



LOCAL MARKET SURVEY AUGUST 2025

MONTHLY HIGHLIGHTS:

August 2025 compared to July 2025

❖ **Overall Volume increased by 1%.**

- Banana (up 63%)
- Yam (up 63%)
- Chinese cabbage (up 27%)
- Tomatoes (up 13%)

❖ **Overall, Price decreased 2%.**

- Breadfruit (down 27%)
- Yam (down 26%)
- Tomato (down 13%)
- Head Cabbage (down 9%)

❖ **Value of Supplies down 3 percent to \$142,200.**

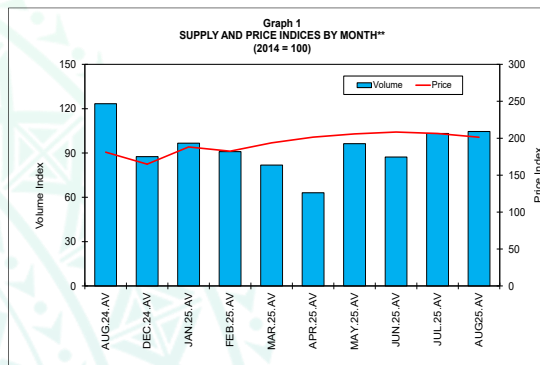
❖ **Total number of sellers increased by 20 percent to 308.**

Date of release:
23rd September 2025

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

OVERVIEW

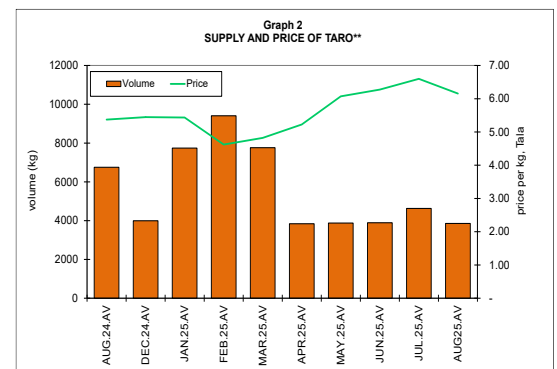
The monthly survey of Agricultural food supplies at the local markets by the Samoa Bureau of Statistics in August 2025 showed that the overall volume increased slightly by 1 percent compared to July 2025. This was primarily due to increased supplies of most agricultural produce, except for taro, head cabbage, and cucumber. Compared to August 2024, the total volume declined by 15 percent.



The overall price index declined by 2 percent from the previous month, with a significant drop in prices for agricultural produce such as taro, ta'amu, breadfruit, yam, head cabbage and tomatoes. The overall price level rose by 11 percent compared to August 2024.

TARO

In August 2025, the supply of taro to local markets decreased by 17% to 3,856 kilograms, while the average price fell by 7% to \$6.15 per kilogram compared to the previous month. Relative to the same month last year, supply decreased by 43%, while the average price rose by 15%. (Refer to Graph 2 and Tables 1 & 2).

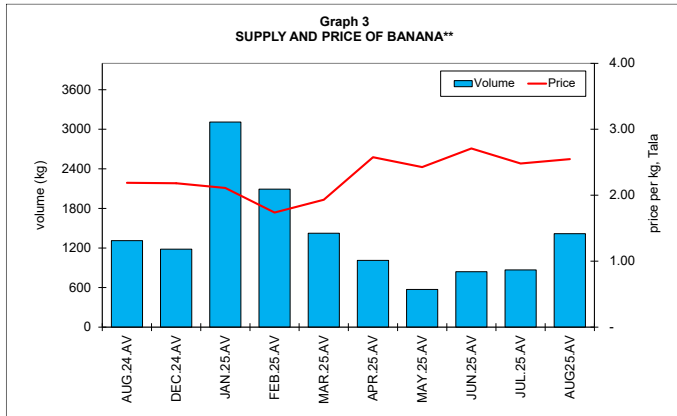


On an annual basis, taro supply decreased by 18%, while its average price increased by 21% compared to the year ending August 2024.

