



# CONSUMER PRICE INDEX

## JANUARY 2025

### MONTHLY HIGHLIGHTS

January 2025 compared to January 2024:

❖ **The Consumer Price Index increased by 2.7%.**

❖ **The most significant price increases were:**

✓ Food and Non-Alcoholic beverages, (6.1%)

✓ Alcoholic Beverages & Tobacco (2.0%)

✓ Miscellaneous goods and services (3.1%)

❖ **The CPI increased by 1.0% from December 2024.**

❖ **The Average Annual Inflation was 2.1%**

Date of release:  
 15<sup>th</sup> February 2025

The next Consumer Price Index will be released on 14<sup>th</sup> March 2025

### SUMMARY

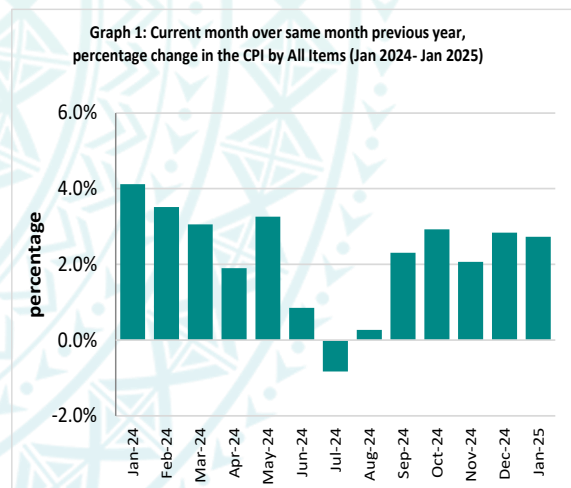
The Consumer Price Index (CPI) for January 2025 increased by 2.7 percent compared to January 2024, and rose by 1.0 percent compared to December 2024.

Food and non-alcoholic beverages, Alcoholic beverages, tobacco & narcotics, and Miscellaneous goods and services contributed the most to the 2.7 percent increase in the CPI in January 2025, due to the increase in prices for food, cigarettes, paper cigarettes, and toiletry supplies.

The **Imported** goods component of the CPI saw a 1.0 percent increase compared to the same month last year, driven mainly by higher prices for chicken leg quarters, raw sugar, mutton flaps, Jim beam spirits and toiletry supplies.

The **Local** goods component increased by 4.7 percent, reflecting higher prices for fresh fish, Koko Samoa, taro, and cucumber. It also went up by 1.7 percent when compared to December 2024.

Graph 1 shows the percentage changes in the CPI over the same month of the previous year across all divisions from January 2024 to January 2025.



### All Divisions' Contribution to CPI

In January 2025, Food & Non alcoholic beverages was the largest contributor to the 2.7 percent rise in the Consumer Price Index (CPI), contributing 2.9 percentage points to the overall increase. The key drivers of this rise were significant price increases in chicken leg quarters (up 6.1%), raw sugar (up 3.6%), taro (up 20.2%), fresh fish (up 27.4%), mutton flaps (up 18.7%), turkey wings (up 10.4%), cucumber (up 30.1%), bananas (up 34.8%), tomatoes (up 17.0%), and apples (up 19.1%).

Alcoholic Beverages and Tobacco was the second largest contributor with a contribution of 0.2 percentage points to the overall increase. This was primarily due to price increases in Pall Mall cigarettes (up 4.0%), paper cigarettes (up 16.7%), whisky jim beam spirits (up to 2.1%), and Samoan kava (up 1.9%).

Miscellaneous goods and services contributed 0.1 percentage-point to the CPI rise, mainly driven by higher prices for toiletry supplies (up 24.2%), diaper huggies (up 1.4%), and hair gel (up 0.5%).

