



LOCAL MARKET SURVEY

MARCH 2026

MONTHLY HIGHLIGHTS:

March 2026 compared to February 2026

❖ **Overall Volume decreased by 25%.**

- Pumpkin (down 39%)
- Breadfruit (down 39%)
- Tomatoes (down 20%)

❖ **Overall Prices increased by 14%.**

- Yam (up 125%)
- Taamu (up 57%)
- Head Cabbage (up 42%)

❖ **Value of Supplies decreased by 18 percent to \$124,500.**

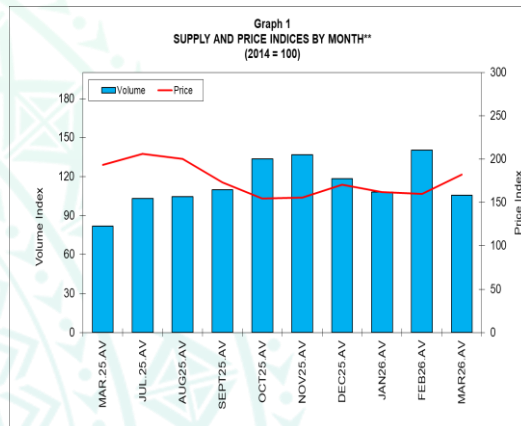
❖ **Total number of sellers decreased by 3 percent to 298.**

Date of release:
 23rd April 2026

The next Local Market
 Report will be released on the
 22nd May 2026

OVERVIEW

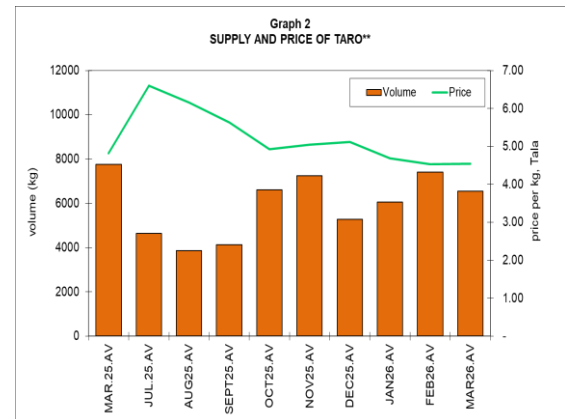
The monthly survey of agricultural food supplies at local markets conducted by the Samoa Bureau of Statistics in March 2026 showed that the overall volume fell by 25 percent compared to February 2026. This decrease was mainly due to reduced supply of most agricultural produce, except for yam, head cabbage, taamu, coconut, and Chinese cabbage. In comparison, the total volume increased by 29 percent when compared to March 2025.



The overall price index increased by 14 percent from the previous month. Higher prices were recorded for most agricultural produce, except for breadfruit, Chinese cabbage, and cucumber. In comparison with March 2025, the overall price level fell by 6 percent.

TARO

In March 2026, the supply of taro to local markets decreased by 12 percent, reaching 6,549 kilograms, while the average price increased by 0.4 percent to \$4.54 per kilogram compared with the previous month. Compared to the same month in 2025, supply declined by 16 percent, while the average price fell by 6 percent. (Refer to Graph 2 and Tables 1 & 2).

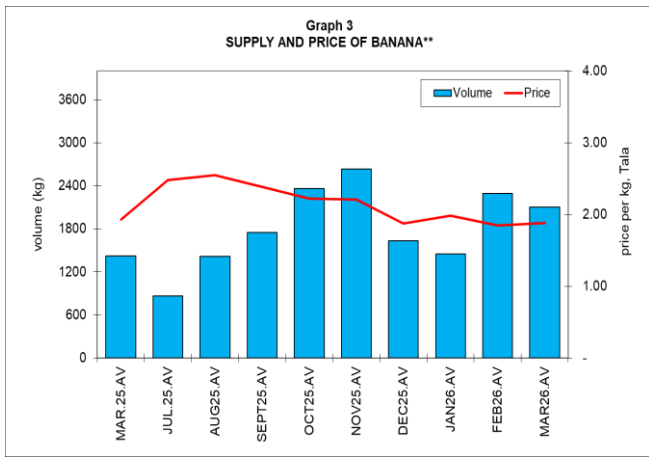


On an annual basis, the supply of taro decreased by 9 percent, while its average price increased by 9 percent compared to the year ending March 2025.

