



LOCAL MARKET SURVEY JUNE 2025

MONTHLY HIGHLIGHTS:

*June 2025 compared to
May 2025*

❖ Overall Volume increased by 4%.

- Banana (up 20%)
- Taamu (up 12%)
- Coconut (up 9%)
- Tomatoes (up 6%)
- Cucumber (up 4%)
- Pumpkin (up 4%)

❖ Overall, Price increased 0.5%.

- Tomatoes (up 12%)
- Yam (up 12%)
- Banana (up 7%)
- Pumpkin (up 7%)
- Taro (up 3%)

❖ Value of Supplies up 6 percent to \$139,400.

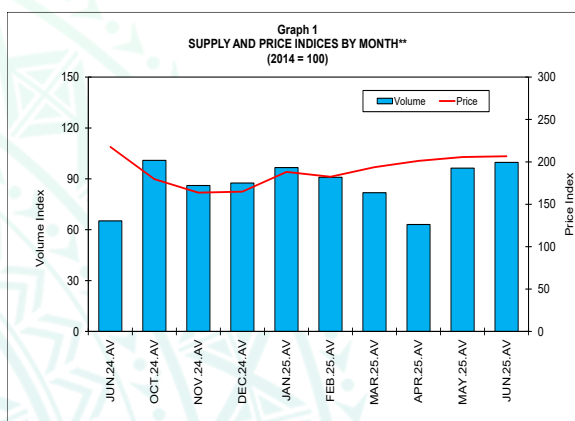
❖ Total number of sellers increased by 4 percent to 256.

Date of release:
22th July 2025

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

OVERVIEW

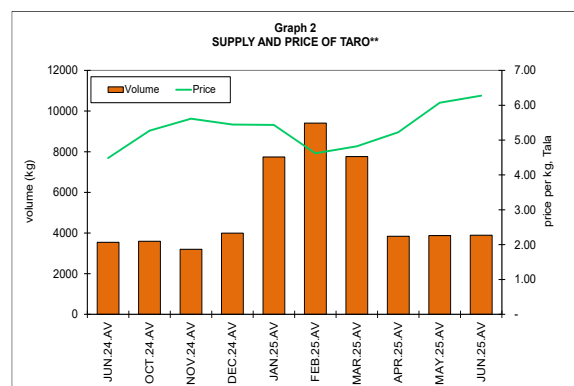
The monthly survey of Agricultural food supplies at the local markets by the Samoa Bureau of Statistics in June 2025 showed that the overall volume increased by 4 percent from May 2025. This was primarily attributed to increased supplies of banana, taamu, coconut, tomatoes, cucumber, and pumpkin. In comparison to June 2024, the total volume increased by 53 percent. (See Graph 1 and Tables 4 & 5)



The overall price index increased by 0.5 percent from the previous month, with notable price rises recorded in agricultural produce such as tomatoes, yams, bananas, pumpkins, and taro. However, compared to June 2024, the overall price level dropped by 5%.

TARO

In June 2025, the supply of taro to the local markets increased by 0.4% to 3,894 kilograms, while the average price increased by 3% to \$6.27 compared to the previous month. However, when compared to the same month of the previous year, taro supply increased by 10%, while its average price rose by 40%. (Refer to Graph 2 and Tables 1 & 2).

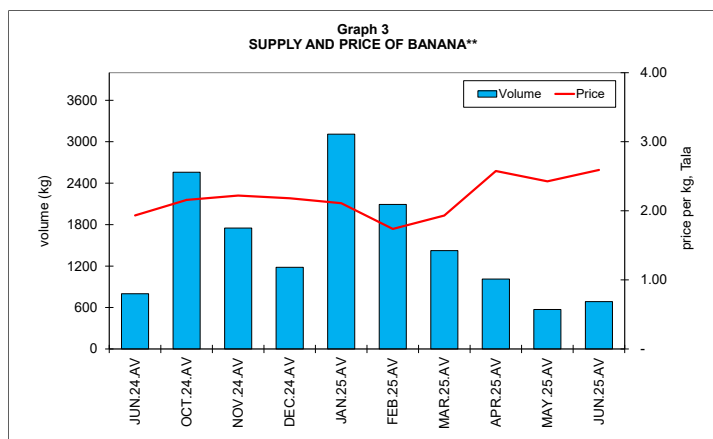


Annually, the supply of taro decreased by 11%, while its price rose by 13% compared to the year ending June 2024.

