



LOCAL MARKET SURVEY JANUARY 2025

MONTHLY HIGHLIGHTS:

January 2025 compared to December 2024

- ❖ **Overall Volume increased by 10%.**
 - Taro (up 59%)
 - Banana (up 163%)
 - Coconut (up 36%)
 - Breadfruit (up 474%)
- ❖ **Overall, Price increased 14%.**
 - Chinese cabbage (up 55%)
 - Head cabbage (up 42%)
 - Cucumber (up 38%)
 - Tomato (up 28%)
 - Pumpkin (up 12%)
- ❖ **Value of Supplies up 25 percent to \$122,900.**
- ❖ **Total number of sellers increased by 18 percent to 275.**

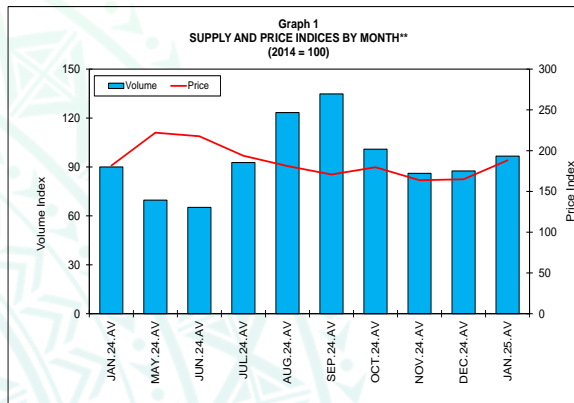
Date of release:
 24th January 2025

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

OVERVIEW

The monthly survey of Agricultural food supplies at the local markets by the Samoa Bureau of Statistics in January 2025 showed that the overall volume increased by 10 percent from December 2024. This increase was primarily due to significant increases in the supply of all staple produce, except for yam. It also rose by 7 percent compared to January 2024.

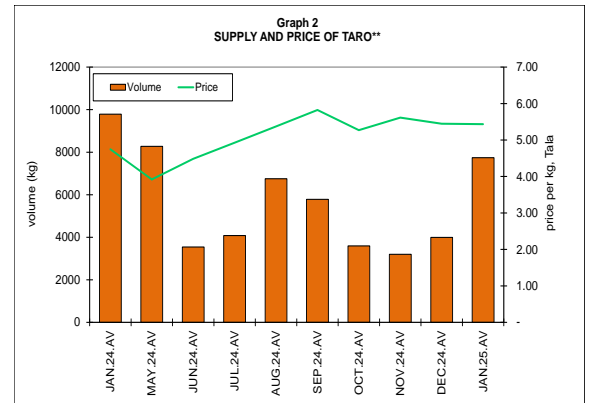
(See Graph 1 and Tables 4 & 5)



The overall price index increased by 14 percent from the previous month. Higher prices were recorded for the majority of agricultural produce, except for bananas, coconuts, breadfruits, and yams. When compared to January 2024, the overall price level went up by 4 percent.

TARO

The supply of taro to the local markets in January 2025 increased by 94% to 7,741 kilograms, remaining unchanged in price compared to December 2024. In comparison to January 2024, the current supply of taro decreased by 21% while its average price rose 14%. (Refer to Graph 2 and Tables 1 & 2).

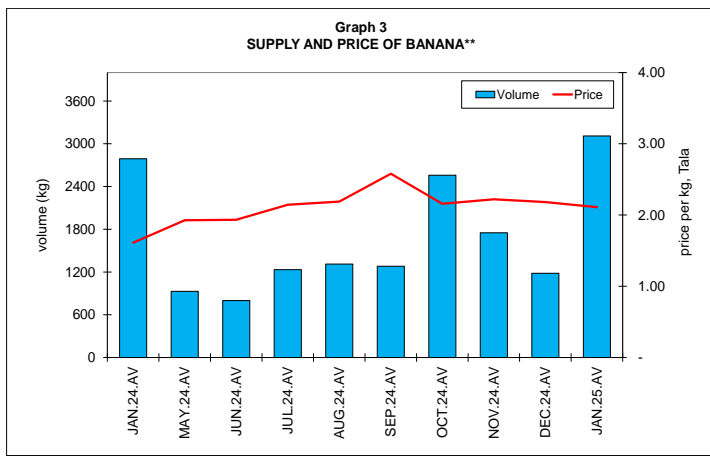


Annually, the supply of taro increased by 21%, while its price decreased by 2% compared to the year ending January 2024.