BANANA

In March 2026, the supply of bananas decreased by 8 percent, while the average price increased by 2 percent compared with the previous month. Compared with March 2025, the supply increased by 48 percent, while the average price declined by 3 percent. (Refer to Graph 3 and Tables 1 & 2).

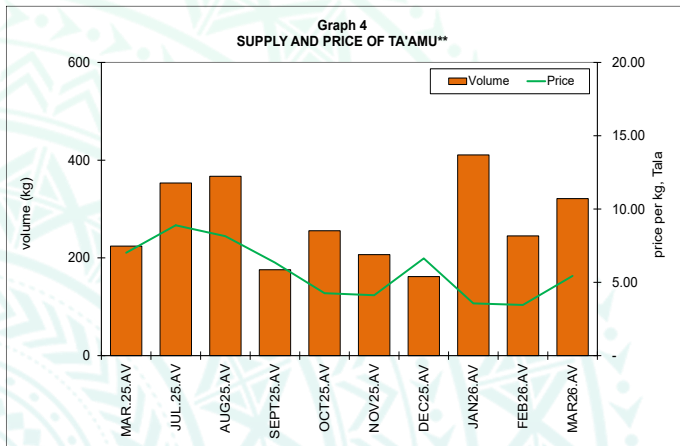




On an annual basis, the supply of bananas rose by 1 percent, while its average price increased by 10 percent compared to the year ending March 2025.

TA'AMU

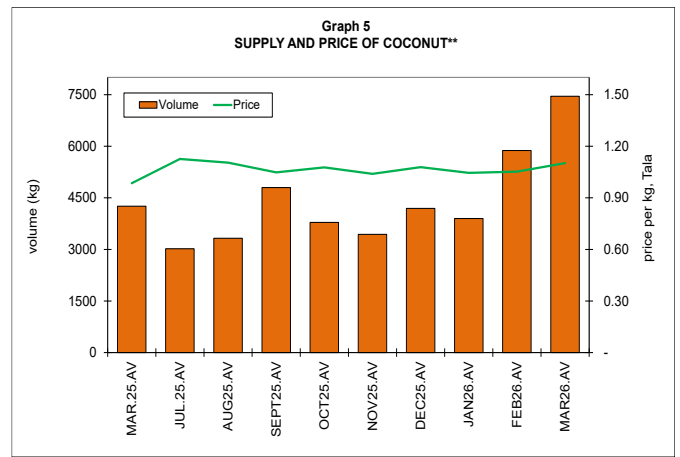
In March 2026, the supply of ta'amu totalled 322 kilograms, representing a 31 percent increase compared to February 2026, while the average price increased by 57 percent to \$5.44 per kilogram. Compared to March 2025, the supply rose by 43 percent, while the average price decreased by 22 percent. (Refer to Graph 4 and Tables 1 & 2).



Over the 12 months ending March 2026, compared to the previous 12-month period, the overall supply of ta'amu decreased by 38 percent, while the average price decreased by 5 percent.

COCONUT

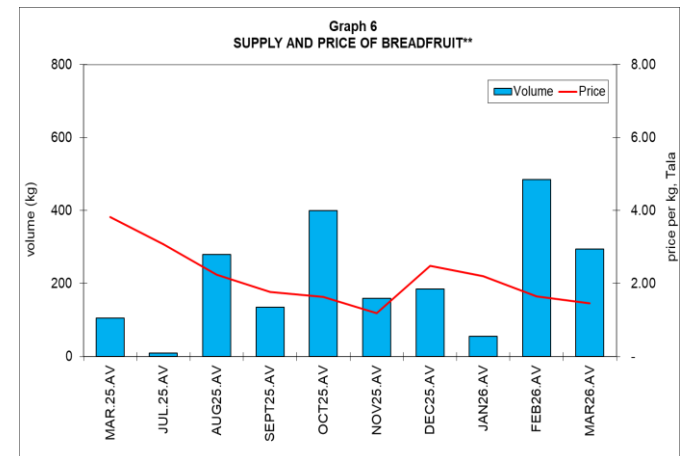
Coconut supply in March 2026 increased to 7,452 kilograms, marking a 27 percent increase from February 2026. The average price also increased by 5 percent to \$1.10 per kilogram. Compared with March 2025, supply rose by 75 percent, while the average price rose by 12 percent. (Refer to Graph 5 and Tables 1 & 2)



On an annual basis, the supply of coconut declined by 22 percent, while its average price increased by 10 percent compared to the year ending March 2025.