BANANA

Banana supply increased by 63% in August 2025, while the average price rose by 3% from the previous month. Compared to August 2024, supply increased by 8%, whereas the average price rose by 16%. (Refer to Graph 3 and Tables 1 & 2).

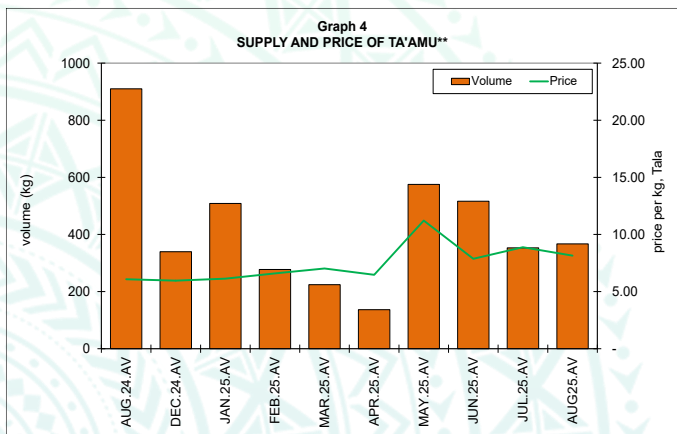




Annually, banana supply declined by 19%, while the average price rose by 24% compared to the year ending August 2024.

TA'AMU

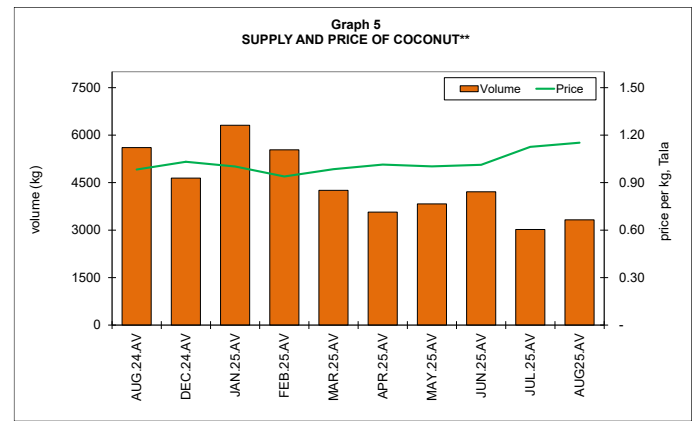
In August 2025, ta'amu supply totaled 367 kilograms, representing a 4% increase from July 2025, while the average price decreased by 8% to \$8.15 per kilogram. Compared to August 2024, supply dropped significantly by 60%, while the average price increased by 34%. (Refer to Graph 4 and Tables 1 & 2).



Over the year ending August 2025, overall ta'amu supply increased by 54% compared to the previous year, while the average price decreased by 10%.

COCONUT

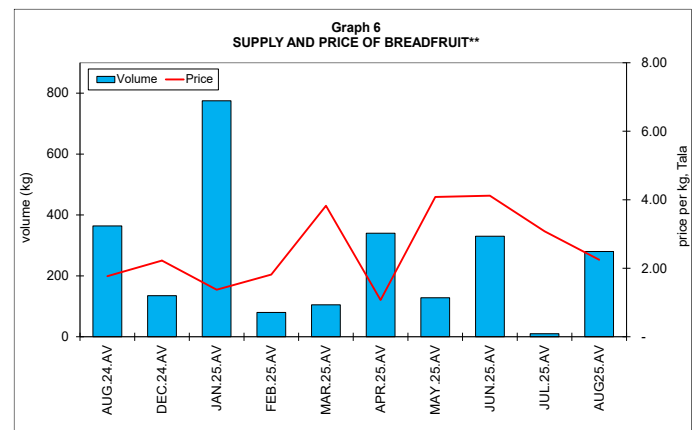
In August 2025, coconut supply stood at 3,325 kilograms, up 10% from July 2025, while the average price rose by 2% to \$1.15 per kilogram. Compared to August 2024, supply declined by 41%, while the average price increased by 17%. (Refer to Graph 5 and Tables 1 & 2).