BANANA

The supply of bananas to local markets in January 2025 more than doubled compared to December 2024, while the average price fell by 3% to \$2.11 per kilogram. Compared to the same month last year, the current banana supply increased by 11%, whereas the average price rose by 31%. (Refer to Graph 3 and Tables 1 & 2).

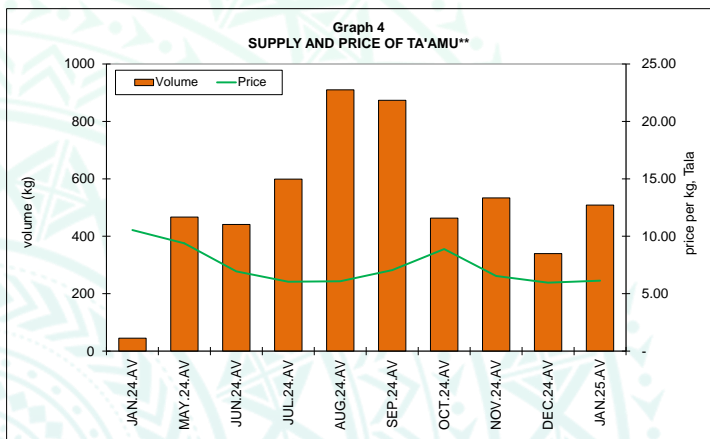




Annually, banana supply decreased by 7%, while the average price increased by 7% compared to the year ending January 2024.

TA'AMU

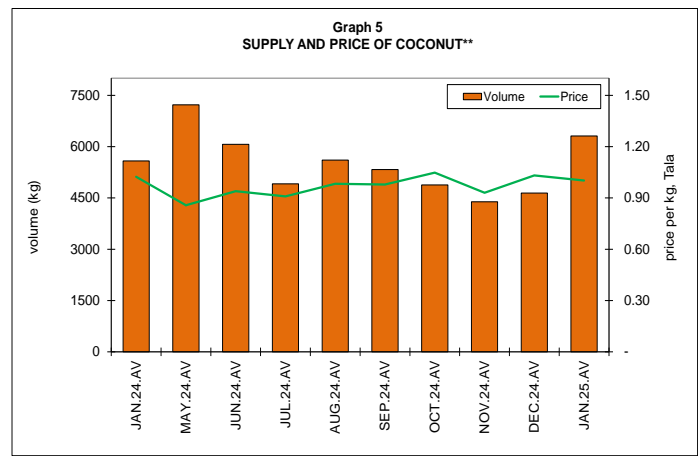
In January 2025, the average supply of ta'amu to local markets was 509 kilograms, representing a 50% increase from the previous month, while the average price rose 3% to \$6.13 per kilogram. Compared to the same month last year, the supply of ta'amu was eleventh times higher, while the average price dropped by 42%. (Refer to Graph 4 and Tables 1 & 2).



Annually, the supply of ta'amu increased in the year ending January 2025 compared to the year ending January 2024, while its average price fell by 53%.

COCONUT

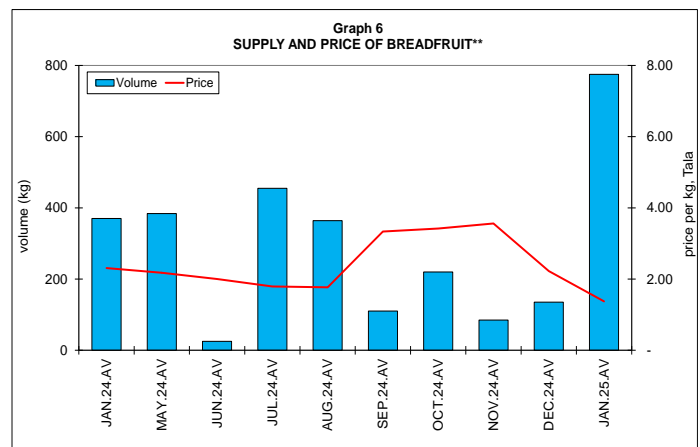
Coconut supply totaled 6,310 kilograms in January 2025, rising by 36% from December 2024. Meanwhile, the average price fell by 3% to \$1.00 per kilogram. When compared to January 2024, the current coconut supply increased by 13%, while the average price went down by 2%. (Refer to Graph 5 and Tables 1 & 2).