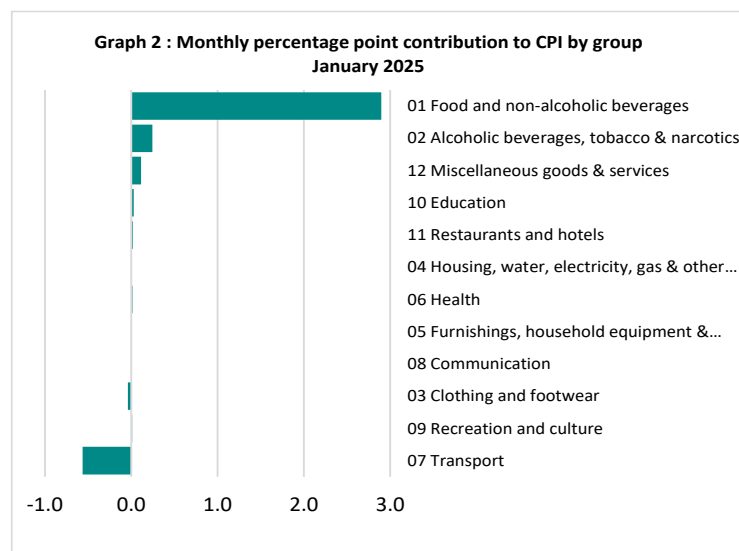
Education, Restaurants and hotels, Housing, water, electricity, gas and other fuels, Health, Recreation and Culture, and Furnishings, household equipment, and maintenance all contributed less than 0.1 percentage-point to the CPI increase. The main drivers of these increases were higher prices for, secondary examination fees (up 9.8%), fish and chips meal (up 2.2%), liquid gas (up to 5.1%), Amoxicillin 500mg tablets (up 4.8%), laptops (up 5.8%), and refrigerator (up to 6.8%).

Though both Transportation and Clothing & Footwear both had negative contributions, with percentage-point changes of -0.6 and -0.04, respectively, and the Communication division remained constant at 0.



These decreases were primarily driven by falling prices for petrol (down 7.2%), diesel (down 9.0%), and pa'ave school uniforms (down 6.9%).

Graph 2 shows the percentage contribution of All Divisions to the CPI in January 2025.



### Consumer Price Index (% Change)

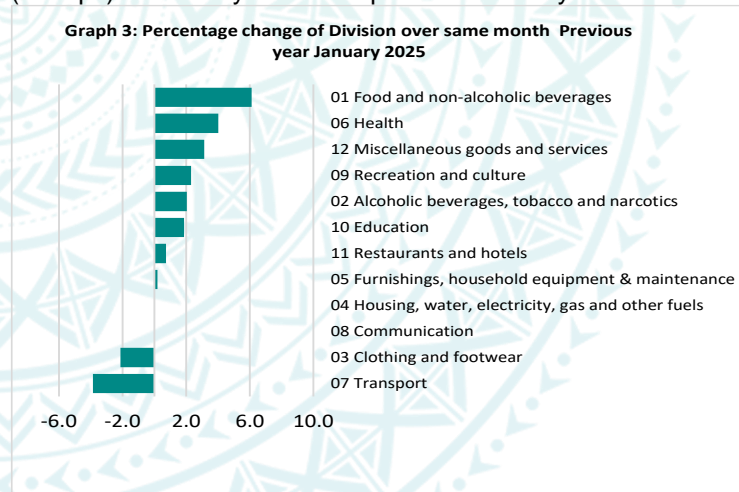
Food and non-alcoholic beverages saw the greatest increase (6.1%), followed by Health (4.0%), Miscellaneous goods and services (3.1%), and Recreation and Culture (2.3%), respectively.

Other groups, such as Alcoholic Beverages & Tobacco, Education, Restaurants & Hotels, Furnishings, Household Equipment & Maintenance, and Housing, water, electricity, gas, and other fuel, all recorded increases of 2.0%, 1.9%, 0.7%, 0.2%, and 0.0% respectively.

On the other hand, Communication did not affect the percentage change because its prices, primarily cash power and data bundles, remained constant.

Clothing & footwear and Transportation both fell by 2.1% and 3.9%, respectively.

Graph 3 shows the percentage change for all Divisions (Groups) in January 2025 compared to January 2024.



### Changes by Division / Group

#### Food and Non-Alcoholic Beverages Index

The Food & Non-Alcoholic Beverages index rose by 6.1%, driven by higher prices for several items, including chicken leg quarters (up 6.1%), raw sugar (up 3.6%), taro (up 20.2%), fresh fish (up 27.4%), mutton flaps (up 18.7%), turkey wings (up 10.4%), cucumber (up 30.1%), bananas (up 34.8%), tomatoes (up 17.0%), and apples (up 19.1%).

#### Alcoholic Beverages and Tobacco Index

The Alcoholic Beverages and Tobacco index increased by 2.0%, mainly due to higher prices for Pall Mall cigarettes (up 4.0%), paper cigarettes (up 16.7%), whisky Jim beam spirits (up to 2.1%), and Samoan kava (up 1.9%).

