



LOCAL MARKET SURVEY FEBRUARY 2025

MONTHLY HIGHLIGHTS:

February 2025 compared to January 2025

- ❖ **Overall Volume decreased by 6%.**
 - Banana (down 33%)
 - Ta'amu (down 45%)
 - Breadfruit (down 90%)
 - Cucumber (down 40%)

❖ **Overall, Price decreased 3%.**

- Taro (down 15%)
- Banana (down 18%)
- Head cabbage (down 16%)
- Chinese cabbage (down 24%)

❖ **Value of Supplies down 9 percent to \$111,600.**

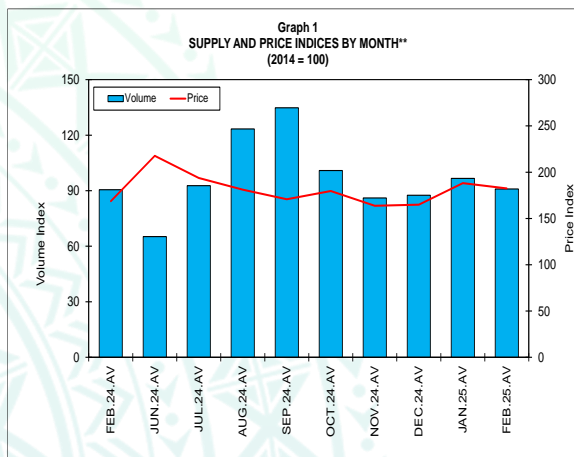
❖ **Total number of sellers decreased by 9 percent to 252.**

Date of release:
 24th March 2025

The next Local Market Report will be released on the 21st April 2025

OVERVIEW

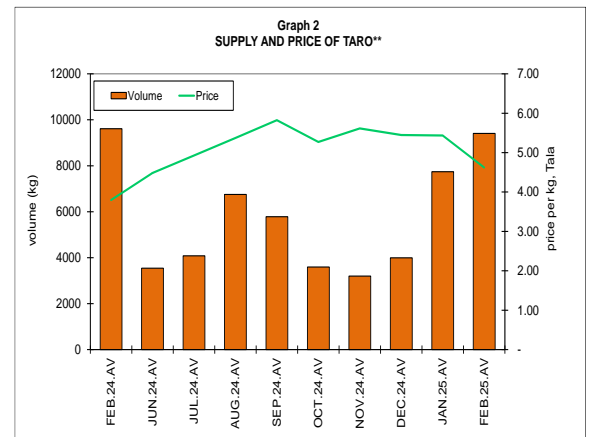
The monthly survey of Agricultural food supplies at the local markets by the Samoa Bureau of Statistics in February 2025 showed that the overall volume decreased by 6 percent from January 2025. This decline was primarily due to significant decreases in the supply of all staple produce, except for taro, head cabbage, and Chinese cabbage. In comparison to February 2024, the current supply remained constant. (See Graph 1 and Tables 4 & 5)



The overall price index decreased by 3 percent from the previous month. Lower prices were recorded for the majority of agricultural produce, except for ta'amu, breadfruit, tomato, and pumpkin. In comparison to February 2024, the overall price level went up by 8 percent.

TARO

In February 2025, the supply of taro to the local markets increased by 22% to 9,407 kilograms, while the price decreased by 15% to \$4.62 from the previous month. Compared to February 2024, the current supply of taro decreased by 2% while its average price rose by 22%. (Refer to Graph 2 and Tables 1 & 2).

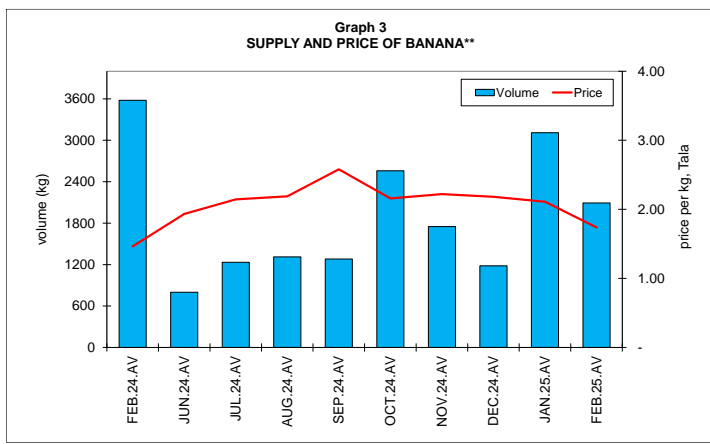


Annually, the supply of taro increased by 10%, while its price remained constant compared to the year ending February 2024.