Over the twelve months ending January 2025, coconut supply rose by 29%, while the average price fell by 1% compared to the same period ending January 2024.

BREADFRUIT

Breadfruit supply increased more than fivefold in January 2025 compared to the previous month, while its average price declined by 38% to \$1.37 per kilogram. In comparison to January 2024, the current supply of breadfruit has more than doubled, and its average price fell by 40%. (Refer to Graph 6 and Tables 1 & 2).

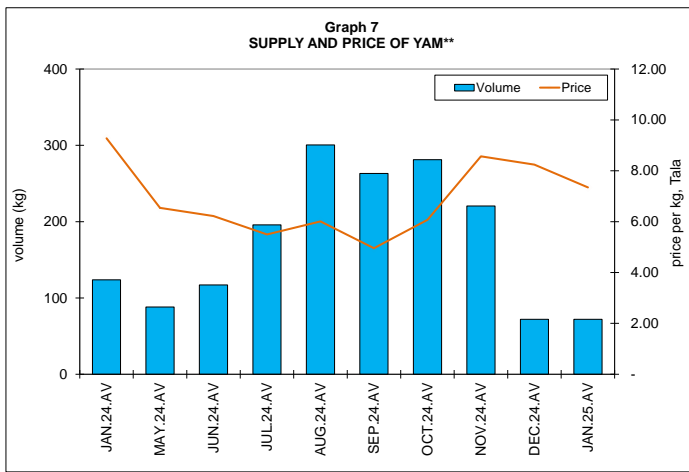


Annually, breadfruit supply increased by 39%, while its average price decreased by 16% compared to the year ending January 2024.

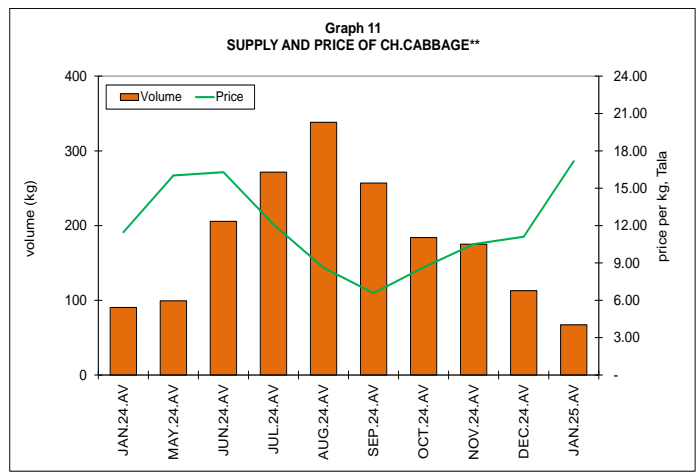
YAM

In January 2025, yam supply totalled 72 kilograms, remaining unchanged compared to the previous month, while the average price dropped by 11% to \$7.35 per kilogram. Compared to the same month last year, the current supply and average price both decreased by 42% and 21%, respectively. (Refer to Graph 7 and Tables 1 & 2).





In the twelve months ending January 2025, yam supply decreased by 18% compared to the twelve months ending January 2024, while the average price increased by 5%.