#### Clothing and Footwear Index

The Clothing and Footwear index decreased by 2.1%, largely due to lower prices for uniforms such as pa'ave school uniforms (down 6.9%), and branded running shoes (down 25.8%).

#### Housing, Water, Electricity, Gas and other Fuels Index

The Housing, Water, Electricity, Gas, and Other Fuels index increased by 0.7%, owing primarily to liquid gas (up 5.1%) and paints (up 1.1%).

#### Furnishings, Household Equipment & Maintenance Index

The Furnishings, Household Equipment & Maintenance index increased by 0.2%, due to price increases in single mattresses (up 1.4%), refrigerators (up 6.8%), washing soaps (up 1.3%), and kerosene stove (up 5.8%).

#### Health Index

The health index rose by 4.0%, primarily due to a 4.8% increase in the price of medicines, particularly amoxicillin tablets.

#### Transport

The Transport index fell by 3.9%, largely due to lower prices for petrol (down 7.2%), return tickets to Auckland (down 17.5%), new pickup Toyota Hilux (down 3.1%), and diesel (down 9.0%).

#### Communication Index

The Communication index remained the same in comparison to the prices of the previous month and the same month of the previous year.

#### Recreation and Culture Index

The Recreation and Culture index rose by 2.3%, primarily due to price increases in exercise books (up 9.7%), laptops (up 5.8%), and newspapers (up 9.1%).





## Education Index

The Education index increased by 1.9% compared to January 2024, primarily due to a rise in secondary school fees (up 9.8%).

## Restaurants & Hotel Index

The Restaurants index rose by 0.7%, driven by higher prices for fish and chips (up 2.2%), and chicken and chips (up 0.5%).

## Miscellaneous Goods and Services Index

The Miscellaneous Goods and Services index increased by 3.1%, mainly due to higher prices for toiletry supplies.

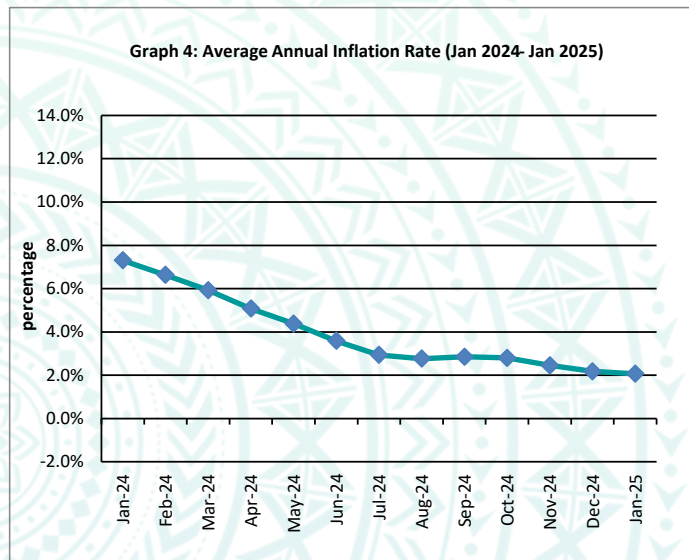
## Underlying Indices

The All Items Underlying Index increased by 1.9% in January 2025 compared to January 2024 but declined slightly when compared to December 2024. The Imported Items Underlying Index rose by 2.5%, while the Local Items Underlying Index increased by 0.6%.

## Annual Inflation Rate

The average **annual inflation rate** for the year ending January 2025 was 2.1%. In contrast, the inflation rate for the twelve months ending January 2024 was 7.3%.

Graph 4 presents the average annual inflation rates from January 2024 to January 2025.



The attached Tables and Graphs provide a more detailed analysis.

## Technical Notes:

The **Consumer Price Index (CPI)** measures the rate of inflation for Samoa. It tracks the change in prices of goods purchased by households in Samoa by comparing the prices of a basket of goods and services during the collection period with the prices of the same items in a base period.

The basket of goods used for pricing is based on the average expenditures of households as recorded in the **Household Income and Expenditure Survey (HIES)**. This survey identifies the typical spending patterns of households. Items that households spend more on, on average, are given greater weight in the CPI index.

<sup>1/</sup> **Monthly movements in the 'headline' CPI** can be volatile. This volatility reflects price changes in specific items, which may be influenced by factors such as fluctuations in commodity markets, agricultural conditions, policy changes, or seasonal adjustments and infrequent price resets.