BANANA

The supply of bananas rose by 20% while the average price increased by 7% in the reviewed month. Compared to the same month last year, banana supply decreased by 14%, while the average price increased by 34%. (Refer to Graph 3 and Tables 1 & 2).

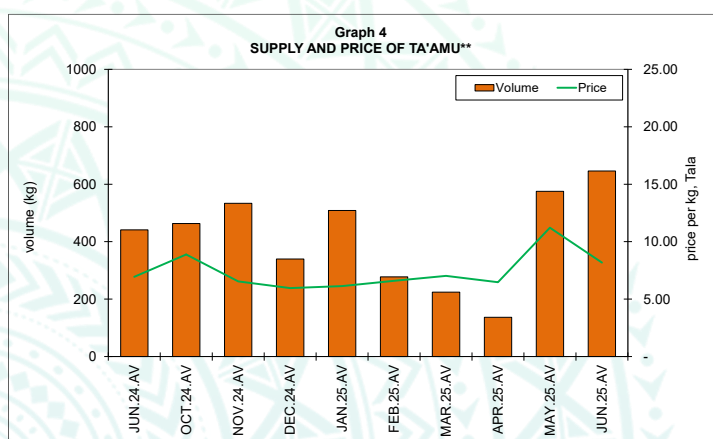




Annually, the supply of bananas fell by 18%, while the average price rose by 18% compared to the year ending June 2024.

TA'AMU

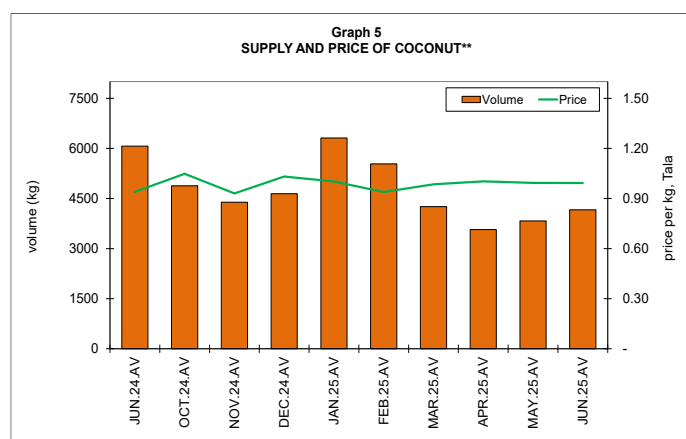
In June 2025, the average supply of ta'amu to the local markets was 646 kilograms, up by 12% from the previous month, and the average price decreased by 27% to \$8.18 per kilogram. The supply of ta'amu increased by 46% compared to the same month last year, and the average price went up by 18%. (Refer to Graph 4 and Tables 1 & 2).



In comparison to June 2024, the supply of ta'amu more than doubled, while the average price decreased by 26% over the year ending June 2025.

