Government of Samoa
Samoa Bureau of Statistics
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LOCAL MARKET SURVEY
OCTOBER 2026

MONTHLY HIGHLIGHTS:

October 2026 compared to September 2026

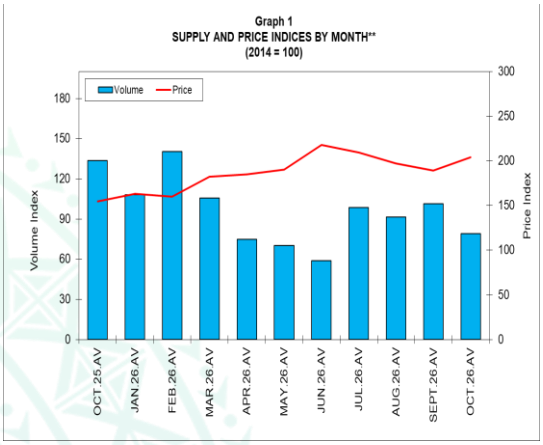
- ***Overall Volume decreased by 22%.***
  - *Breadfruits (down 96%)*
  - *Pumpkin (down 53%)*
  - *Head Cabbage (down 48%)*
  - *Yam (down 38%)*
- ***Overall Prices increased by 8%.***
  - *Tomatoes (up 18%)*
  - *Chinese Cabbage (up 17%)*
  - *Taamu (up 13%)*
  - *Pumpkin (up 12%)*
- ***Value of Supplies decreased by 11 percent to $110,500.***
- ***Total number of sellers decreased by 13 percent to 282.***

Date of release:
20th November 2026

The next Local Market Report will be released on the 21st December 2026

OVERVIEW

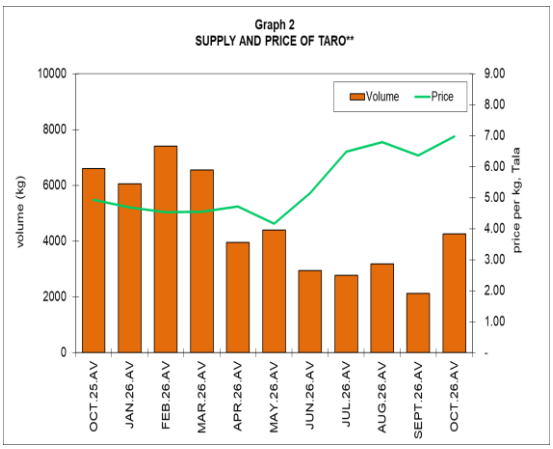
The monthly survey of agricultural food supplies at local markets showed that overall volume fell by 22 percent compared with September 2026. Lower supplies of breadfruit, pumpkin, head cabbage, yam, and taamu mainly drove this decrease. Compared with October 2025, the total volume decreased by 41 percent.



The overall price index increased by 8 percent compared with the previous month. The increase was mainly driven by higher prices for most agricultural produce. Compared with October 2025, the overall price level increased by 32 percent.

TARO

In October 2026, the supply of taro to local markets increased by 100 percent to 4,256 kilograms, while the average price rose by 10 percent to $6.99 per kilogram compared with the previous month. Compared with October 2025, the supply fell by 36 percent, while the average price increased by 42 percent. (Refer to Graph 2 and Tables 1 & 2).



On an annual basis, the supply of taro decreased by 11 percent, while its average price fell by 3 percent compared with the year ending October 2025.

BANANA

In October 2026, the supply of bananas increased by 2 percent, while the average price decreased by 11 percent compared with the previous month. Compared with October 2025, the supply increased by 28 percent, while the average price rose by 9 percent. (Refer to Graph 3 and Tables 1 & 2).