On an annual basis, coconut supply declined by 20%, while the average price rose by 5%.

BREADFRUIT

The supply of breadfruit was significantly higher in August 2025 than in the previous month, while the average price fell by 27%. Compared to August 2024, supply declined by 23%, while the average price increased by 27%. (Refer to Graph 6 and Tables 1 & 2).

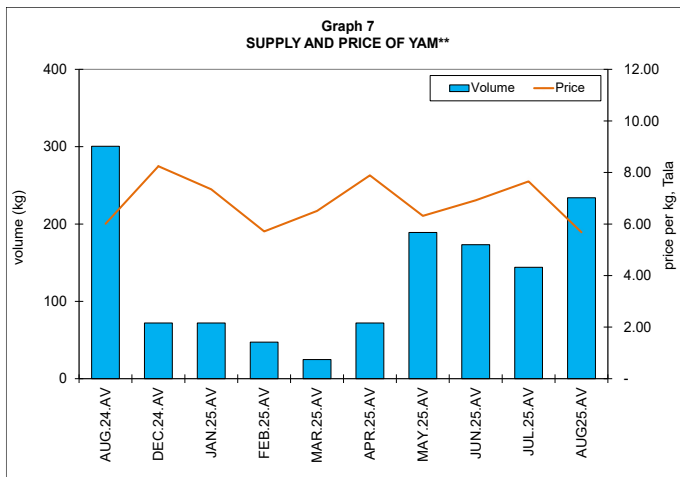


A comparison of the years ending August 2024 and August 2025 shows that breadfruit supply decreased by 14%, while the average price increased by 31%.

YAM

In August 2025, yam supply totaled 234 kilograms, a 63% rise from the previous month, while the average price decreased by 26% to \$5.68 per kilogram. Compared to August 2024, supply decreased by 22%, and the price also decreased by 6%. (Refer to Graph 7 and Tables 1 & 2).

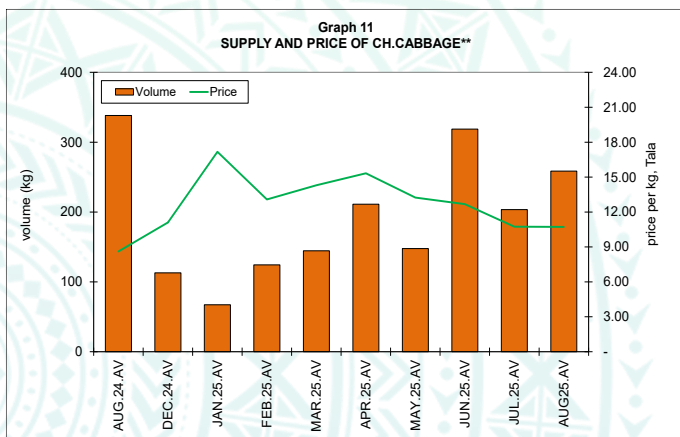




Comparing the year-over-year periods ending in August 2024 and August 2025, the supply of yams decreased by 4%, while the average price increased by 2%.

