



LOCAL MARKET SURVEY SEPTEMBER 2025

MONTHLY HIGHLIGHTS:

September 2025 compared to August 2025

❖ **Overall Volume increased by 5%.**

- Taro (up 7%)
- Banana (up 23%)
- Coconut (up 44%)
- Head cabbage (up 55%)
- Tomatoes (up 43%)

❖ **Overall Price decreased by 13%.**

- Taro (down 8%)
- Ta'amu (down 22%)
- Breadfruit (down 21%)
- Tomato (down 24%)
- Chinese Cabbage (down 18%)

❖ **Value of Supplies down 9 percent to \$130,000.**

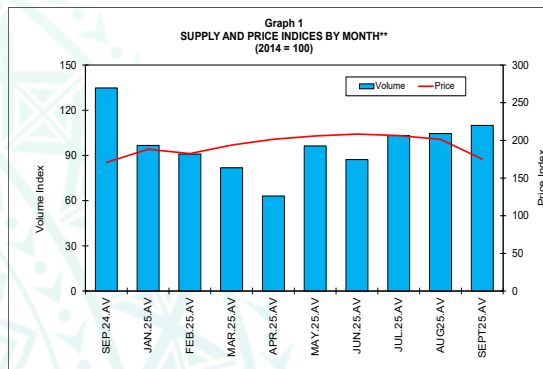
❖ **Total number of sellers increased by 11 percent to 342.**

Date of release:
24th October 2025

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

OVERVIEW

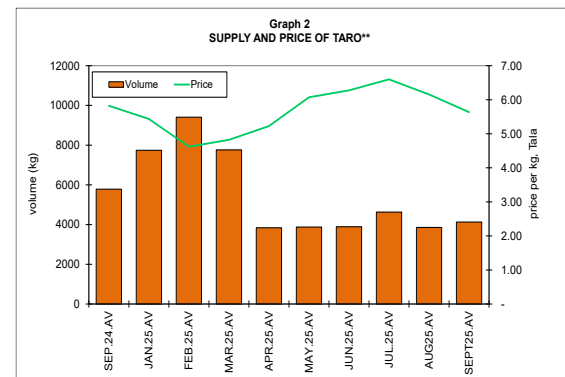
The monthly survey of Agricultural food supplies at the local markets by the Samoa Bureau of Statistics in September 2025 showed that the overall volume increased by 5 percent compared to August 2025. This was primarily due to increased supplies of most agricultural produce, except for ta'amu, breadfruit, Chinese cabbage, cucumber, and pumpkin. Compared to September 2024, the total volume declined by 18 percent.



The overall price index declined by 13 percent from the previous month, with a significant drop in prices for agricultural produce such as taro, banana, ta'amu, breadfruit, and all vegetables. The overall price level rose by 3 percent compared to September 2024.

TARO

In September 2025, the supply of taro to local markets increased by 7% to 4,128 kilograms, while the average price fell by 8% to \$5.64 per kilogram compared to the previous month. Relative to the same month last year, supply decreased by 29%, while the average price fell by 3%. (Refer to Graph 2 and Tables 1 & 2).

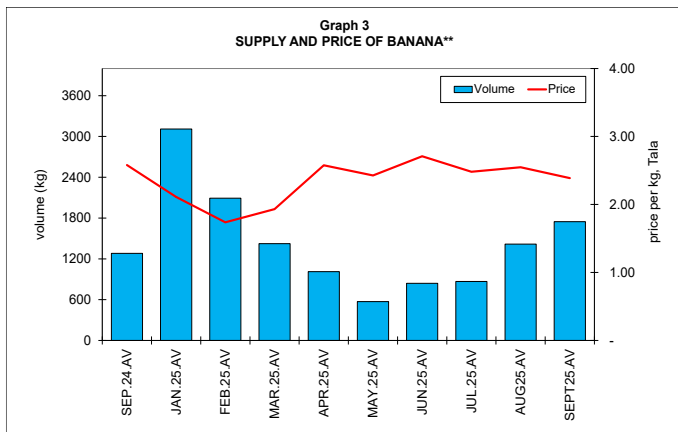


On an annual basis, taro supply decreased by 22%, while its average price increased by 20% compared to the year ending September 2024.

BANANA

Banana supply increased by 23% in September 2025, while the average price declined by 6% from the previous month. Compared to September 2024, supply increased by 36%, whereas the average price fell by 7%. (Refer to Graph 3 and Tables 1 & 2).