BREADFRUIT

Breadfruit supply decreased by 39 percent to 295 kilograms in March 2026 compared to the previous month, while the average price decreased by 12 percent. Compared to March 2025, supply more than doubled, while the average price declined by 62 percent. (Refer to Graph 6 and Tables 1 & 2).

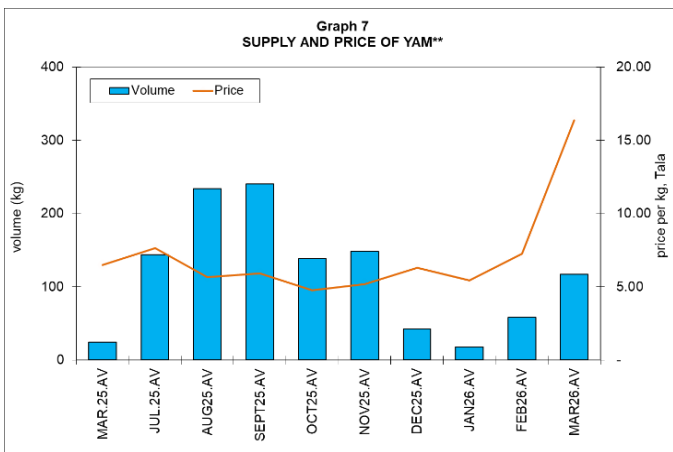


A comparison of the years ending March 2025 and March 2026 indicated that breadfruit supply decreased by 2 percent, while the average price decreased by 11 percent.

YAM

In March 2026, yam supply nearly doubled to 117 kilograms compared to the previous month, while the average price more than doubled to \$16.37 per kilogram. Compared to March 2025, supply increased more than fourfold, while the average price more than doubled. (Refer to Graph 7 and Tables 1 & 2).

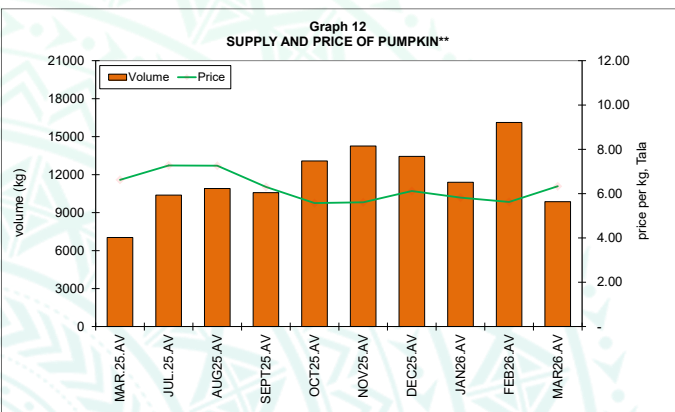




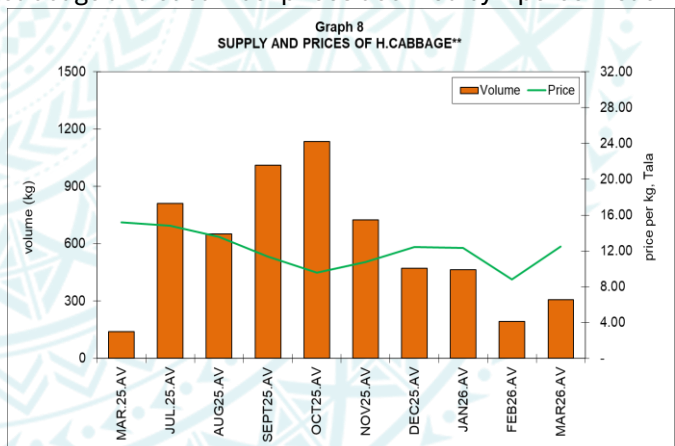
Over the 12 months ending March 2026, compared to the previous 12-month period, yam supply decreased by 11 percent, while the average price rose by 8 percent.