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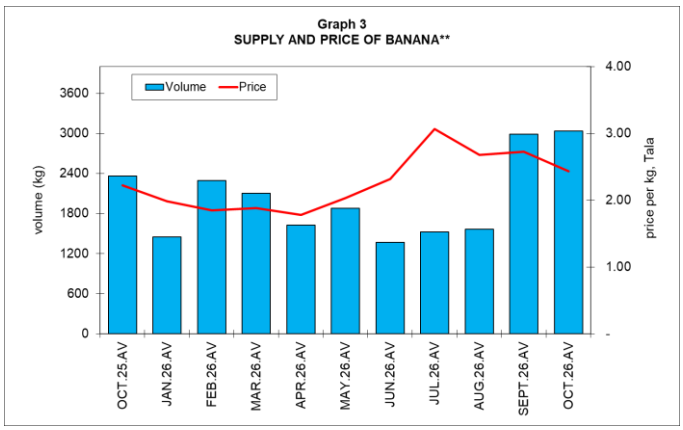
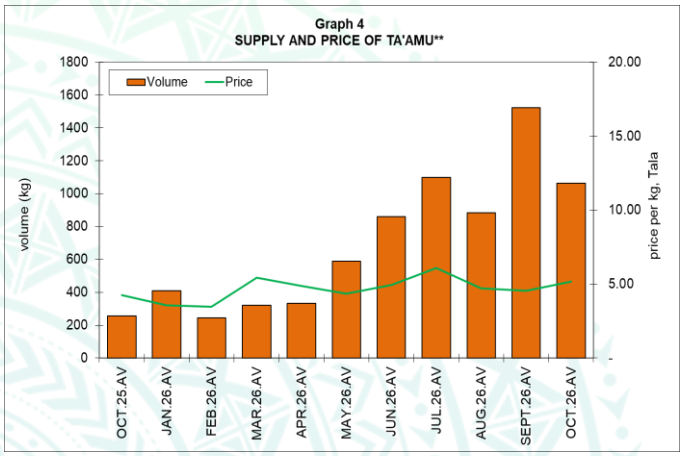


On an annual basis, the supply of bananas rose by 31 percent, while its average price fell by 3 percent compared with the year ending October 2025.

TA'AMU

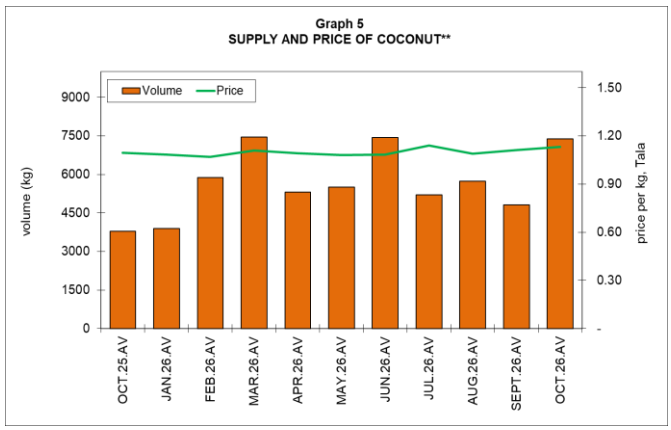
In October 2026, the supply of ta'amu totalled 1,065 kilograms, representing a 30 percent decrease compared with the previous month, while the average price rose by 13 percent to $5.16 per kilogram. Compared with October 2025, the supply rose by more than fourfold, while the average price increased by 21 percent. (Refer to Graph 4 and Tables 1 & 2).



Over the 12 months ending October 2026, the overall supply of ta'amu increased by 81 percent, while its average price fell by 32 percent, compared with the previous 12-month period.

COCONUT

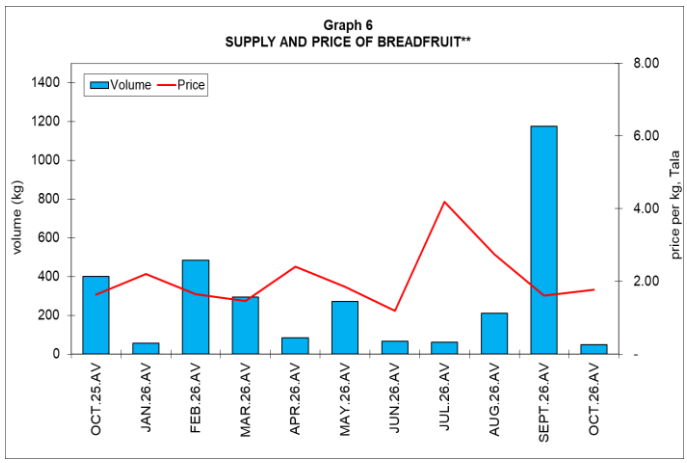
Coconut supply in October 2026 increased by 54 percent to 7,389 kilograms compared with September 2026. The average price increased by 2 percent to $1.13 per kilogram. Compared with October 2025, supply increased 95 percent, while the average price rose by 3 percent. (Refer to Graph 5 and Tables 1 and 2).