COCONUT

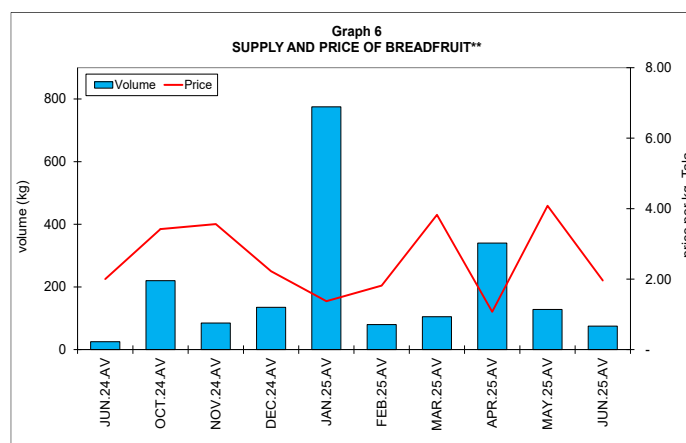
In June 2025, the supply of coconuts was 4,161 kilograms, a 9% increase compared to May 2025, while the average price remained constant. In comparison to June 2024, the current coconut supply fell by 31%, while the average price rose by 6%. (Refer to Graph 5 and Tables 1 & 2).



The supply of coconuts fell by 11% from the year ending June 2024 to the year ending June 2025, and the average price dropped by 1%.

BREADFRUIT

In June 2025, the supply of breadfruit dropped by 41% compared to the previous month, while its average price decreased by 52%. However, compared to June of the previous year, the supply of breadfruit more than tripled, while its average price decreased slightly by 2%. (Refer to Graph 6 and Tables 1 & 2).

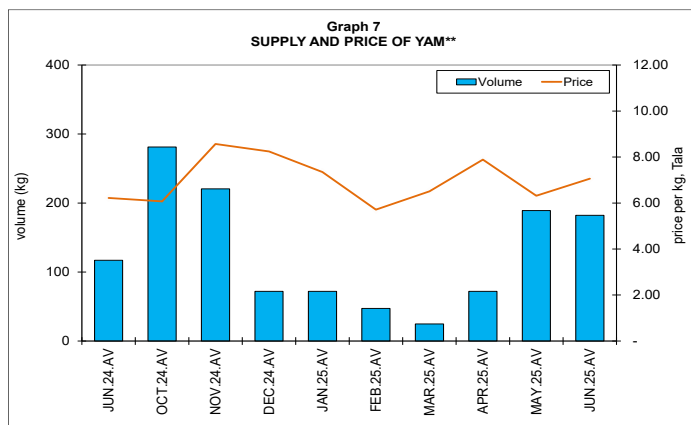


A comparison between the years ending June 2024 and June 2025 shows that breadfruit supply increased by 18%, while the average price decreased by 3%.

YAM

In June 2025, yam supply totaled 182 kilograms, decreased by 4% from the previous month, while the average price increased by 12% to \$7.06 per kilogram. Compared to the same month last year, the current supply of yams increased by 56%, while the price increased by 14%. (Refer to Graph 7 and Tables 1 & 2).

