



LOCAL MARKET SURVEY

MARCH 2025

MONTHLY HIGHLIGHTS:

March 2025 compared to February 2025

❖ **Overall Volume decreased by 10%.**

- Taro (down 17%)
- Banana (down 32%)
- Coconut (down 23%)
- Head cabbage (down 55%)

❖ **Overall, Price increased 6%.**

- Taro (up 4%)
- Banana (up 11%)
- Tomato (up 19%)
- Cucumber (up 35%)

❖ **Value of Supplies down 7 percent to \$104,100.**

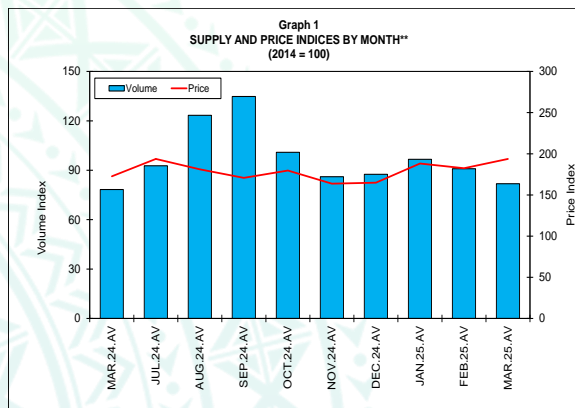
❖ **Total number of sellers decreased by 13 percent to 220.**

Date of release:
 28th April 2025

The next Local Market Report will be released on the 16th May 2025

OVERVIEW

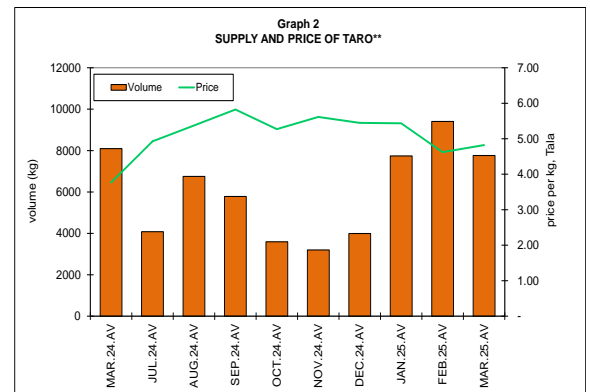
The monthly survey of Agricultural food supplies at the local markets by the Samoa Bureau of Statistics in March 2025 showed that the overall volume decreased by 10 percent from February 2025. This was primarily due to significant decreases in the supply of most agriculture produce, except for breadfruit, Chinese cabbage, and pumpkin. In comparison to March 2024, the current supply increased by 4 percent. (See Graph 1 and Tables 4 & 5)



The overall price index increased by 6 percent from the previous month. Higher prices were recorded for the majority of agricultural produce, except for pumpkin. In comparison to March 2024, the overall price level went up by 12 percent.

TARO

In March 2025, the supply of taro to the local markets decreased by 17% to 7,762 kilograms, while the price increased by 4% to \$4.82 from the previous month. Compared to March 2024, the current supply of taro decreased by 4%, while its average price rose by 28%. (Refer to Graph 2 and Tables 1 & 2).



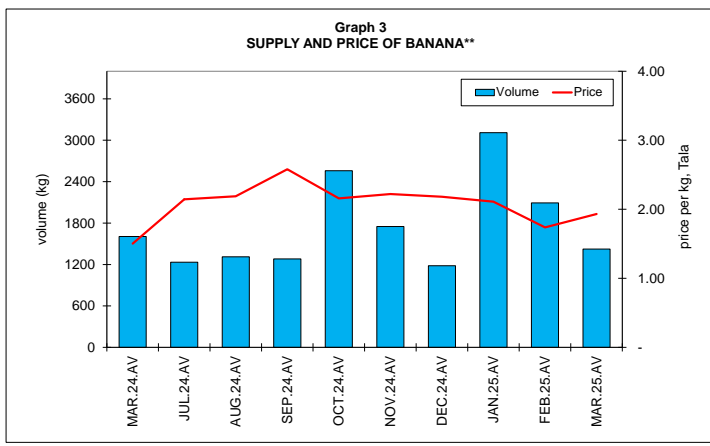
Annually, the supply of taro increased by 3%, while its price rose by 2% compared to the year ending March 2024.