BANANA

The supply of bananas fell by 33% while the average price dropped by 18% in the reviewed month. Compared to the same month last year, the current banana supply decreased by 42%, whereas the average price increased by 19%. (Refer to Graph 3 and Tables 1 & 2).

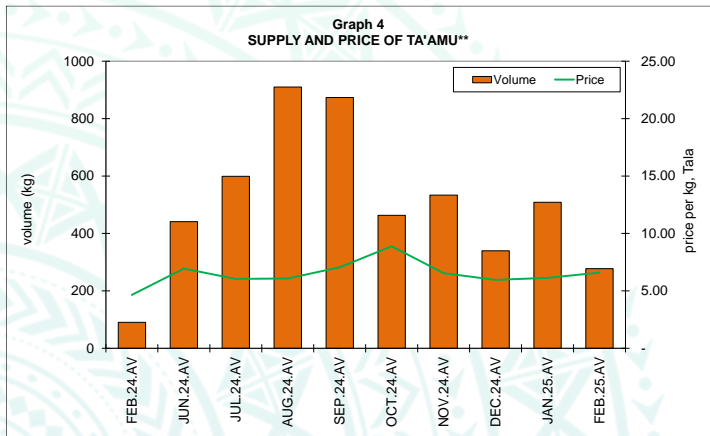




Annually, banana supply fell by 17%, while the average price rose by 8% compared to the year ending February 2024.

TA'AMU

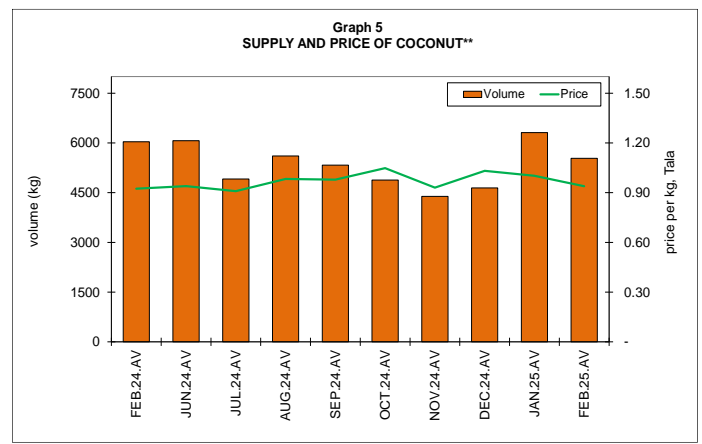
In February 2025, the average supply of ta'amu to the local markets was 278 kilograms, down by 45% from the previous month, while the average price rose by 8% to \$6 per kilogram. The supply of ta'amu tripled compared to the same month last year, while the average price went up by 42%. (Refer to Graph 4 and Tables 1 & 2).



The supply of ta'amu increased by more than sixfold, while the average price fell by 51% on an annual basis in the year ending February 2025, compared to the year ending February 2024.

COCONUT

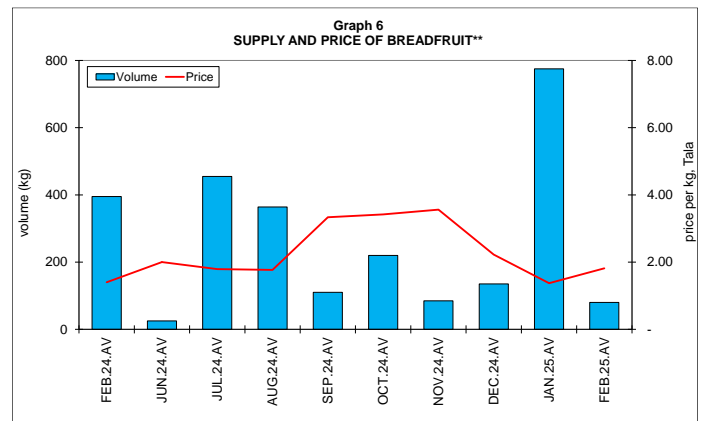
In February 2025, the supply of coconuts was 5,535 kilograms, a 12% decrease, while the average price fell by 6% compared to January 2025. In comparison to February 2024, the current coconut supply fell by 8%, while the average price rose by 2%. (Refer to Graph 5 and Tables 1 & 2).