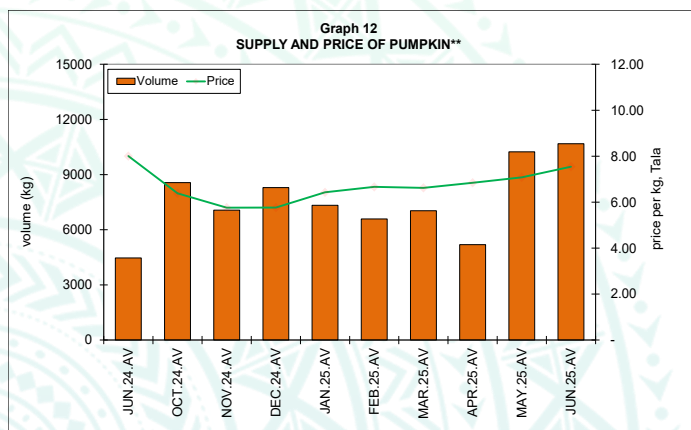




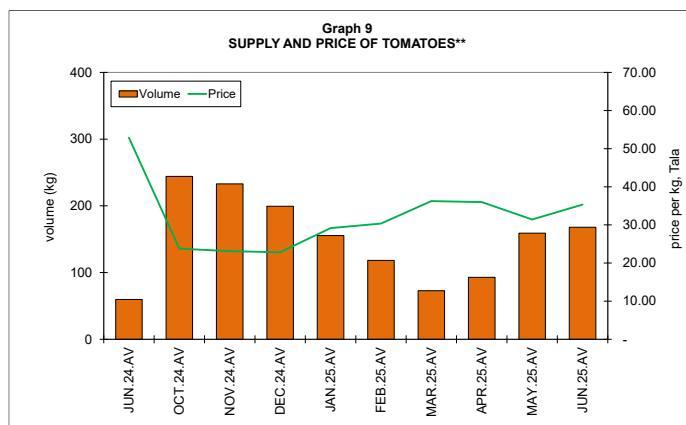
Comparing the year-over-year periods ending in June 2024 and June 2025, the supply of yams decreased by 12%, while the average price fell by 2%.

VEGETABLE PRODUCE

In June 2025, the overall supply of vegetables to the local markets increased, except for head cabbage and Chinese cabbage, which decreased by 5% and 12%, respectively, compared to the previous month. In the month under review, pumpkin and cucumber supplies increased by 4%, followed by tomato supplies with a 6% increase. (Refer to Graphs 9 & 12 and Tables 1 & 2).

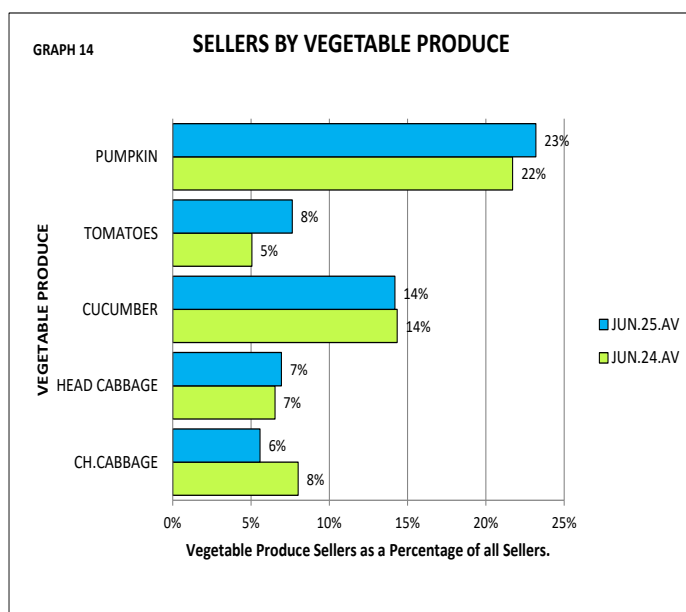
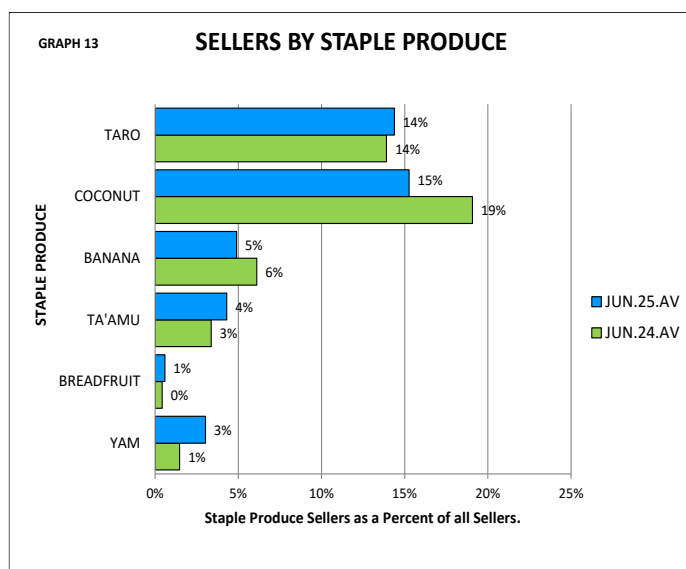


Average prices for head cabbage, Chinese cabbage, and cucumber all declined compared to the previous month. Prices for head cabbage and Chinese cabbage each fell by 3%, while cucumber prices fell by 8%. In contrast, pumpkin prices rose by 7% to \$7.08 per kilogram and tomatoe prices increased by 12% to \$35.34 per kilogram.



