



LOCAL MARKET SURVEY JANUARY 2026

MONTHLY HIGHLIGHTS:

January 2026 compared to December 2025

❖ Overall Volume decreased by 9%.

- Breadfruit (down 70%)
- Yam (down 58%)
- Chinese cabbage (down 27%)
- Tomatoes (down 19%)

❖ Overall Price decreased by 5%.

- Taamu (down 46%)
- Yam (down 13%)
- Breadfruit (down 11%)

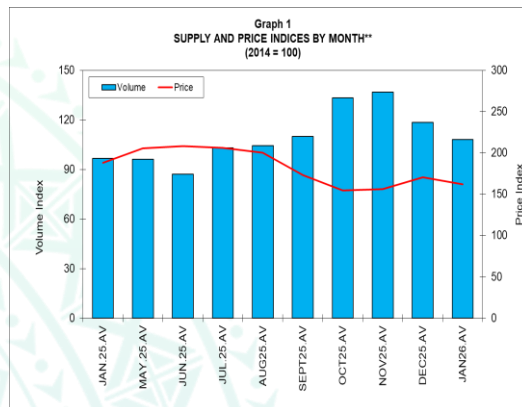
❖ Value of Supplies declined 12 percent to \$120,100.

❖ Total number of sellers decreased by 21 percent to 243.

Date of release:
20th February 2026

The next Local Market
Report will be released on the
20th March 2026

The monthly survey of agricultural food supplies at local markets conducted by the Samoa Bureau of Statistics in January 2026 showed that the overall volume declined by 9 percent compared with December 2025. This decline was mainly due to reduced supplies of most agricultural produce, except for taamu and taro. However, when compared with January 2025, the total volume increased by 12 percent.

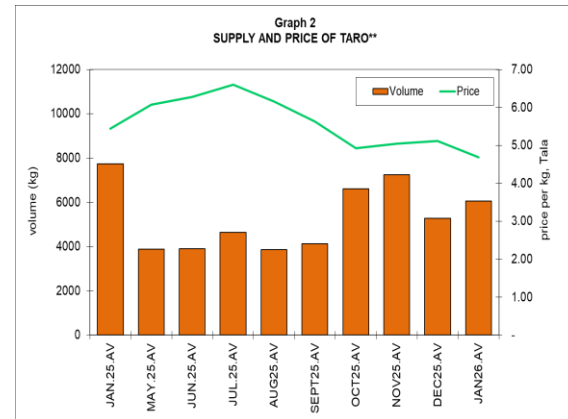


The overall price index decreased by 5 percent from the previous month. Lower prices were recorded for most agricultural produce, except for Chinese cabbage, tomatoes, and bananas. In comparison with January 2025, the overall price level decreased by 14 percent.

TARO

In January 2026, the supply of taro to local markets increased by 15 percent, reaching 6,047 kilograms, while the average price decreased by 8 percent to \$4.68 per kilogram compared with the previous month. Compared with the same month in 2025, supply declined by 22 percent, while the

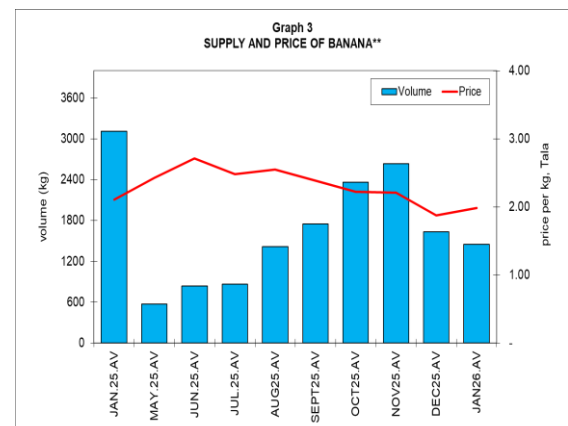
average price fell by 14 percent. (Refer to Graph 2 and Tables 1 & 2).



On an annual basis, the supply of taro decreased by 5 percent, while its average price increased by 13 percent compared with the year ending January 2025.