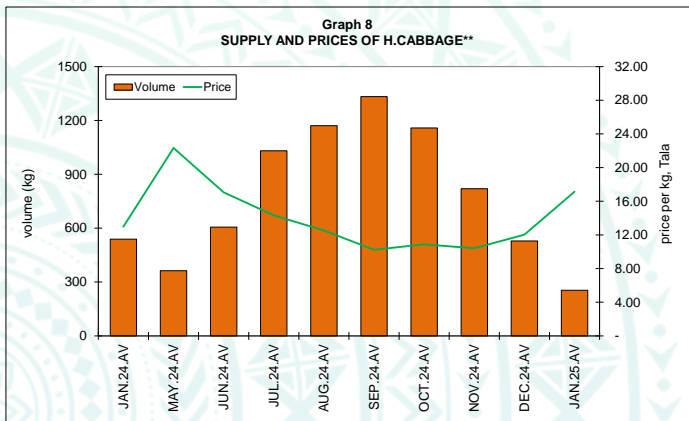


SELLERS

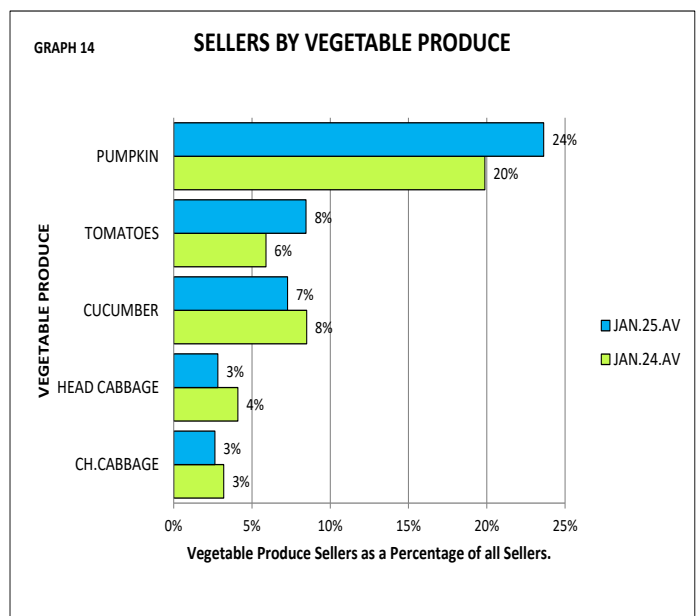
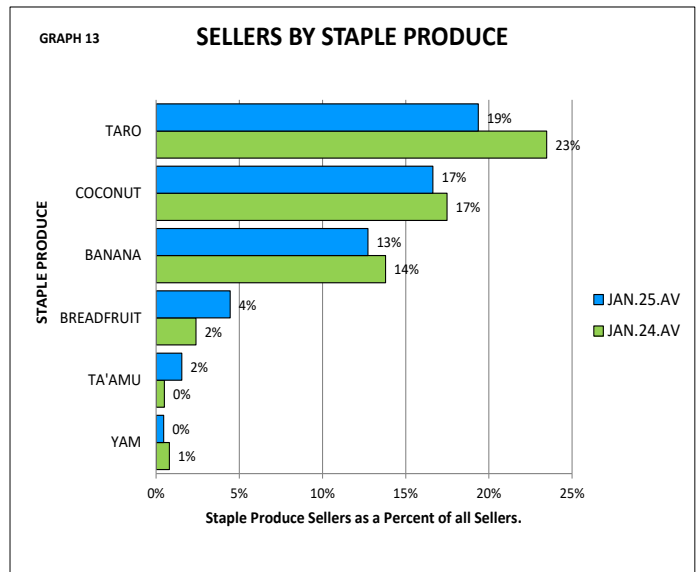
The average number of sellers in January 2025 was 275, increasing by 18% from December 2024 and a 10% increase compared to the same month last year. (Refer to Graphs 13 and 14 and Table 6).

VEGETABLE PRODUCE

In January 2025, the overall supply of all vegetables to local markets decreased. Head cabbage supplies decreased by 52%, followed by Chinese cabbage supplies, which declined by 41%. Cucumber, tomato, and pumpkin also fell by 31%, 22%, and 12% in the reviewed month. (Refer to Graphs 8 to 12 and Tables 1 & 2).