The supply of coconuts grew by 23% from the year ending February 2024 to the year ending February 2025, while the average price dropped by 1%.

BREADFRUIT

The supply of breadfruit decreased by 90% to 80 kilograms in February 2025 compared to the previous month, while its average price rose by 32% to \$1.82 per kilogram. Compared to the same month in the previous year, the current supply of breadfruit declined by 80% while its average price increased by 30%. (Refer to Graph 6 and Tables 1 & 2).

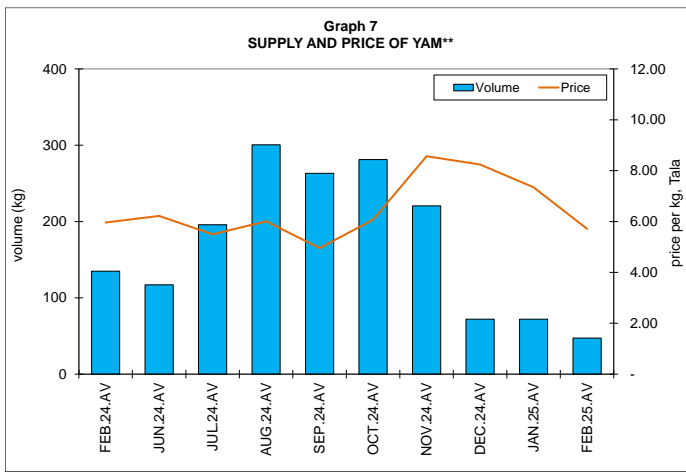


A comparison of the years ending in February 2024 and February 2025 shows that breadfruit supply increased by 23%, while the average price decreased by 1%.

YAM

In February 2025, yam supply totaled 47 kilograms, down 34% from the previous month, while the average price dropped by 22% to \$5.71 per kilogram. Compared to the same month last year, the current supply and average price both decreased by 65% and 4%, respectively. (Refer to Graph 7 and Tables 1 & 2).