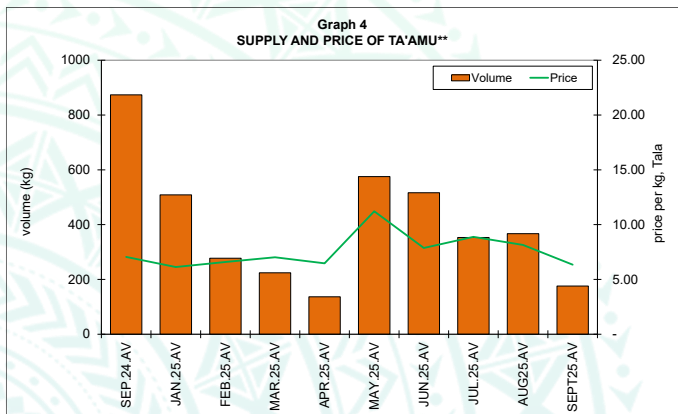




Annually, banana supply declined by 14%, while the average price rose by 21% compared to the year ending September 2024.

TA'AMU

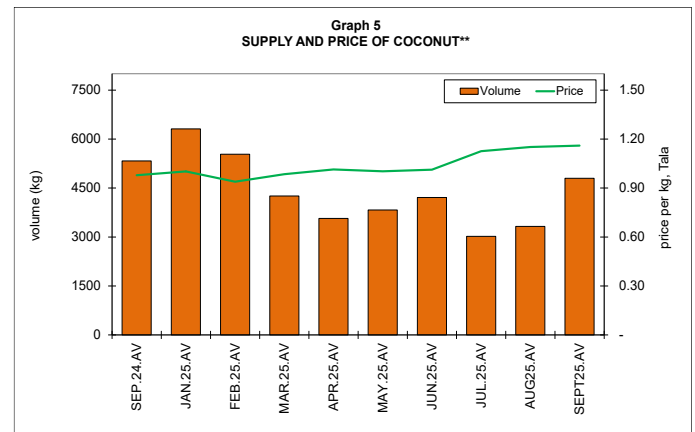
In September 2025, ta'amu supply totaled 176 kilograms, representing a 52% decrease from August 2025, while the average price decreased by 22% to \$6.35 per kilogram. Compared to September 2024, supply dropped significantly by 80%, while the average price decreased by 10%. (Refer to Graph 4 and Tables 1 & 2).



Over the year ending September 2025, overall ta'amu supply increased by 6% compared to the previous year, while the average price decreased by 4%.

COCONUT

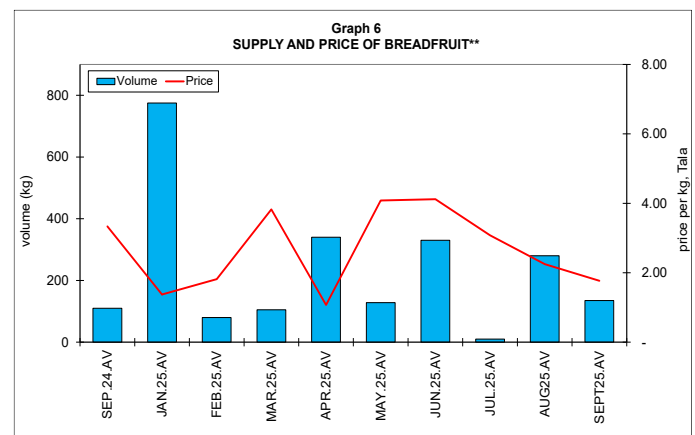
In September 2025, coconut supply stood at 4,800 kilograms, representing a 44% increase from August 2025. Over the same period, the average price rose slightly by 1%, to \$1.16 per kilogram. However, when compared with September 2024, supply declined by 10%, while the average price increased by 19%. (Refer to Graph 5 and Tables 1 & 2)



On an annual basis, coconut supply declined by 20%, while the average price rose by 8%.

BREADFRUIT

The supply of breadfruit declined by 52% to 135 kilograms in September 2025 compared to the previous month, while the average price fell by 21%. Compared to September 2024, supply rose by 23%, whereas the average price dropped by 47%. (Refer to Graph 6 and Tables 1 & 2).