Over the 12 months ending October 2026, the supply of coconuts increased by 28 percent, while the average price rose by 7 percent compared with the previous 12-month period.

BREADFRUIT

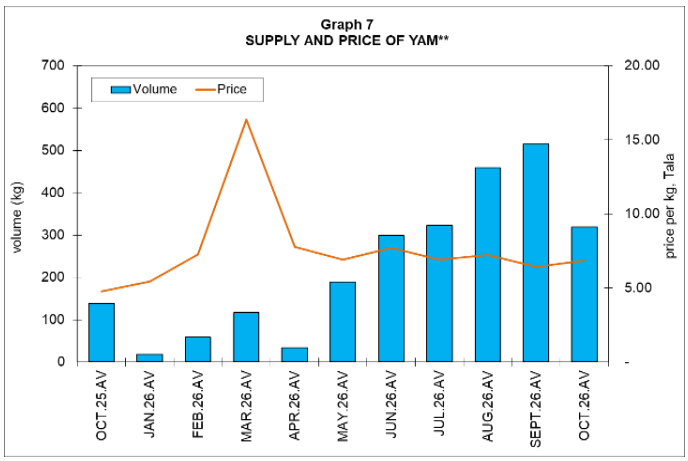
In October 2026, the supply of breadfruit decreased by 96 percent to 48 kilograms compared with the previous month, while the average price increased by 10 percent. Compared with October 2025, the supply decreased by 88 percent, while the average price increased by 8 percent. (Refer to Graph 6 and Tables 1 & 2).



A comparison of the years ending October 2025 and October 2026 showed that the supply of breadfruit increased by 10 percent, while the average price fell by 20 percent.

YAM

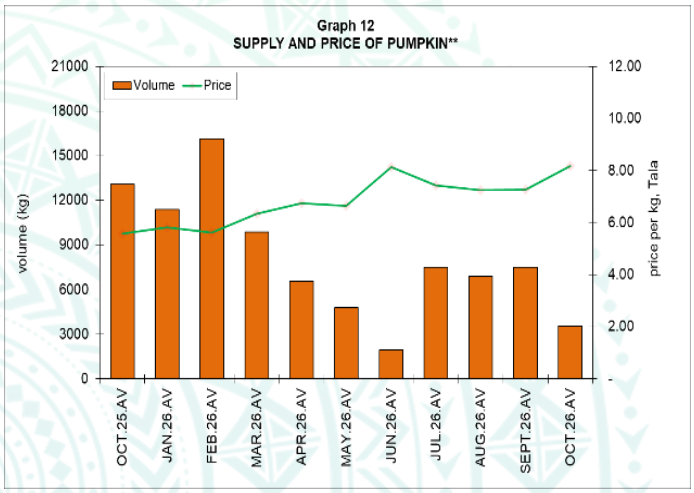
In October 2026, the supply of yams decreased by 38 percent to 319 kilograms compared with the previous month, while the average price increased by 6 percent to $6.85 per kilogram. Compared with October 2025, the supply more than doubled, while the average price rose by 43 percent. (Refer to Graph 7 and Tables 1 & 2).