BANANA

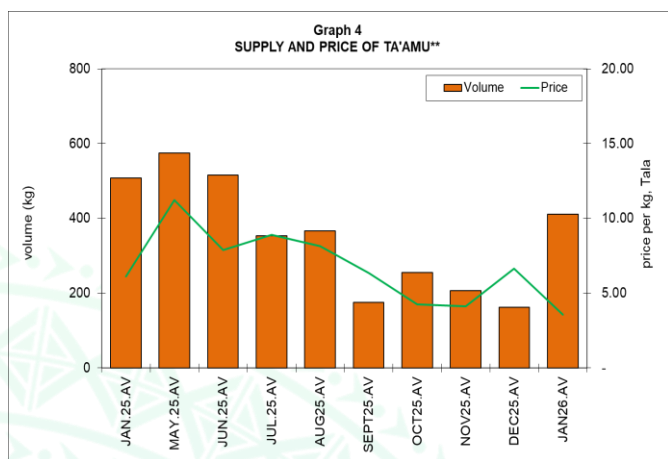
In January 2026, the supply of bananas decreased by 11 percent, while the average price increased by 6 percent compared with the previous month. Compared with January 2025, the supply decreased by 53 percent, while the average price fell by 6 percent. (Refer to Graph 3 and Tables 1 & 2).



On an annual basis, the supply of bananas declined by 11 percent, while the average price increased by 12 percent over the year ending January 2025.

TA'AMU

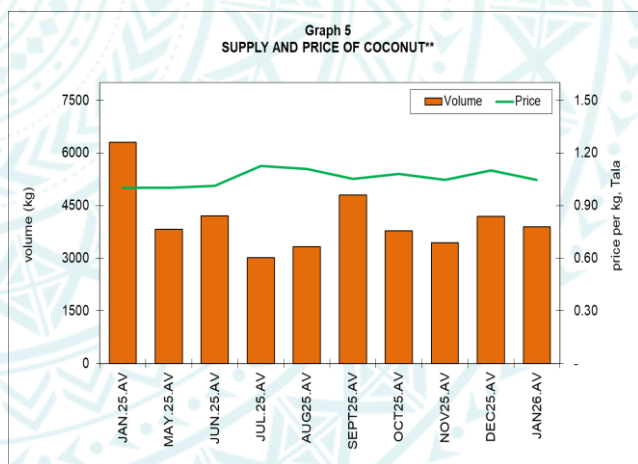
In January 2026, the supply of ta'amu totaled 411 kilograms, representing a 154 percent increase compared with December 2025, while the average price decreased by 46 percent, to \$3.56 per kilogram. Compared with January 2025, the supply declined by 19 percent, while the average price decreased by 42 percent. (Refer to Graph 4 and Tables 1 & 2).



Over the year ending January 2026, the overall supply of ta'amu decreased by 36 percent compared with the previous year, while the average price increased by 5 percent.

COCONUT

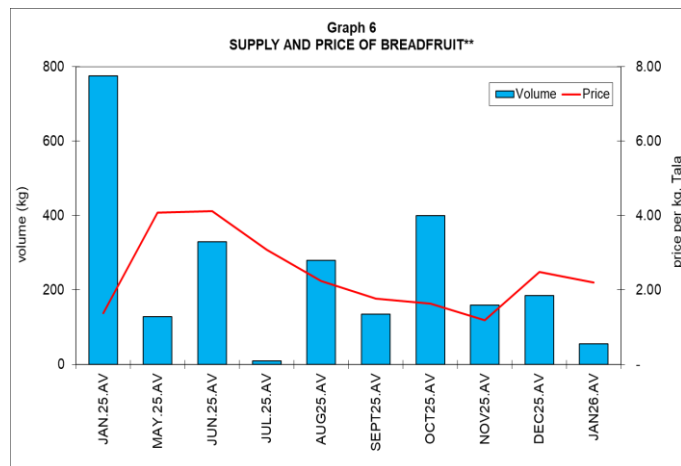
Coconut supply in January 2026 decreased to 3,899 kilograms, marking a 7 percent decline from December 2025. The average price also fell, reaching \$1.05 per kilogram. Over the year compared with January 2025, supply dropped by 38 percent, while the average price rose by 4 percent. (Refer to Graph 5 and Tables 1 and 2)



On an annual basis, coconut supply declined by 29 percent, while the average price rose by 9 percent.