VEGETABLE PRODUCE

In March 2026, the overall supply of vegetables to local markets increased except for pumpkin, which decreased by 39 percent, followed by tomatoes (down 20 percent) and cucumbers (down 3 percent). In contrast, the supply of head cabbage and Chinese cabbage increased by 59 percent and 25 percent, respectively. (refer to Graphs 11 & 12 and Tables 1 & 2).

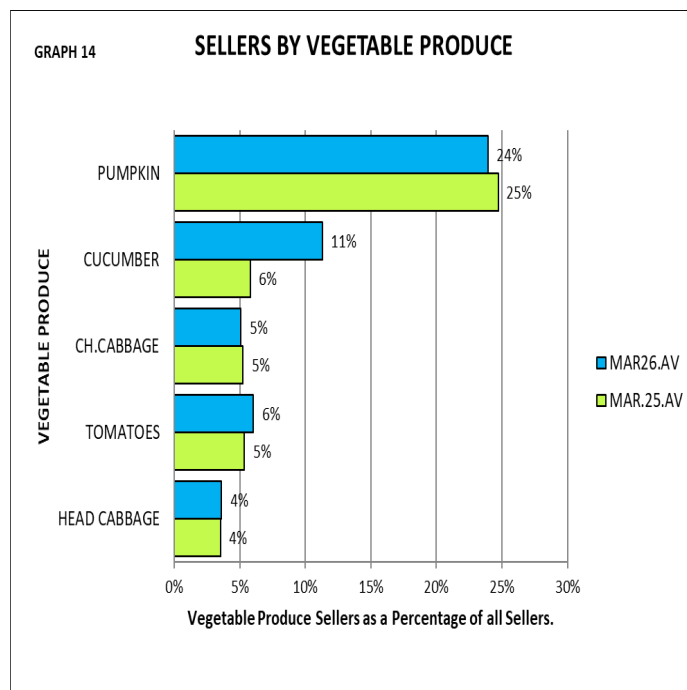
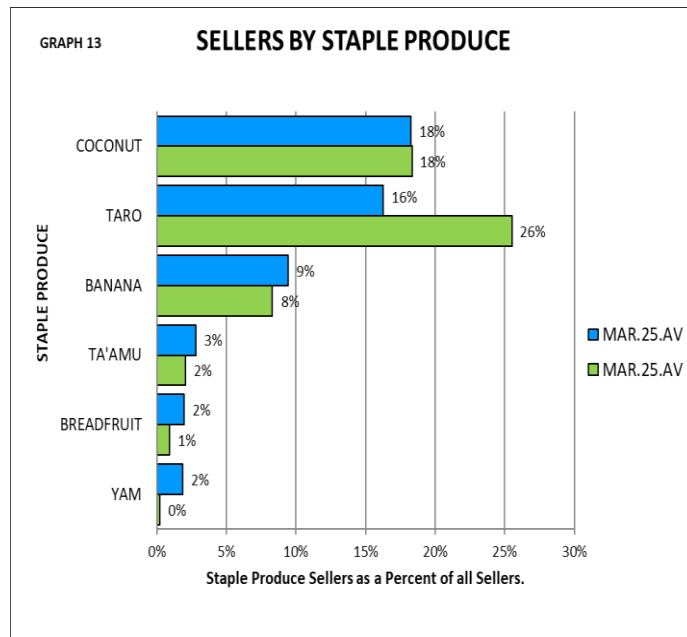


Head cabbage prices rose by 42 percent, followed by pumpkin prices, which increased by 13 percent, while tomato prices remained unchanged. In contrast, Chinese cabbage and cucumber prices declined by 2 percent each.



SELLERS

The average number of sellers in March 2026 was 298, representing a 3 percent decrease from February 2026 and a 36 percent rise compared to March 2025 (refer to Graphs 13 and 14 and Table 6).



VALUE OF SUPPLIES

In March 2026, vegetable produce vendors comprised 50 percent of all sellers in local markets, the same proportion as staple food vendors. This represents an increase from 45 percent in March 2025, while staple food vendors declined from 55 percent over the same period.