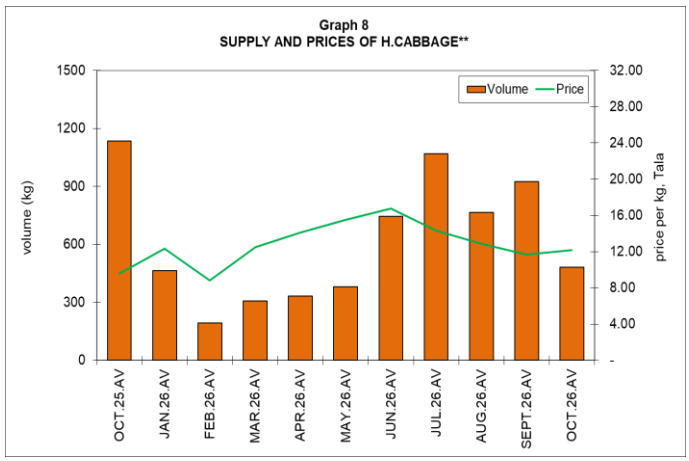
Over the 12 months ending October 2026, the supply of yam increased by 55 percent, while the average price rose by 11 percent compared with the previous 12-month period.

VEGETABLE PRODUCE

In October 2026, the supply of most vegetables to local markets decreased. Pumpkin recorded the largest decline of 53 percent, followed by head cabbage, which fell by 48 percent. Tomato and Chinese cabbage supplies also decreased by 14 percent and 10 percent, respectively, while cucumber rose by 24 percent compared with the previous month. (Refer to Graphs 9 & 12 and Tables 1 & 2).

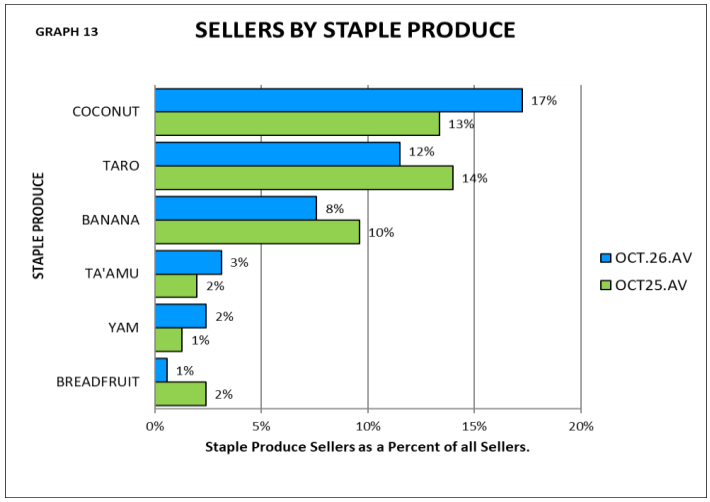


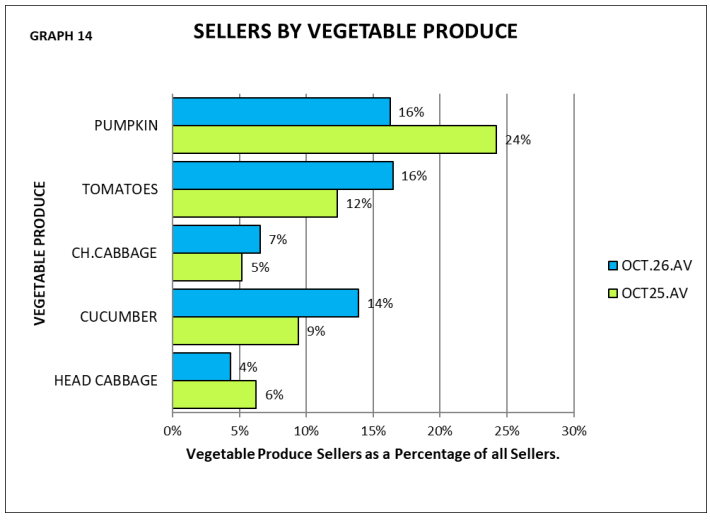
Vegetable prices sold in local markets increased in October 2026. Tomatoes recorded the largest price increase of 18 percent, followed by Chinese cabbage, which increased by 17 percent; pumpkin increased by 12 percent, while head cabbage and cucumber prices each increased by 4 percent.