BREADFRUIT

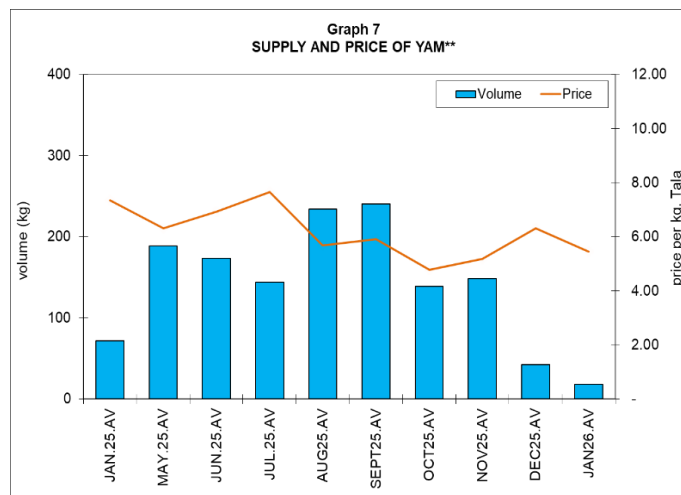
The supply of breadfruit decreased by 70 percent, to 55 kilograms, in January 2026 compared with December 2025, while the average price decreased by 11 percent. Compared with January 2025, supply decreased by 93 percent, while the average price rose by 61 percent. (Refer to Graph 6 and Tables 1 & 2).



A comparison of the years ending January 2025 and January 2026 indicated that breadfruit supply decreased by 30 percent, while the average price increased by 7 percent.

YAM

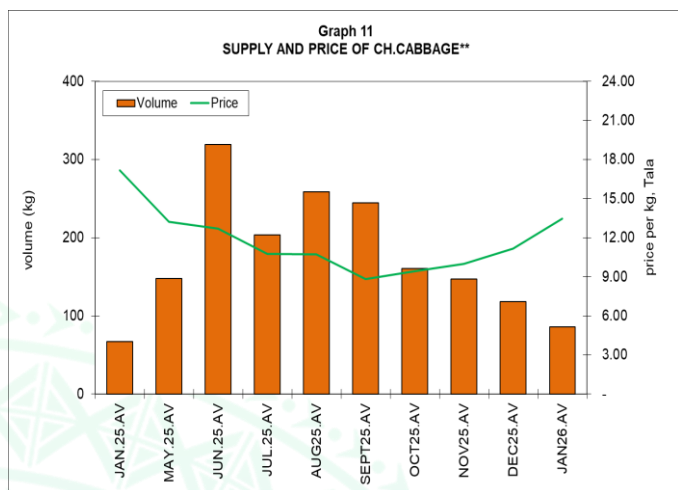
In January 2026, yam supply totaled 18 kilograms, representing a 58 percent decrease compared with December 2025, while the average price fell by 13 percent to \$5.46 per kilogram. Compared with January 2025, supply fell by 75 percent, while the average price fell by 26 percent (Refer to Graph 7 and Tables 1 & 2).



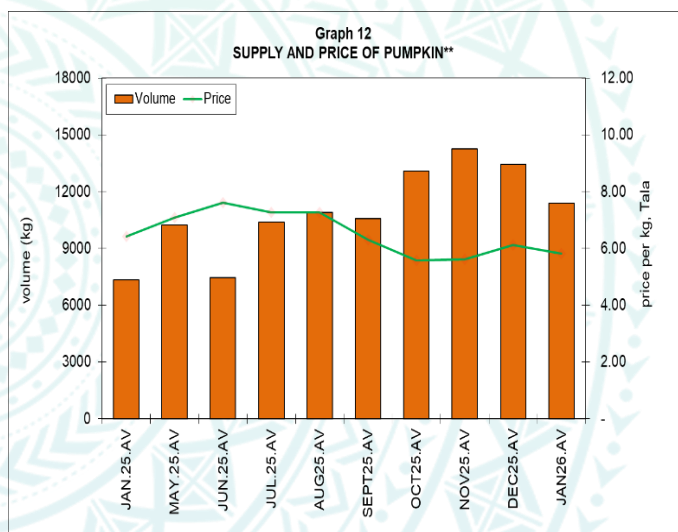
Over the year ending January 2026, yams supply decreased by 20 percent, while the average price declined by 10 percent.

VEGETABLE PRODUCE

In January 2026, the overall supply of vegetables to local markets decreased. Chinese cabbage recorded the largest decline at 27 percent, followed by tomatoes at 19 percent and pumpkin at 15 percent. Cucumber and head cabbage also declined by 14 percent and 1 percent, respectively. (Refer to Graphs 11 & 12 and Tables 1 & 2).