In March 2026, the average value of produce supplied to local markets stood at \$124,500, representing an 18 percent decline from the previous month



but a 20 percent increase compared to March 2025. Pumpkin remained the dominant contributor to total market value, accounting for 50 percent, up from 45 percent in the same month of the previous year.

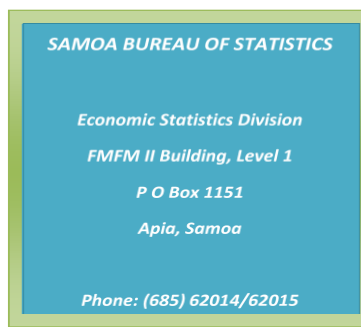
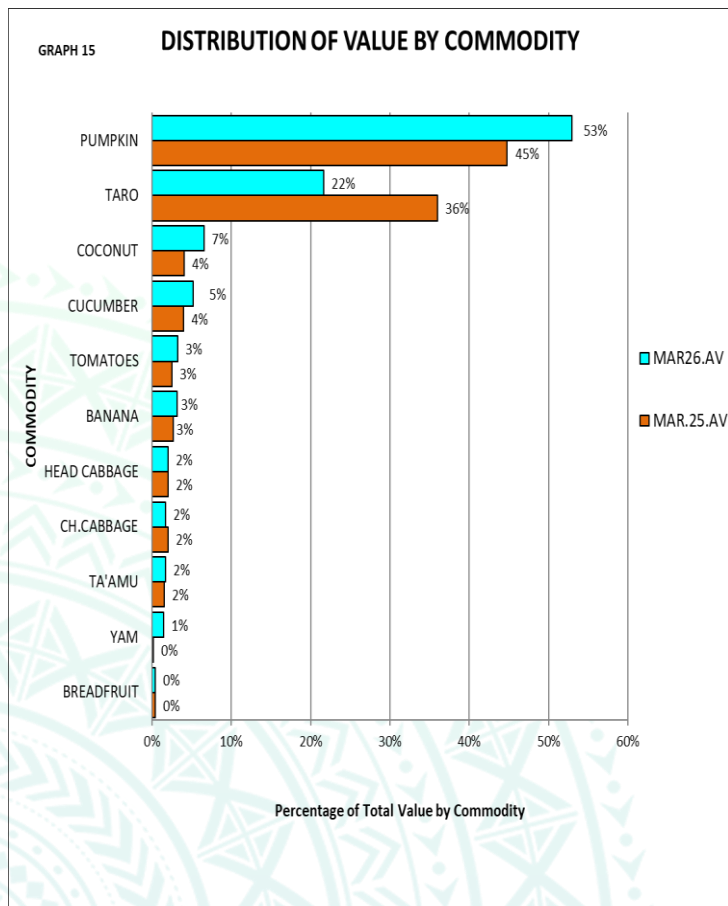
Taro contributed 24 percent, rising from 22 percent in February 2026, although lower than the 36 percent recorded in March 2025. Cucumber and coconut accounted for 5 percent and 7 percent, respectively. Banana, tomato, and head cabbage each contributed 3 percent, while yam and Chinese cabbage each accounted for 2 percent. Taamu and breadfruit recorded the lowest contributions 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.





SU'ESU'EGA O MAKETI FA'ALOTOIFALE MATI 2026

ILOILOGA TAUJA O LE MASINA

Mati 2026 faatusa ia Fepuari 2026

❖ Faaitiitia i le 25% le aofa'iga o fua o faatoaga.

- Maukeni (paū 39%)
- Ulu (paū 39%)
- Tamato (paū 20%)

❖ E 14% na siitia ai le tau aofai o fua o fa'atoaga.

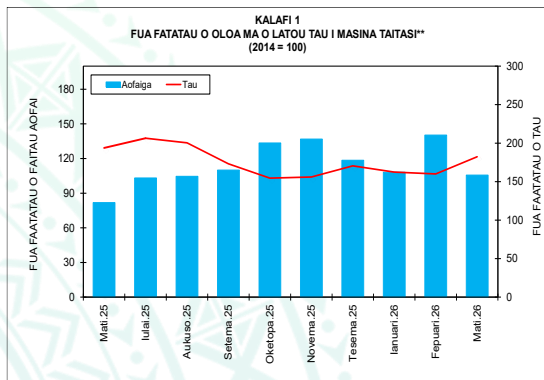
- Ufi (sii 125%)
- Taamu (sii 57%)
- Kapisi Lapotopoto (sii 42%)

❖ E 18% na paū ai le tau aofai o fua o fa'atoaga i le \$124,500.