SELLERS

The average number of sellers in October 2026 was 282, representing a 13 percent decrease compared with September 2026 and an 18 percent decrease compared with October 2025. (Refer to Graphs 13 and 14 and Table 6).



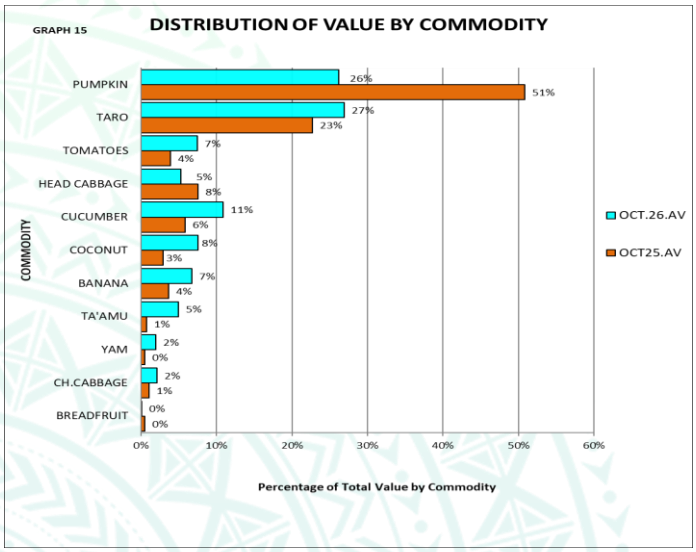


In October 2026, vegetable vendors dominated local markets, accounting for 58 percent of all sellers. This represented a decrease from 59 percent in the previous month, but an increase from 57 percent in the same month of the previous year. In contrast, staple food vendors accounted for 42 percent of all sellers,

representing an increase from 41 percent in September 2026 but a decrease from 43 percent in October 2025.

VALUE OF SUPPLIES

In October 2026, the total estimated value of all produce supplied to local markets was $110,500, representing an 11 percent decrease compared with the previous month, and a 23 percent decrease compared with October 2025. Taro became the leading contributor, accounting for 27 percent of the total value, an increase from 11 percent in September 2026. Pumpkin followed with a 26 percent share, down from 44 percent in September 2026 and 51 percent in October 2025. Cucumber accounted for 11 percent of the total value, up from 7 percent in September 2026 and up from 6 percent in October 2025. Coconut accounted for 8 percent of the total value. Banana and tomato each accounted for 7 percent, while taamu and head cabbage each accounted for 5 percent. Chinese cabbage and yam each accounted for 2 percent of the total value, while breadfruit remained unchanged. (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 reflect 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 OKETOPA 2026

ILOILOGA TAUA O LE MASINA:

Oketopa 2026 faatusa ia Setema 2026

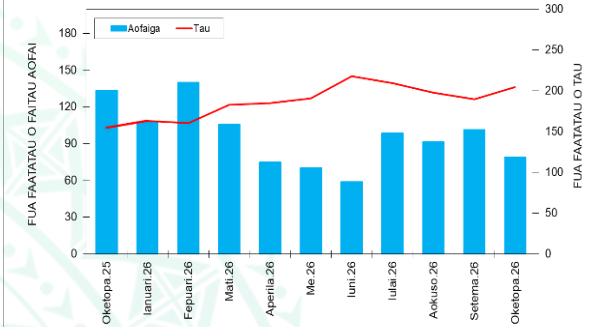
- ***Faaitiitia i le 22% le aofa'iga o fua o faatoaga.***
  - *Ulu (paū 96%)*
  - *Maukeni (paū i 53 %)*
  - *Kapisi Lapotopoto (paū 48%)*
  - *Ufi (paū 38%)*
- ***E 8% na siitia ai le tau aofai o fua o fa'atoaga.***
  - *Tamato (siitia 18%)*
  - *Kapisi Saina (siitia 17%)*
  - *Taamu (siitia 13%)*
  - *Maukeni (siitia 12%)*
- ***E 11% na faaitiitia ai le tau aofai o fua o fa'atoaga i le $110,500.***
- ***E 282 le aofai o tagata na faatauina atu fua o faatoaga i maketi. E 13% ua faaitiiitia ai pe a faatusa ia Setema 2026.***