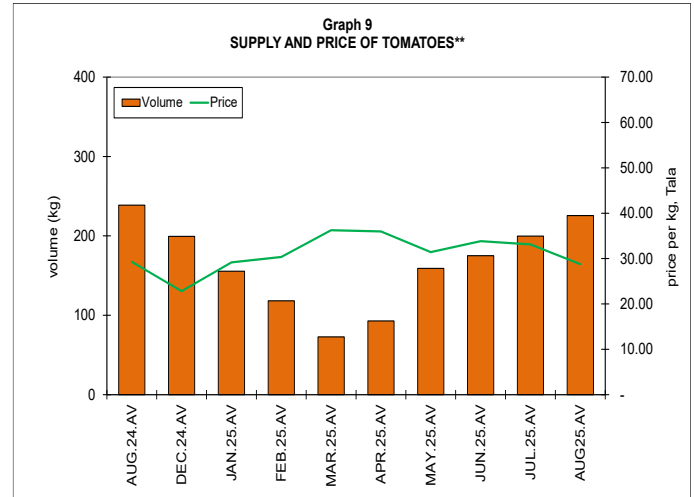
VEGETABLE PRODUCE

In August 2025, the overall supply of vegetables to local markets increased, except for head cabbage and cucumber, which fell by 20% and 14% respectively, compared to the previous month. Chinese cabbage recorded the largest increase (27%), followed by tomatoes (13%) and pumpkin (5%). (Refer to Graphs 9 & 12 and Tables 1 & 2).



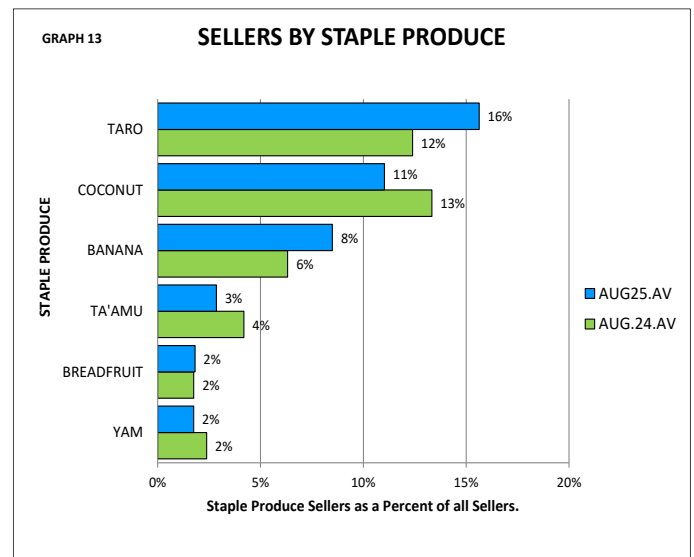
Average prices for tomato and head cabbage fell 13% and 9%, respectively, while Chinese cabbage and pumpkin remained unchanged from the previous month. On the other hand, cucumber

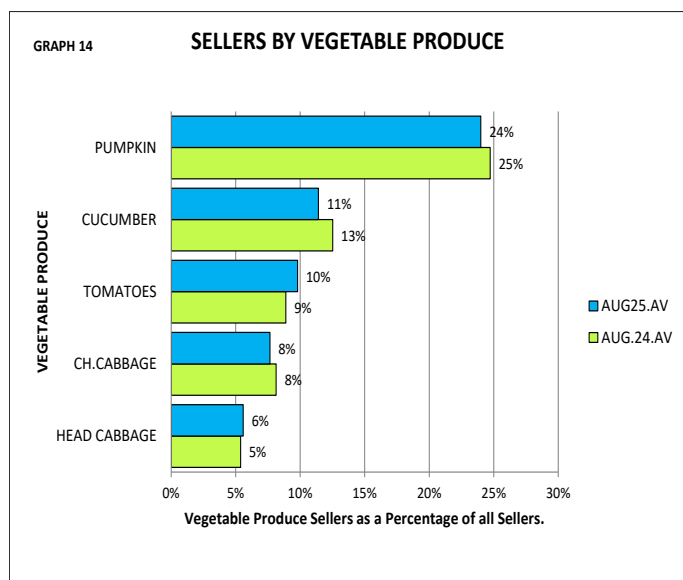
prices rose by 4% compared to July 2025.



SELLERS

The average number of sellers in August 2025 was 308, representing a 20% increase from July 2025 and a 4% decrease from the same month last year. (Refer to Graphs 13 and 14 and Table 6).