BANANA

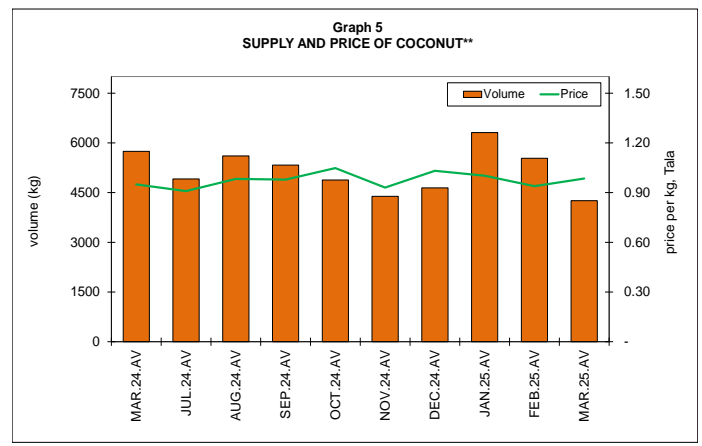
The supply of bananas fell by 32%, while the average price rose by 11% in the reviewed month. Compared to the same month last year, the current banana supply decreased by 11%, while the average price increased by 29%.

(Refer to Graph 3 and Tables 1 & 2).





Annually, the banana supply fell by 19%, while the average price rose by 9% compared to the year ending March 2024.



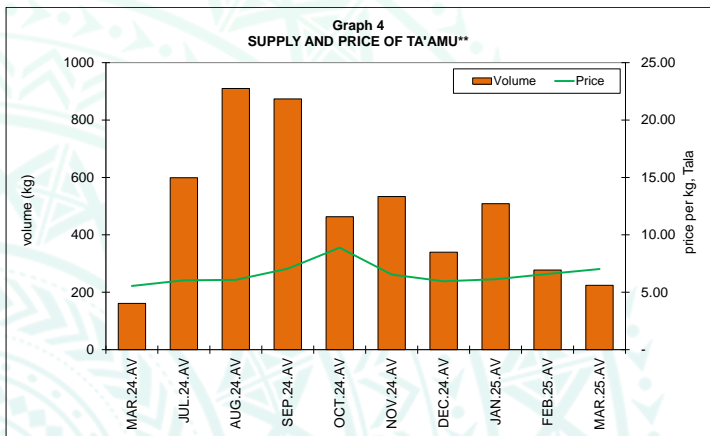
The supply of coconuts grew by 16% from the year ending March 2024 to the year ending March 2025, while the average price dropped by 2%.

TA'AMU

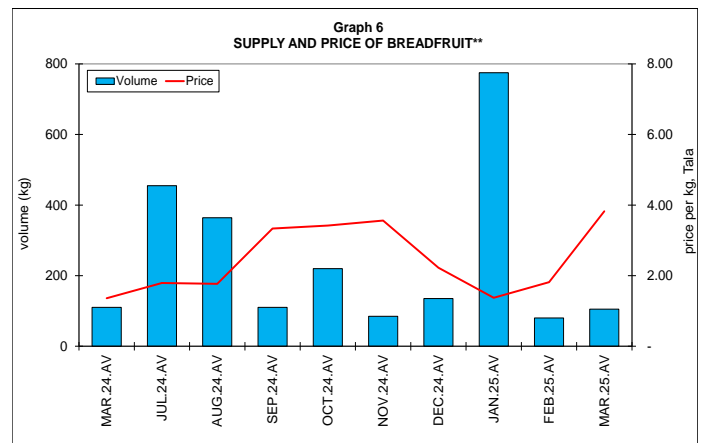
In March 2025, the average supply of ta'amu to the local markets was 224 kilograms, down by 19% from the previous month, while the average price rose by 6% to \$7.02 per kilogram. The supply of ta'amu increased by 39% compared to the same month last year, while the average price went up by 27%. (Refer to Graph 4 and Tables 1 & 2).