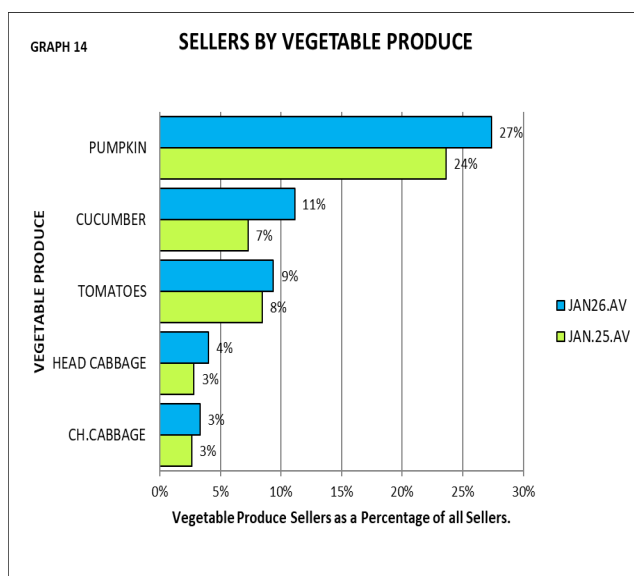
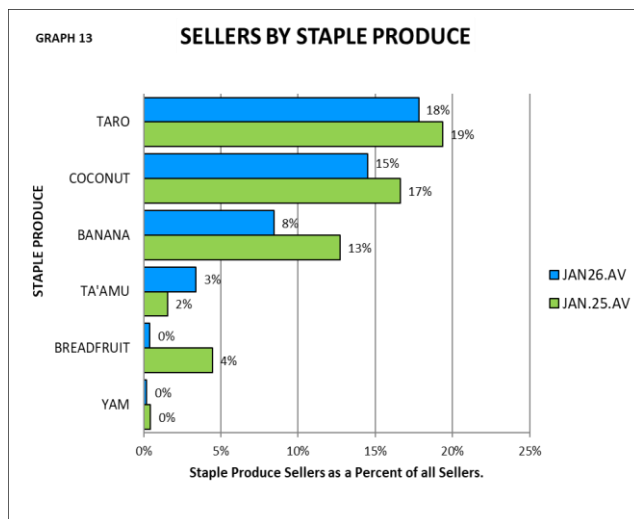
The average price of Chinese cabbage rose by 21 percent to \$13.48 per kilogram, while tomato prices increased by 15 percent. Pumpkin prices fell by 5 percent. Cucumber and Head cabbage prices decreased by 1 percent to \$8.59 and \$12.34 respectively.



SELLERS

The average number of sellers in January 2026 was 243, a decrease of 21 percent from December 2025 and

representing a 12% decrease compared to January 2025. (Refer to Graphs 13 and 14 and Table 6).

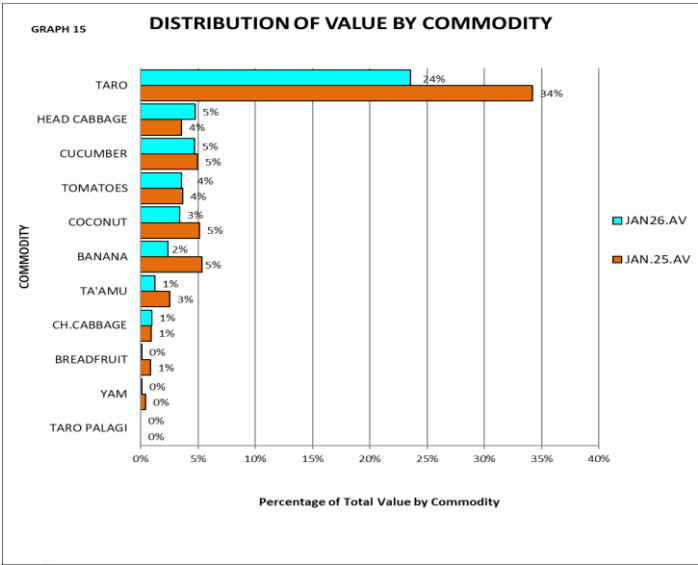


VALUE OF SUPPLIES

In January 2026, vegetable produce vendors dominated local markets, accounting for 55% of all sellers. This represented a decrease from 59% in the previous month but an increase from 45% in the same month of the previous year. Staple food vendors made up the remaining 45%, up from 41% in December but down from 55% in January of the previous year.

