa ia Novema 2025 ma e 32 pasene na siitia ai pe a faatusa ia Tesema 2024. (Kalafi 2 & 3).



E 41 pasene le faitau aofai o tagata faatau meamata, ae 59 pasene le aofai o tagata faatau fualaa'u'aina i le masina o Tesema 2025.