**Underlying inflation** is a measure of inflation that excludes certain items with volatile price movements. It eliminates products that experience temporary price shocks, as these shocks can distort the overall inflation trend and provide an inaccurate measure of long-term inflation.

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# FUA FA'ATATAU O TAU O OLOA MA AUAUNAGA IANUARI 2025



## ILOILOGA TAUU O LE MASINA:

Ianuari 2025 faatusa ia Ianuari 2024:

❖ O Fua Faatatau o Tau o Oloa ma Auaunaga ua siitia i le 2.7%

❖ O Iinei siitaga ua faamauina mo tau o:

✓ Mea'ai ma Vaiinu (6.1%)

✓ Ava malosi & Tapaa (2.0%)

✓ Isi Oloa ma Auaunaga (3.1%)

❖ O Fua faatatau o Oloa ma Auaunaga na siitia i le 1.0% mai ia Tesema 2024.

❖ O le fesuaiga o Tau o Oloa ma Auaunaga i le tausaga na si'itia i le 2.1%.

Tuuina atu i le aso:  
17 Fepuari, 2025

O le ripoti mo le Fua Faatatau o Oloa ma Auaunaga e sosoo ai, o le a tuuina atu i le aso 14 Mati, 2025

## AOTELEGA

O le Fuafa'atatau o Tau o Oloa ma Auaunaga mo le masina o Ianuari 2025 na siitia i le 2.7 pasene pe a fa'atusa ia Ianuari 2024.

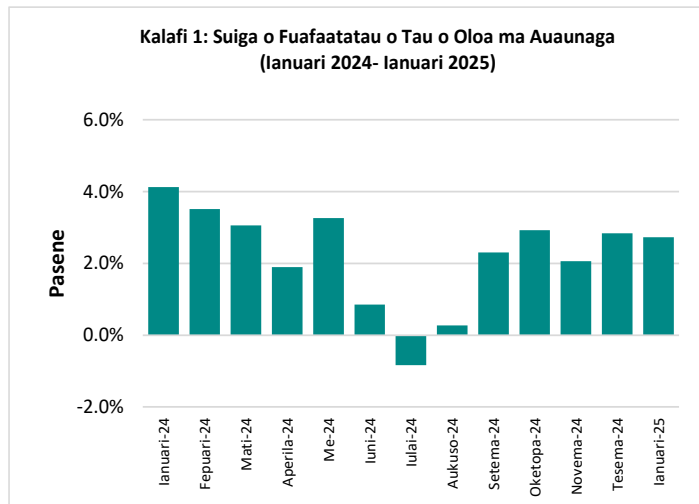
A fa'atusa ia Tesema 2024, o le Fuafa'atatau o tau o oloa ma auaunaga ua siitia i le 1.0 pasene.

O le vaega o Meaa'i ma vai inu, Ava malosi ma sikareti, Isi oloa ma auaunaga na telē lona sao i le si'itia ai o fua faatatau o oloa ma auaunaga ia Ianuari 2025. E mafua mai i le si'itaga o tau o meaa'i e pei o le vaemooa, suka, i'a, mamoe, ma meaa'i o loo maua i le lotoifale e pei o le talo, fa'i, tamato ma kukama. Na siitia foi tau o le sikareti Pall Mall, sikareti taai faapea le ava Samoa.

O 'oloa auina mai fafo ua fa'amauina le si'itia i le 1.0 pasene e mafua mai i le maualuga o tau na fa'amauina mo meaa'i, oloa e faaoga i totonu o faletaele pei o fasimoli ma nisi o vaiinu.

O 'oloa gaosi ma auaunaga i totonu o le atunuu sa siitia i le 4.7 pasene pea faatusa atu ia Ianuari 2024. E mafua mai lea siitaga ona o tau o talo, 'ia, koko samoa ma kukama. E 1.7 pasene ua siitia ai oloa gaosi ma auaunaga i totonu o le atunuu pe a faatusa ia Tesema 2024.

O le Kalafi 1 o lo'o fa'aali atu ai suiga o tau o oloa ma auaunaga mai ia Ianuari 2024 e pau mai ia Ianuari 2025.



O le Kalafi 2, o le sao o Vaega taitasi i le siitia ai o Fua faatatau o Oloa ma Auaunaga ia Ianuari 2025