BREADFRUIT

The supply of breadfruit increased by 31% compared to February 2025, while its average price more than doubled. Compared to the same month in the previous year, the current supply of breadfruit fell by 5% while its average price increased. (Refer to Graph 6 and Tables 1 & 2).



The supply of ta'amu increased by more than fourfold, while the average price fell by 47% on an annual basis in the year ending March 2025, compared to the year ending March 2024.



A comparison of the years ending in March 2024 and March 2025 shows that breadfruit supply increased by 27%, while the average price decreased by 7%.

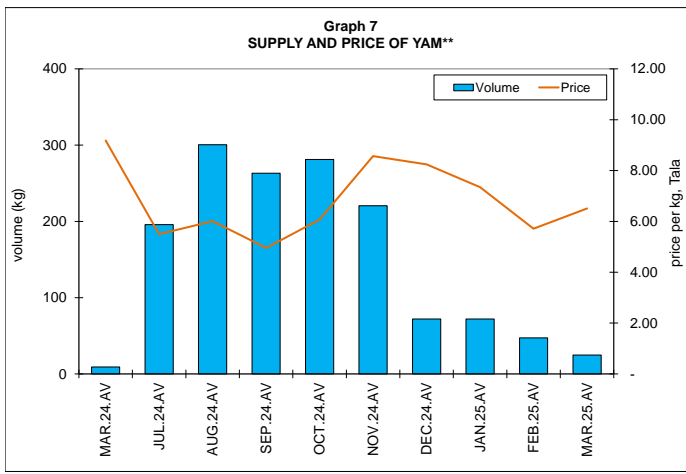
COCONUT

In March 2025, the supply of coconuts was 4,258 kilograms, a 23% decrease, while the average price increased by 5% compared to February 2025. In comparison to March 2024, the current coconut supply fell by 26%, while the average price rose by 4%. (Refer to Graph 5 and Tables 1 & 2).

YAM

In March 2025, yam supply totaled 25 kilograms, down 48% from the previous month, while the average price increased by 14% to \$6.51 per kilogram. Compared to the same month last year, the current supply of yam tripled, while the price decreased by 29%. (Refer to Graph 7 and Tables 1 & 2).



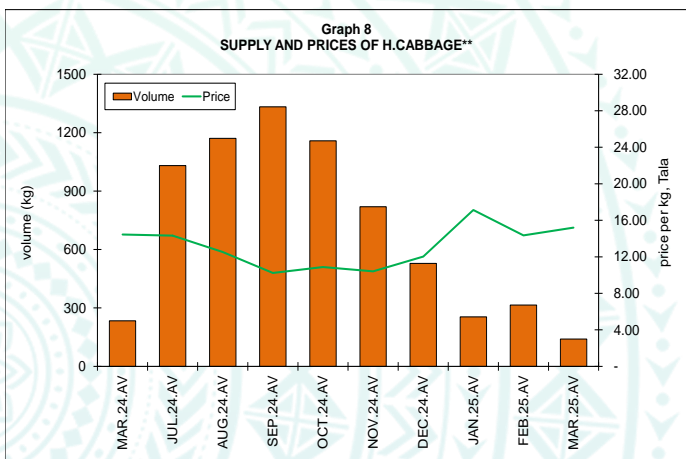


Compared to the year-over-year periods ending in March 2024 and March 2025, the supply of yams decreased by 22%, while the average price decreased by 1%.