In January 2026, the average value of produce supplied to local markets was \$120,100, a 12% decrease from the previous month but a 2% decrease from January 2025. Pumpkin was the leading contributor, accounting for 55% of the total value, up from 38% in the same month last year. Taro followed with a 24% share, up from 20% in December 2025 and down from 34% in January 2025. Cucumber and head cabbage each accounted for 5% of the total value. Coconut and tomato contributed 3% and

4% respectively, while banana accounted for 2%. Chinese cabbage and taamu each contributed 1%, while breadfruit and yam recorded the lowest shares during 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 IANUARI 2026

ILOILOGA TAU O LE MASINA:

Ianuari 2026 faatusa ia Tesema 2025

❖ **Faaitiitia i le 9% le aofa'iga o fua o faatoaga.**

- Ulu (paū 70%)
- Ufi (paū 58%)
- Kapisi Saina (paū 27%)
- Tamato (paū 19%)

❖ **E 5% na faaitiitia ai le tau aofai o fua o fa'atoaga.**

- Taamu (paū 46%)
- Ufi (paū 13%)
- Ulu (paū 11%)

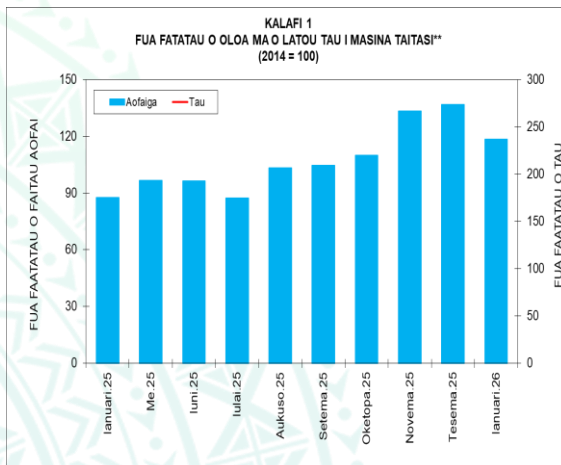
❖ **E 12% na paū ai le tau aofai o fua o fa'atoaga i le \$120,100**

❖ **E 243 le aofai o tagata na faatauina atu fua o faatoaga i maketi. E 21% ua paū ai pe a faatusa ia Tesema 2025.**

Tuaina atu i le aso:
20 Fepuari 2026

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 Ianuari 2026, na paū mauualalo ai i le 9 pasene le faitau aofai o fua o faatoaga pe a fa'atusa ia Tesema 2025. O lenei faaitiitiga, na faamauina i le tele o fua o faatoaga na auina atu i maketi, sei vagana ai taamu ma talo. E 12 pasene ua siitia ai fua o faatoaga i le maketi pe a faatusa ia Ianuari 2025. (Kalafi 1)

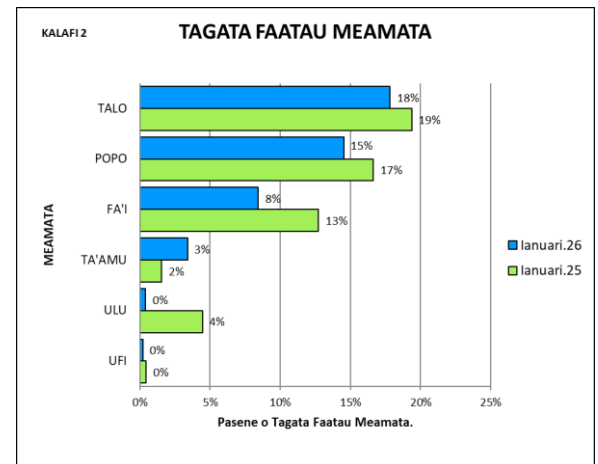


O le aotelega o tau o fua o fa'atoaga na faaitiitia i le 5 pasene pe a fa'atusa i le masina o Tesema 2025. Na faamauina le faaitiitia uma o tau o fua o faatoaga sa auina atu i maketi sei vagana ai fai, tamato, ma kapisi saina. E 14 pasene ua paū ai pe a faatusa ia Ianuari 2025.

TAU AOFA'I O FUA O FAATOAGA

O le tau aofai o fua o fa'atoaga sa faatauina i maketi ia Ianuari 2026 e \$120,100, na paū i le 12 pasene mai ia Tesema 2025 ae 2% ua faaitiitia ai pe a faatusa ia Ianuari 2025.

E 243 le aofa'iga o tagata na fa'atauina atu fua o fa'atoaga i maketi i aso na faatautaia ai lenei suesuega ia Ianuari 2026. E 21% ua paū ai pe a faatusa ia Tesema 2025 ma e 12 pasene na faaitiitia ai pe a faatusa ia Ianuari 2025. (Kalafi 2 & 3).



E 45 pasene le faitau aofai o tagata faatau meamata, ae 55 pasene le aofai o tagata faatau fualaa'u'aina i le masina o Ianuari 2026.