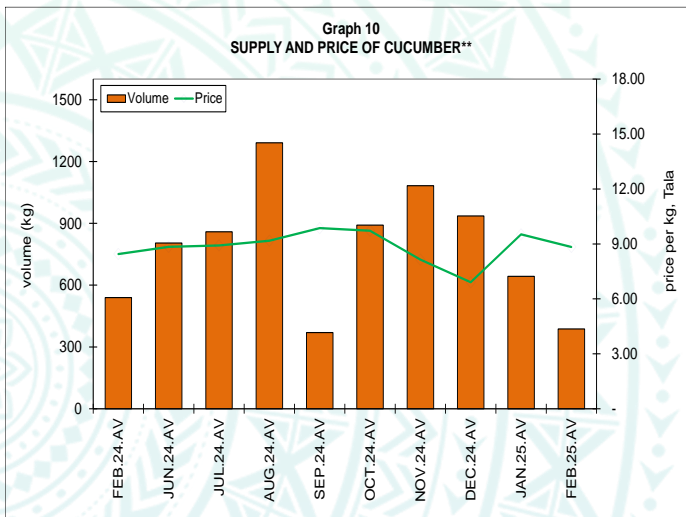




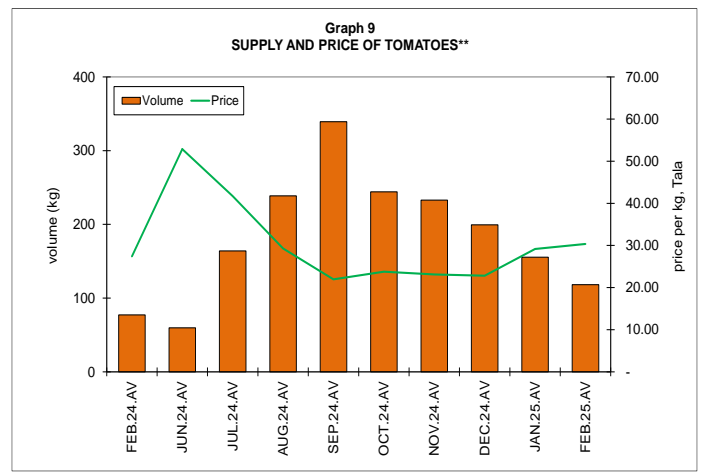
Compared to the year-over-year periods ending in February 2024 and February 2025, the supply of yams decreased by 24%, while the average price increased by 6%.

VEGETABLE PRODUCE

In February 2025, the overall supply of most vegetables to the local markets decreased, except for head cabbage and Chinese cabbage, which increased by 24% to 315 kilograms and by 85% to 124 kilograms, respectively, compared to the previous month. In the month under review, cucumber supplies fell by 40%, tomato supplies decreased by 24%, and pumpkin supplies fell by 10%. (Refer to Graphs 8 to 12 and Tables 1 & 2).

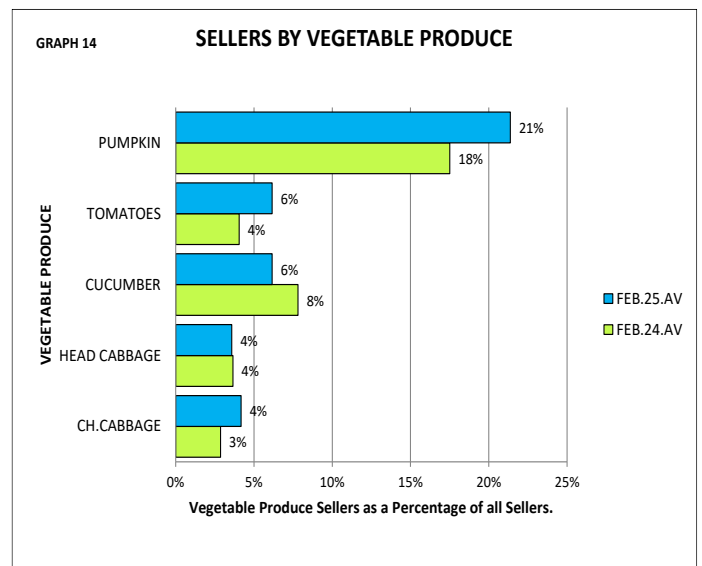
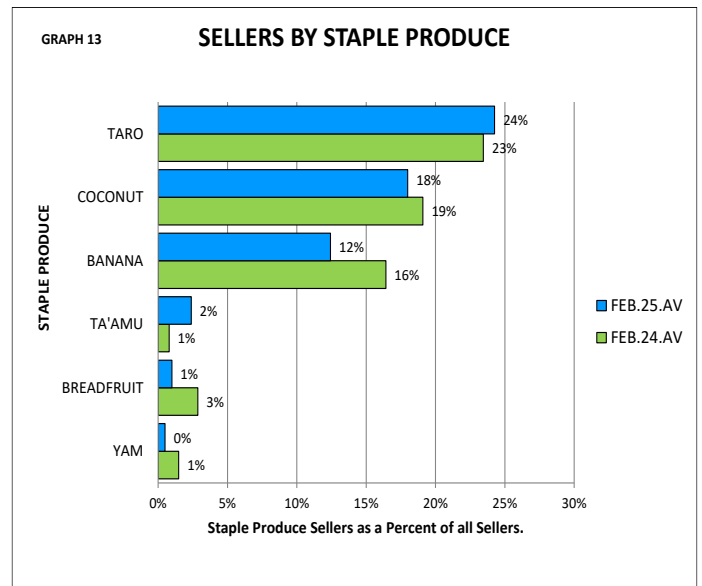


The average prices of some vegetables, such as tomatoes and pumpkins, both increased by 4% each, with tomato at \$30.37 per kilogram and pumpkin at \$6.67 per kilogram. On the other hand, Chinese cabbage fell by 24% to \$13.08 per kilogram, head cabbage prices decreased by 16% to \$14.35 per kilogram, and cucumber prices dropped by 7% to \$8.83 per kilogram.