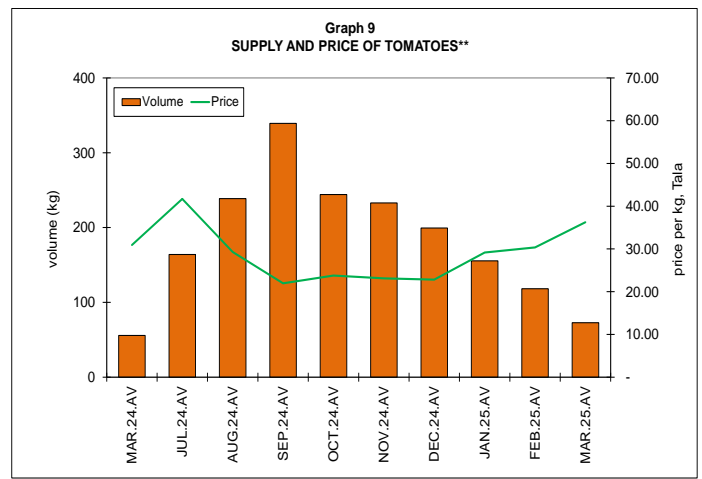
VEGETABLE PRODUCE

In March 2025, the overall supply of most vegetables to the local markets decreased, except for Chinese cabbage and pumpkin, which increased by 16% to 145 kilograms and by 7% to 7,073 kilograms, respectively, compared to the previous month. In the month under review, head cabbage supplies fell by 55%, tomato supplies decreased by 38%, and cucumber supplies fell by 11%.

(Refer to Graphs 8 to 12 and Tables 1 & 2).

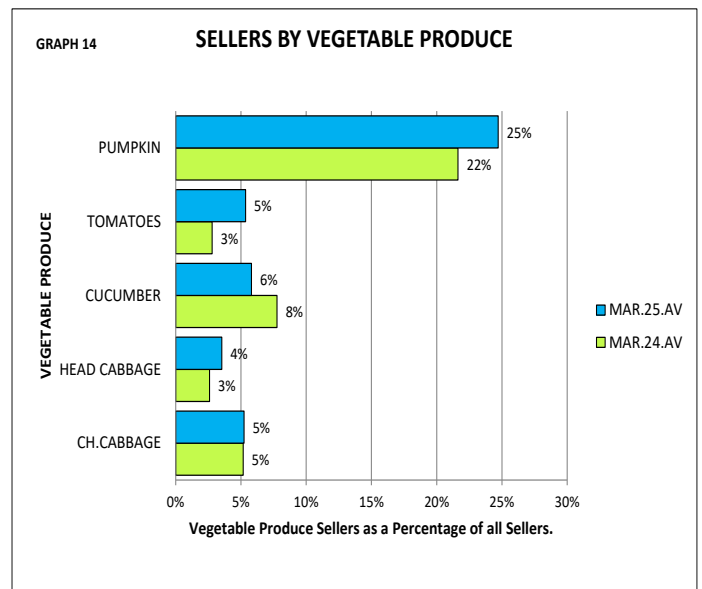
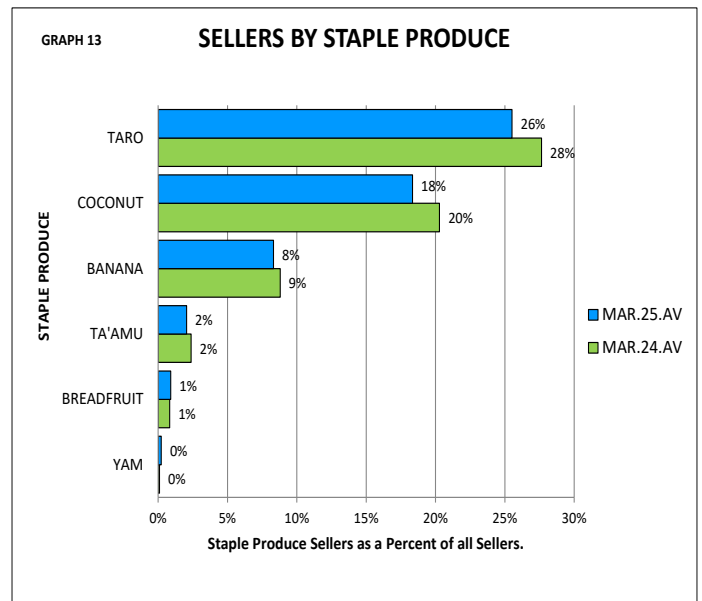


The average price of pumpkin decreased by 1% to \$6.62 per kilogram. On the other hand, cucumber prices increased by 35% to \$19.92 per kilogram, and tomato prices rose by 19% to \$36.25 per kilogram. Chinese cabbage and head cabbage prices both increased by 9% to \$14.30 and 6% to \$15.20 per kilogram, respectively



SELLERS

The average number of sellers in March 2025 was 220, a 13% decrease from February 2025, and a further 9% decrease compared to the same month last year. (Refer to Graphs 13 and 14 and Table 6).