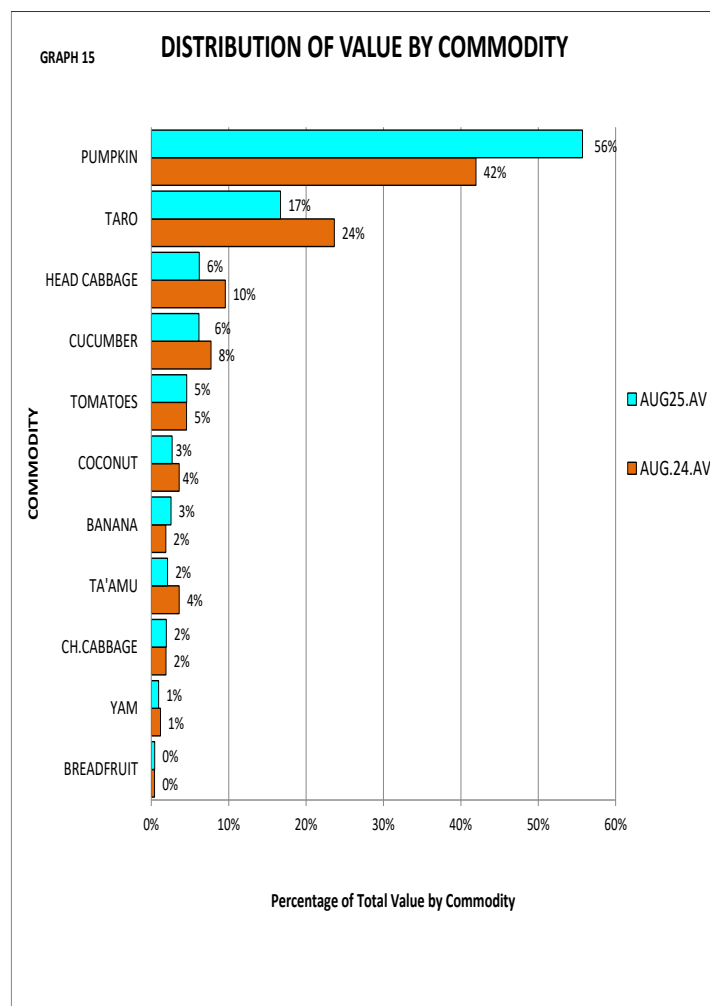




In August 2025, vegetable produce vendors dominated the markets, accounting for 58% of all local market sellers. This was a drop from 61% in the previous month and 60% in the same month of the previous year. Staple food vendors accounted for 42%, up from 39% in the previous month and 40% in the same month last year.

VALUE OF SUPPLIES

In August 2025, the average value of produce supplied to local markets was \$142,200, a 3% decline from the previous month and 7% lower than in August 2024. Pumpkin remained the leading contributor, making up 56% of the total value, up from 52% in July 2025 and 42% a year ago. Taro accounted for 17%, down from 21% in July 2025 and 24% in August 2024. Head cabbage and cucumber each contributed 6%, while coconut and banana both contributed 3%. Ta'amu and Chinese cabbage accounted for 2% each, while yam contributed 1%. Breadfruit maintained a consistent share in the month under review. (Refer to Graph 15 and Table 3).

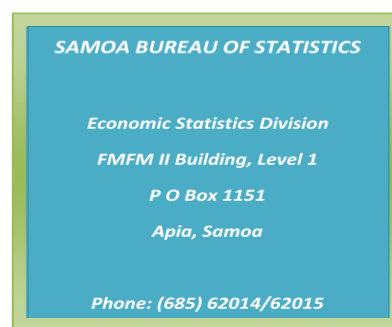


Technical Notes

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 AUKUSO 2025

ILOILOGA TAUA O LE MASINA:

Aukuso 2025 faatusa ia Iulai 2025

❖ **Siitia i le 1% le aofa'iga o fua o faatoaga.**

- Fa'i (siitia 63%)
- Ufi (siitia 63%)
- Kapisi Saina (siitia 27%)
- Tamato (siitia 13%)

❖ **E 2% ua faaitiitia ai le tau aofai o fua o fa'atoaga.**

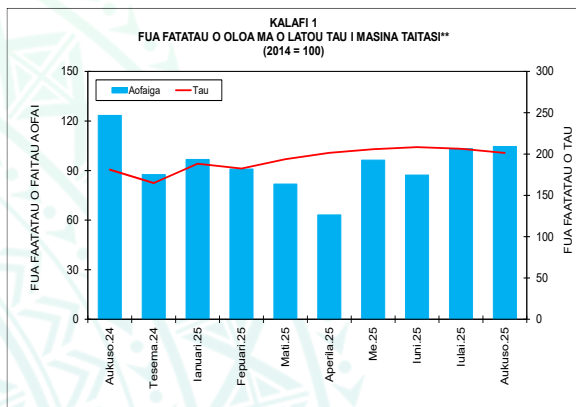
- Ulu (paū 27%)
- Ufi (paū 26%)
- Tamato (paū 13%)
- Kapisi lapotopoto (paū 9%)

❖ **E 3% ua pa'ū ai le tau aofai o fua o fa'atoaga i le \$142,200**

❖ **E 308 le aofai o tagata na faatauina atu fua o faatoaga i maketi, ma ua siitia i le 20%.**

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 Aukuso 2025, na siitia ai i le na o le 1 pasene le faitau aofai o fua o faatoaga pe a fa'atusa ia Iulai 2025. O lenei siitaga, na faamauina i le tele o fua o faatoaga na auina atu i maketi. E 15 pasene ua pa'ū ai fua o faatoaga i le maketi pe a faatusa ia Aukuso 2024. (Kalafi 1 ma le Pusa 4 &5)



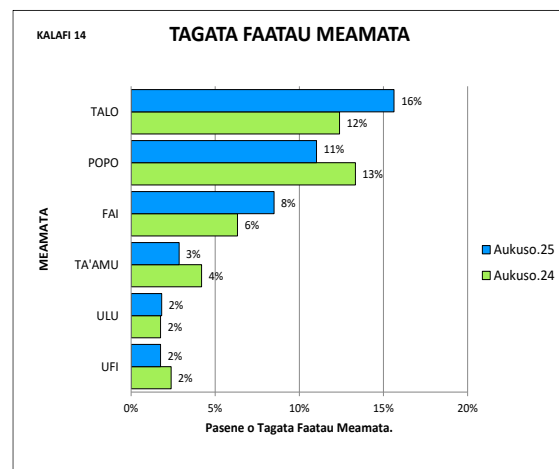
O le aotelega o tau o fua o fa'atoaga na pa'ū i le 2 pasene pe a fa'atusa i le masina ua mavae. O talo, ta'amu, ulu, ufi, kapisi lapotopoto ma tamato na faamauina le paū mauualalo o latou tau. Na si'itia mauualuga le tau o oloa i le 11 pasene pe a faatusa ia Aukuso 2024.

TAU AOFAI O FUA O FAATOAGA

Tuaina atu i le aso:
23 Setema 2025

O le tau aofai o fua o fa'atoaga sa faatauina i maketi ia Aukuso 2025 e \$142,200, ua faaitiitia ai i le 3 pasene mai ia Iulai 2025 ma le 7% pe a faatusa ia Aukuso 2024.

E 308 le aofa'iga o tagata na fa'atauina atu fua o fa'atoaga i maketi i aso na faatautaia ai lenei suesuega ia Aukuso 2025. E 20 pasene ua siitia ai mai ia Iulai 2025 ae 4 pasene na pa'ū ai pe a faatusa ia Aukuso 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'aina i le masina o Aukuso 2025.