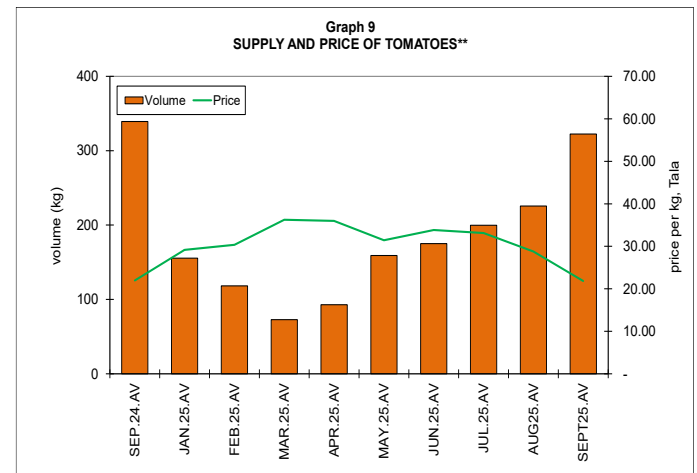
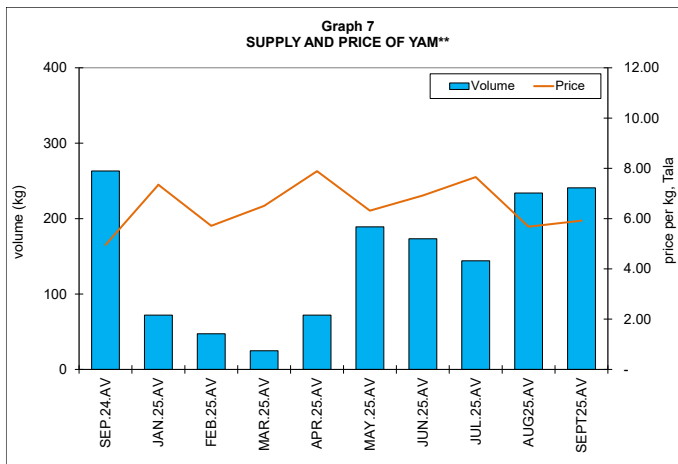


A comparison of the years ending September 2024 and September 2025 shows that breadfruit supply decreased by 13%, while the average price increased by 22%.

YAM

In September 2025, the supply of yams totaled 241 kilograms, representing a 3% increase from the previous month, while the average price rose by 4% to \$5.92 per kilogram. Compared to September 2024, supply declined by 9%, whereas the average price increased by 19%. (Refer to Graph 7 and Tables 1 & 2).

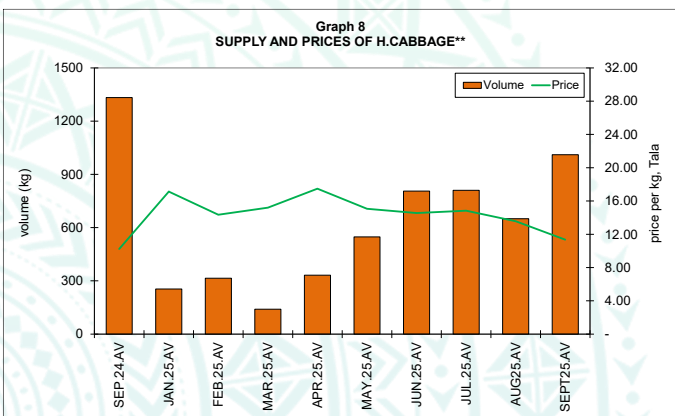




When comparing the year ending September 2024 with September 2025, the supply of yams declined by 1%, while the average price increased by 6%.