In March 2025, staple food vendors dominated the markets, accounting for 55% of all local market sellers. This was a decrease from 59% the previous month and 60% in the same month of the previous year. Vegetable produce vendors accounted for 45%, up from 41% in the previous month and 40% 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, Ululooa, 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.

VALUE OF SUPPLIES

In March 2025, the average value of selected produce supplied to the local markets was \$104,100, a 7% decrease from the previous month but a 23% increase compared to March 2024.

Pumpkin was one of the leading contributors to the total value of produce, accounting for 45%, up from 39% the previous month and 40% the same month last year. Taro supplies also accounted for 36 of the total value, a drop from 39% in February 2025, but remained unchanged from the same month a year ago. Coconut and cucumber both made up 4% each of the total value. Bananas and tomatoes both accounted for 3% each of the total supply value. Head cabbage, Chinese cabbage, ta’amu, breadfruit, and yam had the lowest shares in the month under review.

(Refer to Graph 15 and Table 3).

SAMOA BUREAU OF STATISTICS

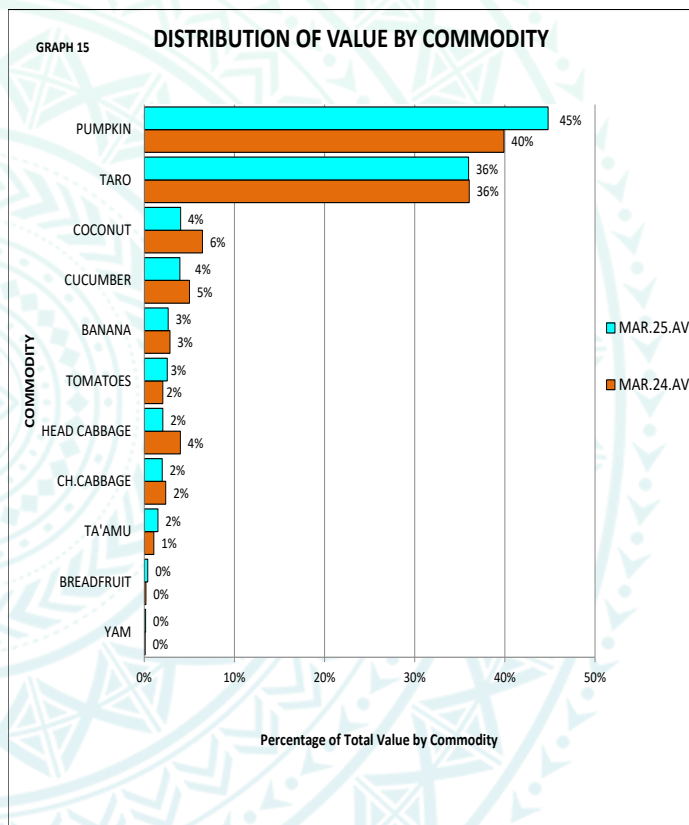
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SU'ESU'EGA O MAKETI FA'ALOTOIFALE MATI 2025

ILOILOGA TAU A O LE MASINA:

Mati 2025 faatusa ia Fepuari 2025

❖ Pa'ū i le 10% le aofa'iga o fua o faatoaga.

- Taro (pa'ū 17%)
- Fa'i (pa'ū 32%)
- Popo (pa'ū 23%)
- Kapisi lapotopoto (pa'ū 55%)

❖ E 6% ua siitia ai le tau aofai o fua o fa'atoaga.