Following the decline in the supply of all vegetables available at the local markets in the month under review, average prices for all vegetable produce increased. Chinese cabbage prices increased by 55% to \$17.18 per kilogram, head cabbage increased by 42% to \$17.12 per kilogram, and cucumber prices increased by 38% to \$9.52 per kilogram. Tomato went up by 28% to \$29.15 per kilogram, and pumpkin increased by 12% to \$6.43 per kilogram compared to January 2024.



Staple food vendors dominated the markets, making up 55% of local market sellers in January 2025, rising from 37% in the previous month but lower than 59% in the same month of the previous year. Vegetable produce vendors accounted for 45%, a decline from 63% in the previous month but higher than 42% in the same month last year.

VALUE OF SUPPLIES

In January 2025, the average value of selected produce supplied to local markets was \$122,900, representing a 25% increase from the previous month and a 13% increase compared to January 2024.

Pumpkin supplies contributed the largest share to the total value of produce supplied, accounting for 38%, which was lower than the 49% recorded in the previous month but higher than 33% in the same month last year. Taro supplies ranked second, with a 34% share of the total value, up from 22% in the previous month but lower than the 43% in January 2024. Banana, coconut, and cucumber supplies each accounted for 5% each of the total value, while tomato and head cabbage both contributed 4% each. Ta’amu, Chinese cabbage, breadfruit, and yam all had the lowest 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.

SAMOA BUREAU OF STATISTICS

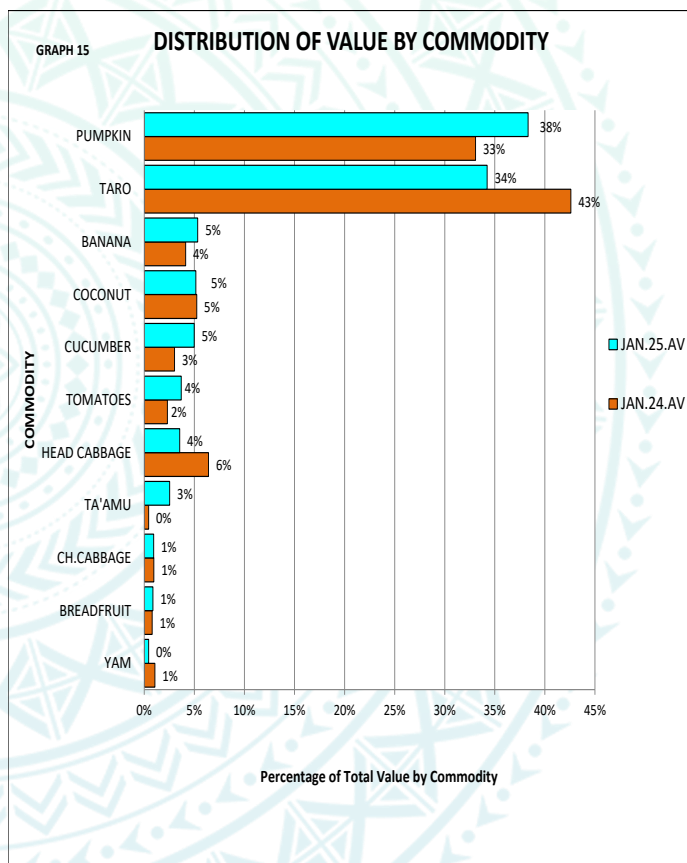
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SU'ESU'EGA O MAKETI FA'ALOTOIFALE IANUARI 2025

ILOILOGA TAU A O LE MASINA:

Ianuari 2025 faatusa ia Tesema 2024

❖ Siitia i le 10% le aofa'iga o fua o faatoaga.