SELLERS

The average number of sellers in February 2025 was 252, a 9% decrease from January 2025, with no change from the same month last year. (Refer to Graphs 13 and 14 and Table 6).



In February 2025, staple food vendors dominated the markets, accounting for 59% of all local market sellers. This was an increase from 55% the previous month but dropped from 64% in the same month of the previous year. Vegetable produce vendors accounted for 41%, down from 45% the previous month, but up from 36% in the same month last year.

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.

VALUE OF SUPPLIES

In February 2025, the average value of selected produce supplied to the local markets was \$111,600, a 9% decrease from the previous month but a 15% increase compared to February 2024.

Pumpkin was one of the leading contributors to the total value of produce, accounting for 39%, up from 38% the previous month but higher than 37% the same month last year. Taro supplies also accounted for 39% of the total value, an increase from 34% in February 2024 and 37% from the previous month. Coconut made up 5% of the total value, the same as last month but less than the 6% recorded in the same month last year. Bananas, tomatoes, and cucumbers each accounted for 3% of the total supply value. Ta'amu, Chinese cabbage, yam, and breadfruit had the lowest shares in the month under review. (Refer to Graph 15 and Table 3).

SAMOA BUREAU OF STATISTICS

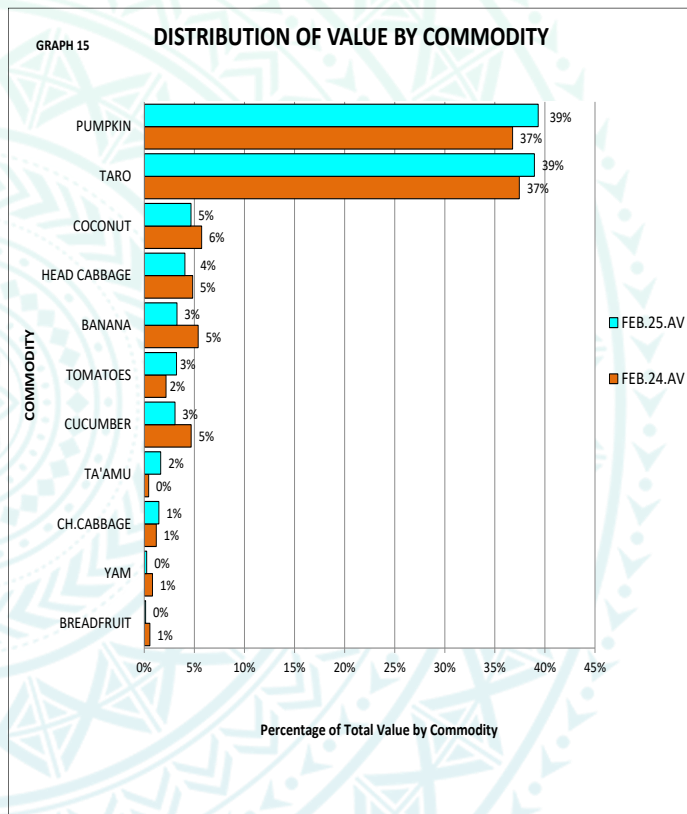
Economic Statistics Division

FMFM II Building, Level 1

P O Box 1151

Apia, Samoa

Phone: (685) 62014/62015





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

ILOILOGA TAU A O LE MASINA:

Fepuari 2025 faatusa ia Ianuari 2025

❖ **Pa'ū i le 6% le aofa'iga o fua o faatoaga.**

- Fa'i (pa'ū 33%)
- Ta'amu (pa'ū 45%)
- Ulu (pa'ū 90%)
- Kukama (pa'ū 40%)