SELLERS

The average number of sellers in June 2025 was 256, representing a 4% increase from May 2025 and an 8% increase from the same month last year. (Refer to Graphs 13 and 14 and Table 6).

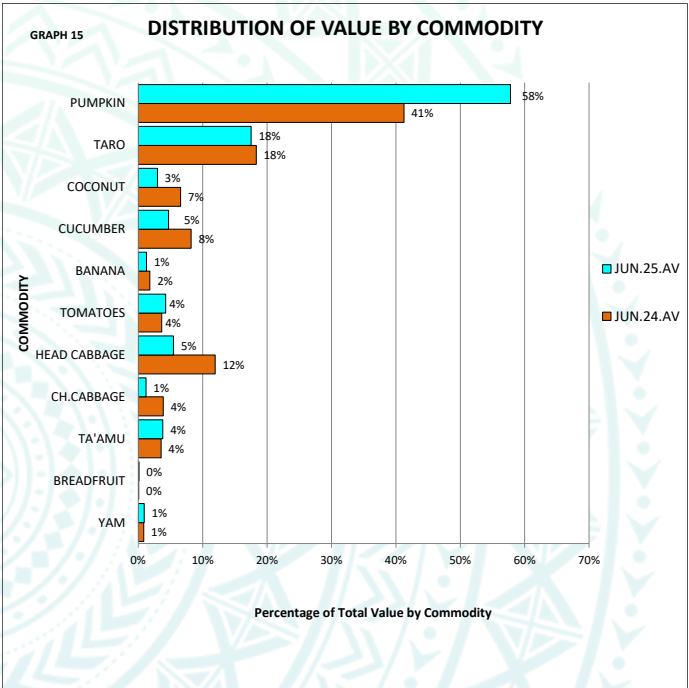


In June 2025, vegetable produce vendors dominated the markets, accounting for 58% of all local market sellers. This was an increase from 57% in the previous month and 43% in the same month of the previous year. Staple food vendors accounted for 42%, down from 43% in the previous month and 44% in the same month last year.

VALUE OF SUPPLIES

In June 2025, the average value of selected produce supplied to the local markets was \$139,400, representing a 6% increase from the previous month and a 61% increase from June 2024.

Pumpkin was one of the leading contributors to the total value of produce, accounting for 58%, up from 55% in the previous month and 41% in the same month last year. Taro supplies contributed 18% of the total value, remaining the same in May 2025 and June 2024. Head cabbage, tomatoes, and cucumber contributed 5%, 4%, and 5% of the total value of supplies, respectively. Taamu and coconut accounted for 4% and 3% of the total value, while Chinese cabbage and yam each accounted for 1%. (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.

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

ILOILOGA TAU A O LE MASINA:

Iuni 2025 faatusa ia
Me 2025

❖ **Siitia i le 4% le
aofa'iga o fua o
faatoaga.**

- Aufai (siitia 20%)
- Taamu (siitia 12%)
- Popo (siitia 9%)
- Tamato (siitia 6%)
- Kukama (siitia 4%)
- Maukeni (siitia 4%)

❖ **E 0.5% ua siitia ai le
tau aofai o fua o
fa'atoaga.**

- Tamato (si'itia 12%)
- Ufi (si'itia 12%)
- Aufa'i (si'itia 7%)
- Maukeni (si'itia 7%)
- Talo (siitia 3%)