- Taro (si'itia 4%)
- Fa'i (si'itia 11%)
- Tamato (si'itia 19%)
- Kukama (si'itia 35%)

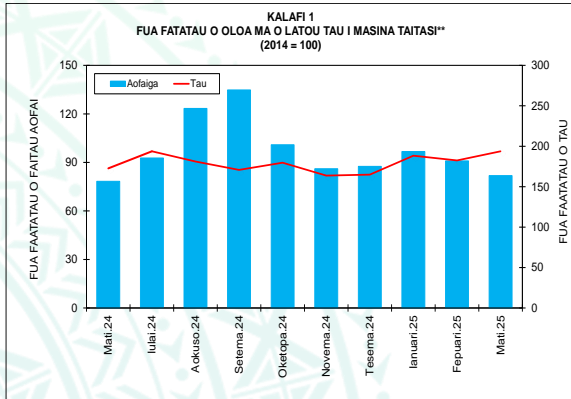
❖ Faaitiitia le tau aofai o fua o fa'atoaga i le \$104,100

❖ E 220 le aofai o tagata na faatauina atu fua o fa'atoaga i maketi, pa'ū i le 13%.

Tuuina atu i le aso: 28, Aperila 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 Mati 2025, o loo atagia ai le pa'ū maualalo o le faitau aofai o fua o faatoaga i le 10 pasene pe a fa'atusa ia Fepuari 2025. O leni pa'ū, na faamauina i fua uma o faatoaga sei vagana ai ulu, kapisi Saina ma maukeni. E 4 pasene ua si'itia ai fua o faatoaga i le maketi pe a faatusa ia Mati 2024. (Kalafi 1 ma le Pusa 4 &5)



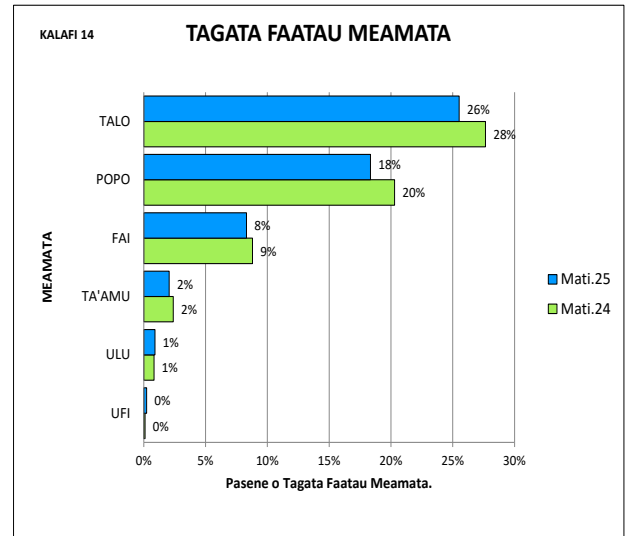
O le aotelega o tau o fua o fa'atoaga na si'itia i le 6 pasene pe a fa'atusa i le masina ua mavae. O le tele o fua o faatoaga na faamauina le si'i maualuga o tau sei vagana ai maukeni. Na siitia le tau o oloa i le 12 pasene pe a faatusa ia Mati 2024.

TAU AOFAI O FUA O FAATOAGA

O le tau aofai o fua o fa'atoaga faatauina i maketi ia Mati 2025 e \$104,100 na faaitiitia ai i le 7 pasene mai ia Fepuari 2025, ma le 23 pasene ua siitia ai pe a faatusa ia Mati 2024.

TAGATA FA'ATAU FUA O FA'ATOAGA

E 220 le aofa'iga o tagata na fa'atauina atu fua o fa'atoaga i maketi i aso na faatautaia ai leni suesuega ia Mati 2025. E 13 pasene ua pa'ū maualalo ai mai ia Fepuari 2025 ae 9 pasene ua faaitiitia ai pe a faatusa ma le masina lava lea i le tausaga talu ai. (Kalafi 13 & 14 ma le Pusa 6).



E 55 pasene le faitau aofai o tagata faatau meamata, ae 45 pasene le aofai o tagata faatau fualaau'aina i le masina o Mati 2025.