VEGETABLE PRODUCE

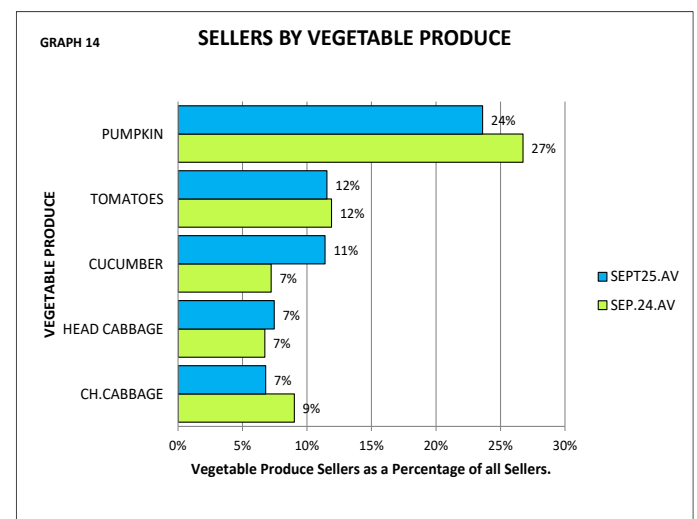
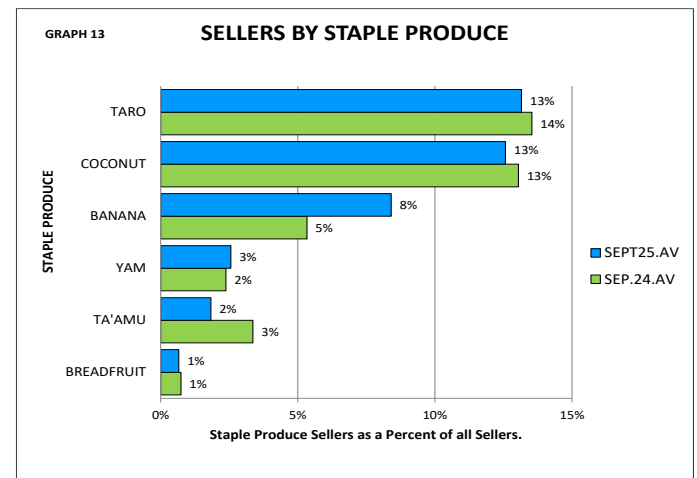
In September 2025, the overall supply of vegetables to local markets decreased, except for head cabbage and tomato, which rose by 55% and 43% respectively, compared to the previous month. Cucumber recorded a decrease (6%), followed by Chinese cabbage (5%) and pumpkin (3%). (Refer to Graphs 9 & 12 and Tables 1 & 2).



Tomato average prices recorded the largest decrease, falling by 24% while the average price of Chinese cabbage declined by 18%. The average price of cucumber dropped by 16%, whereas head cabbage and pumpkin prices fell by 16% and 13% respectively.

SELLERS

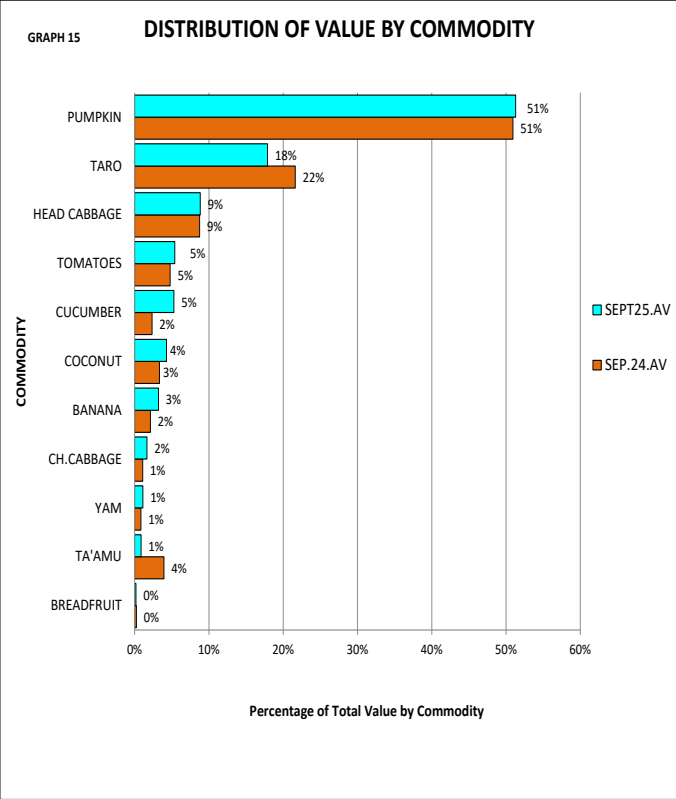
The average number of sellers in September 2025 was 342, representing a 11% increase from August 2025 and a 1% decrease from the same month last year. (Refer to Graphs 13 and 14 and Table 6).



In September 2025, vegetable produce vendors dominated the markets, accounting for 61% of all local market sellers. This was an increase from 58% in the previous month but a declined from 62% in the same month of the previous year. Staple food vendors accounted for 39%, down from 42% in the previous month but up from 38% in the same month last year.

VALUE OF SUPPLIES

In September 2025, the average value of produce supplied to local markets was \$130,000, a 9% decline from the previous month and 17% lower than in September 2024. Pumpkin remained the leading contributor, making up 51% of the total value, down from 56% in August 2025, but remained unchanged from the same month last year. Taro accounted for 18%, slightly up from 17% in August 2025 but lower than 22% recorded in September 2024. Head cabbage shares accounted for 9% of total value, rising from 6% in the previous month and remaining unchanged compared to the same month last year. Tomato and cucumber each contributed 5%, followed by coconut at 4%, while banana and Chinese cabbage contributed 3% and 2% respectively. Ta'amu and yams accounted for 1% each, while breadfruit contributed lower shares 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, 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 SETEMA 2025

ILOILOGA TAUA O LE MASINA:

Setema 2025 faatusa ia Aukuso 2025

❖ Si'itia i le 5% le aofa'iga o fua o faatoaga.