- Taro (siitia 55%)
- Fa'i (siitia 163%)
- Popo (siitia 36%)
- Ulu (siitia 474%)

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

- Kapisi Saina (siitia 16%)
- Kapisi Lapotopoto (siitia 42%)
- Kukama (siitia 38%)
- Tamato (siitia 28%)
- Makueni (siitia 12%)

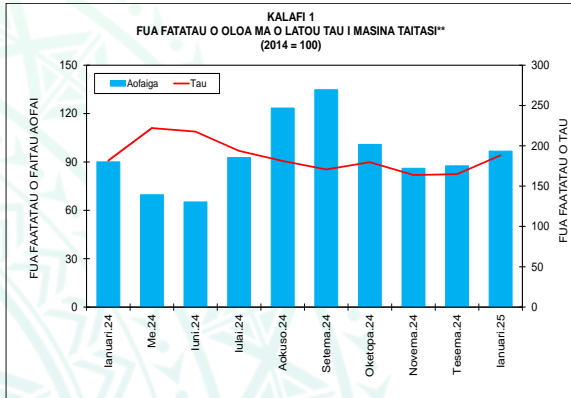
❖ Siitia le tau aofai o fua o fa'atoaga i le \$122,900 (siitia i le 25%)

❖ E 275 le aofai o tagata na faatauina atu fua o faatoaga i maketi, siitia i le 18%.

Tuuina atu i le aso:
24 Ianuari 2025

AOTELEGA

O su'esu'ega faalemasina o loo faatautaia e le Ofisa o Fuainumera Faamauina mo fua o fa'atoaga mo maketi fa'alotoifale i le masina o Ianuari 2025, o loo atagia ai le siitia ai o le faitau aofai o fua o faatoaga i le 10 pasene pe a fa'atusa ia Tesema 2024. O lenei siitaga, na faamauina i fua uma o faatoaga sei vagana ai ufi, ma e siitia foi i le 7 pasene pe a faatusa ia Ianuari 2024. (Kalafi 1 ma le Pusa 4 & 5)



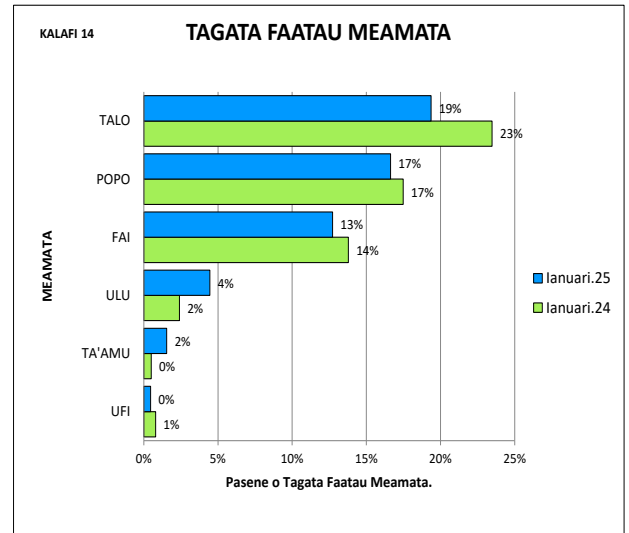
O le aotelega o tau o fua o fa'atoaga na siitia i le 14 pasene pe a fa'atusa i le masina ua mavae. O le tele o fua o faatoaga na faamauina le siitia maualuga o tau sei vagana ai popo, ulu ma ufi. Na siitia foi le tau o oloa i le 4 pasene pe a faatusa ia Ianuari 2024.

TAU AOFAI O FUA O FAATOAGA

O le tau aofai o fua o fa'atoaga faatauina i maketi ia Ianuari 2025 e \$122,900, na siitia ai i le 25 pasene mai ia Tesema 2024, ma le 13 pasene pe a faatusa ia Ianuari 2024.

TAGATA FA'ATAU FUA O FA'ATOAGA

E 275 le aofa'iga o tagata na fa'atauina atu fua o fa'atoaga i maketi i aso na faatautaia ai lenei suesuega ia Ianuari 2025. E 18 pasene ua siitia ai mai ia Tesema 2024 ma le 10 pasene na siitia ai pe a faatusa ma le masina lava lea i le tausaga talu ai. (Kalafi 13 & 14 ma le Pusa 6).



E 55 pasene le faitau aofai o tagata faatau meamata, ae 45 pasene le aofai o tagata faatau fualaau'aina i le masina o Ianuari 2025.