Tuuina atu i le aso:
20 Novema 2026

AOTELEGA

O su'esu'ega faalēmasina mo fua o fa'atoaga mo maketi fa'alotoifale i le masina o Oketopa 2026, na faaitiitia ai le faitau aofai o fua o faatoaga i le 22 pasene pe a fa'atusa ia Setema 2026. O lenei paū na mafua mai i le faaitiitia o ulu, maukeni, kapisi lapotopoto, ma ufi. A faatusa ia Oketopa 2025, e 41 pasene na fa'a'iti'itia ai fua o faatoaga i le maketi. (Kalafi 1)

KALAFI 1
FUA FATATAU O OLOA MA O LATOU TAU I MASINA TAITASI**
(2014 = 100)



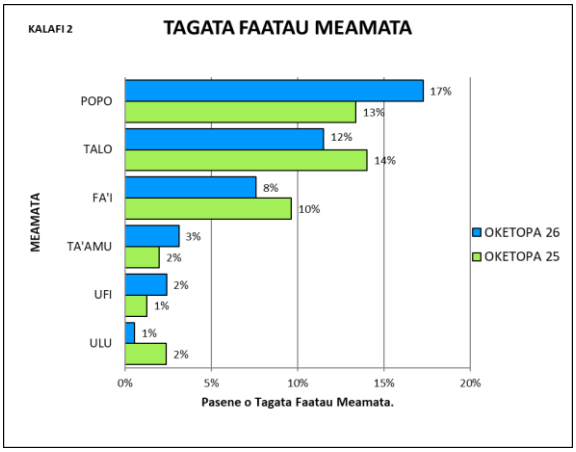
O le aotelega o tau o fua o fa'atoaga na siitia i le 8 pasene pe a fa'atusa i le masina o Setema 2026. Na faamauina le siitia o tau o le tele o fua o faatoaga sa auina atu i maketi. E 32 pasene ua siitia ai pe a faatusa ia Oketopa 2025.

TAU AOFA'I O FUA O FAATOAGA

O le tau aofai o fua o fa'atoaga sa faatauina i maketi ia Oketopa 2026 e $110,500, na faaitiitia i le 11 pasene mai ia Setema 2026, ae 23 pasene na faaitiitia ai foi pe a faatusa ia Oketopa 2025.

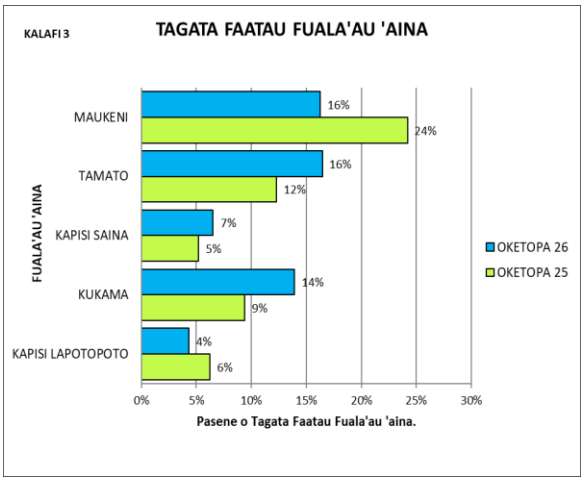
E 282 le aofa'iga o tagata na fa'atauina atu fua o fa'atoaga i maketi i aso na faatautaia ai lenei suesuega ia Oketopa 2026. E 13 pasene ua paū ai pe a faatusa ia Setema 2026, ae 18 pasene ua faaitiitia ai pe a faatusa ia Oketopa 2025. (Kalafi 2 & 3).

KALAFI 2 TAGATA FAATAU MEAMATA



E 42 pasene le faitau aofai o tagata faatau meamata, ma e 58 pasene le aofai o tagata faatau fuala'au'aina i le masina o Oketopa 2026.

KALAFI 3 TAGATA FAATAU FUALA'AU 'AINA



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