- Talo (siitia 7%)
- Fa'i (siitia 23%)
- Popo (siitia 44%)
- Kapisi Lapotopoto (siitia 55%)
- Tamato (siitia 43%)

❖ E 13% ua faaitiitia ai le tau aofai o fua o fa'atoaga.

- Talo (paū 8%)
- Taamu (paū 22%)
- Ulu (paū 21%)
- Tamato (paū 24%)
- Kapisi Saina (paū 18%)

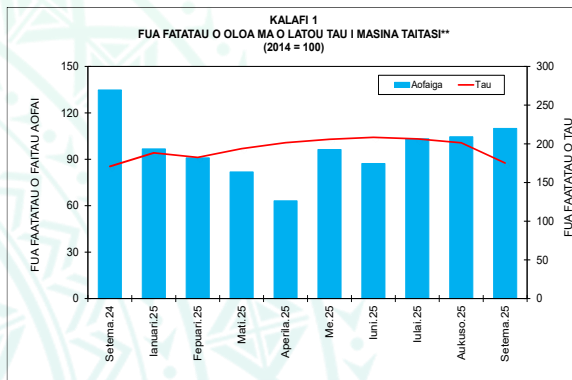
❖ E 9% ua pa'ū ai le tau aofai o fua o fa'atoaga i le \$130,000

❖ E 342 le aofai o tagata na faatauina atu fua o faatoaga i maketi, ma ua siitia i le 11%.

Tuuina atu i le aso:
24 Oketopa 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 Setema 2025, na siitia ai i le 5 pasene le faitau aofai o fua o faatoaga pe a fa'atusa ia Aukuso 2025. O lenei siitaga, na faamauina i le tele o fua o faatoaga na auina atu i maketi, vagana ai ta'amu, ulu, kapisi Saina, kukama ma maukeni. E 18 pasene ua pa'ū ai fua o faatoaga i le maketi pe a faatusa ia Setema 2024. (Kalafi 1 ma le Pusa 4 & 5)

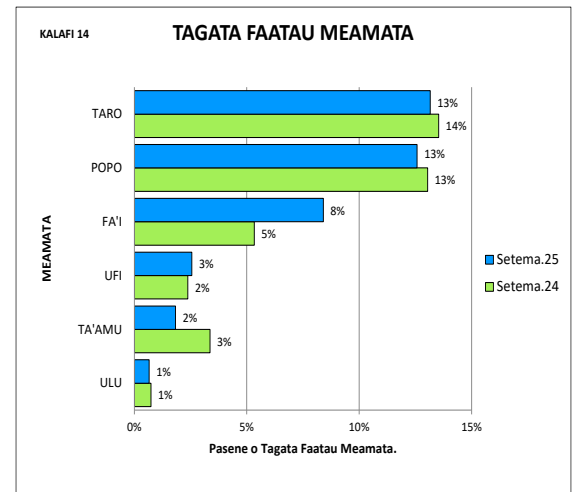


O le aotelega o tau o fua o fa'atoaga na pa'ū i le 13 pasene pe a fa'atusa i le masina o Aukuso 2025. O talo, ta'amu, ulu, ma fualaauaina faisua na faamauina le paū maualalo o latou tau. Na si'itia le tau o oloa i le 3 pasene pe a faatusa ia Setema 2024.

TAU AOFA'I O FUA O FAATOAGA

O le tau aofai o fua o fa'atoaga sa faatauina i maketi ia Setema 2025 e \$130,000, ua faaitiitia ai i le 9 pasene mai ia Aukuso 2025 ma le 17% pe a faatusa ia Setema 2024.

E 342 le aofa'iga o tagata na fa'atauina atu fua o fa'atoaga i maketi i aso na faatautaia ai lenei suesuega ia Setema 2025. E 11 pasene ua siitia ai mai ia Aukuso 2025 ma le 12 pasene na siitia ai pe a faatusa ia Setema i le tausaga talu ai. (Kalafi 13 & 14 ma le Pusa 6).



E 39 pasene le faitau aofai o tagata faatau meamata, ae 61 pasene le aofai o tagata faatau fualaa'u'aina i le masina o Setema 2025.