❖ E 298 le aofai o tagata na faatauina atu fua o faatoaga i maketi. E 3% ua fa'aitiitia ai pe a faatusa ia 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 Mati 2026, na fa'aitiitia ai le faitau aofai o fua o faatoaga i le 25 pasene pe a fa'atusa ia Fepuari 2026. O leni paū na mafua mai i le faaitiitia o le tele o fua o faatoaga na auina atu i maketi, sei vagana ufi, kapisi lapotopoto, taamu, popo ma kapisi Saina. A faatusa ia Mati 2025, e 29 pasene le siitia o fua o faatoaga i le maketi. (Kalafi 1)

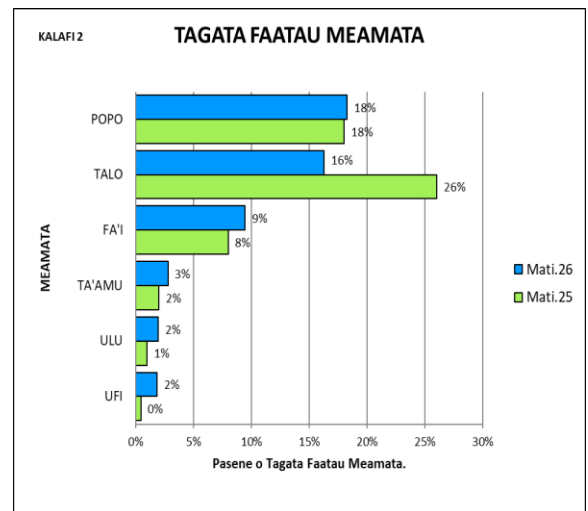


O le aotelega o tau o fua o fa'atoaga na siitia i le 14 pasene pe a fa'atusa i le masina o Fepuari 2026. Na faamauina le siitia uma o tau o fua o faatoaga sa auina atu i maketi sei vagana ai ulu, kapisi Saina ma kukama. E 6 pasene ua paū ai pe a faatusa ia Mati 2025.

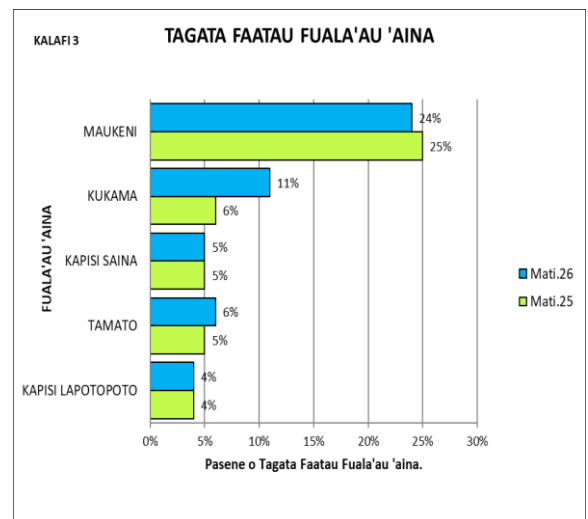
TAU AOAFA' I O FUA O FAATOAGA

O le tau aofai o fua o fa'atoaga sa faatauina i maketi ia Mati 2026 e \$124,500, na fa'aitiitia i le 18 pasene mai ia Fepuari 2026, ae 20 pasene na siitia ai pe a faatusa ia Mati 2025.

E 298 le aofa'iga o tagata na fa'atauina atu fua o fa'atoaga i maketi i aso na faatautaia ai leni suesuega ia Mati 2026. E 3 pasene na faaitiitia ai pe a faatusa ia Fepuari 2026, ae 36 pasene na siitia ai pe a faatusa ia Mati 2025. (Kalafi 2 & 3).



E 50 pasene le faitau aofai o tagata faatau meamata, ma e 50 pasene foi le aofai o tagata faatau fuala'au'aina i le masina o Mati 2026.



Tuuina atu i le aso:
23 Aperila 2026