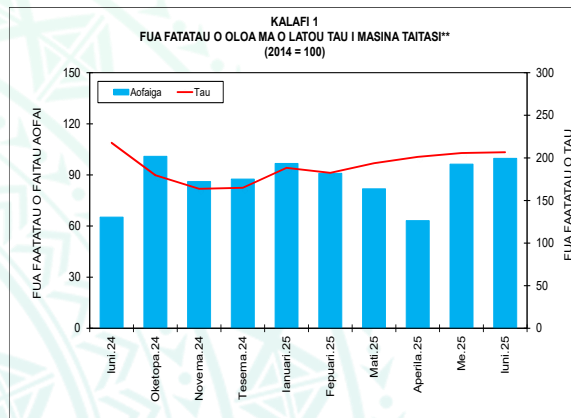
❖ **Siitia i le 6% le tau
aofai o fua o
fa'atoaga i le
\$139,400**

❖ **E 256 le aofai o
tagata na faatauina
atu fua o faatoaga i
maketi, siitia i le
4%.**

Tuaina atu i le aso:
22 Iulai 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 Iuni 2025, o loo atagia ai le siitia mauuluga o le faitau aofai o fua o faatoaga i le 4 pasene pe a fa'atusa ia Me 2025. O leni siitaga, na faamauina i aufa'i, taamu, popo, tamato, kukama ma maukeni. E 53 pasene ua siitia ai fua o faatoaga i le maketi pe a faatusa ia Iuni 2024. (Kalafi 1 ma le Pusa 4 & 5)



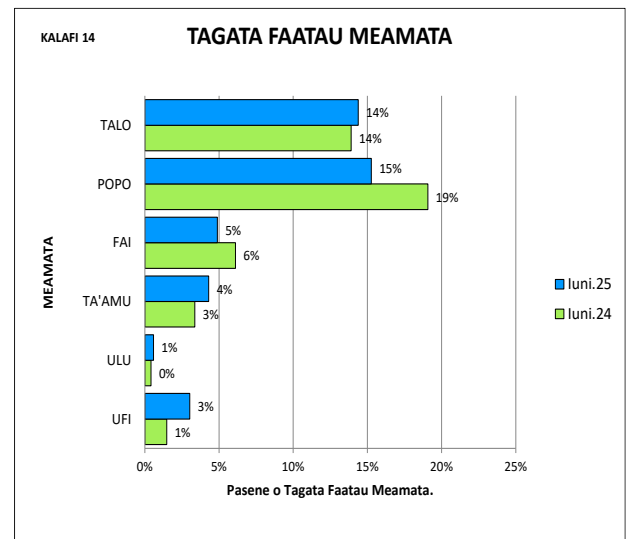
O le aotelega o tau o fua o fa'atoaga na si'itia i le 0.5 pasene pe a fa'atusa i le masina ua mavae. O tamato, ufi, aufa'i, maukeni ma talo o fua ia o faatoaga na faamauina le siitia mauuluga o latou tau. Na pāu mauulalo le tau o oloa i le 5 pasene pe a faatusa ia Iuni 2024.

TAU AOFAI O FUA O FAATOAGA

O le tau aofai o fua o fa'atoaga sa faatauina i maketi ia Iuni 2025 e \$139,400 ua siitia ai i le 6 pasene mai ia Me 2025, ae siitia i le 61% pe a faatusa ia Iuni 2024.

TAGATA FA'ATAU FUA O FA'ATOAGA

E 256 le aofa'iga o tagata na fa'atauina atu fua o fa'atoaga i maketi i aso na faatautaia ai leni sutesuga ia Iuni 2025. E 4 pasene ua siitia ai mai ia Me 2025 ma e 8 pasene ua siitia ai pe a faatusa ma le masina lava lea i le tausaga talu ai. (Kalafi 13 & 14 ma le Pusa 6).



E 42 pasene le faitau aofai o tagata faatau meamata, ae 58 pasene le aofai o tagata faatau fualaa'u'aina i le masina o Iuni 2025.