❖ **E 3% ua fa'aitiitia ai le tau aofai o fua o fa'atoaga.**

- Taro (pa'ū 15%)
- Fa'i (pa'ū 18%)
- Kapisi lapotopoto (pa'ū 16%)
- Kapisi Saina (pa'ū 24%)

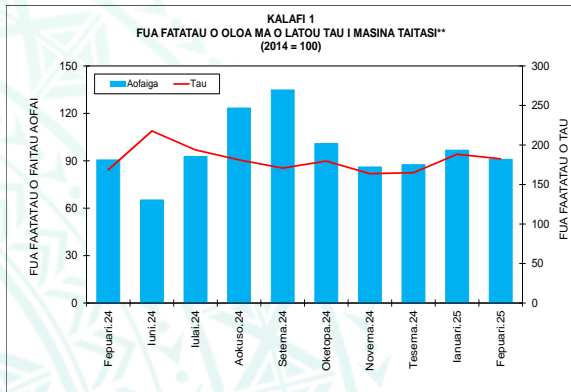
❖ **Faaitiitia le tau aofai o fua o fa'atoaga i le \$111,600**

❖ **E 252 le aofai o tagata na faatauina atu fua o faatoaga i maketi, pa'ū i le 9%.**

Tuina atu i le aso:
24 Mati 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 Fepuari 2025, o loo atagia ai le pa'ū maualalo o le faitau aofai o fua o faatoaga i le 6 pasene pe a fa'atusa ia Ianuari 2025. O leni pa'ū, na faamauina i fua uma o faatoaga sei vagana ai talo, kapisi lapotopoto ma kapisi Saina. E leai se suiga pe a faatusa ia Fepuari 2024. (Kalafi 1 ma le Pusa 4 &5)



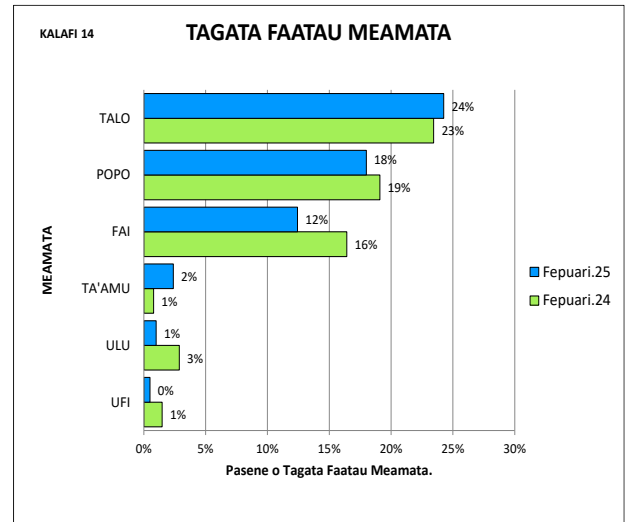
O le aotelega o tau o fua o fa'atoaga na faaitiitia i le 3 pasene pe a fa'atusa i le masina ua mavae. O le tele o fua o faatoaga na faamauina le pa'ū maualalo o tau sei vagana ai ta'amu, ulu, tamato, ma maukeni. Na siitia le tau o oloa i le 8 pasene pe a faatusa ia Fepuari 2024.

TAU AOFAI O FUA O FAATOAGA

O le tau aofai o fua o fa'atoaga faatauina i maketi ia Fepuari 2025 e \$111,600, na siitia ai i le 15 pasene mai ia Ianuari 2025, ma le 13 pasene pe a faatusa ia Fepuari 2024.

TAGATA FA'ATAU FUA O FA'ATOAGA

E 252 le aofa'iga o tagata na fa'atauina atu fua o fa'atoaga i maketi i aso na faatautaia ai leni suesuga ia Fepuari 2025. E 9 pasene ua pa'ū maualalo ai mai ia Ianuari 2025 ae leai se suiga pe a faatusa ma le masina lava lea i le tausaga talu ai. (Kalafi 13 & 14 ma le Pusa 6).



E 59 pasene le faitau aofai o tagata faatau meamata, ae 41 pasene le aofai o tagata faatau fualaau'aina i le masina o Fepuari 2025.

