



American Samoa

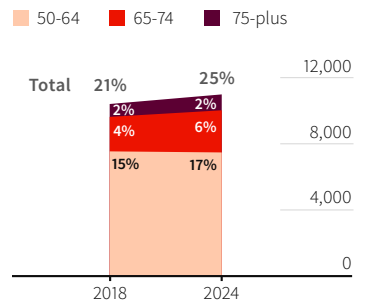
Territory outlook

As the population of American Samoa ages, older residents will play a critical role in the territory's economic growth, fueling innovation and making economic and social contributions that benefit people of all ages. Policymakers, business leaders and elected officials must ensure programs and policies are in place to unlock the full potential of this economic engine.

Key findings

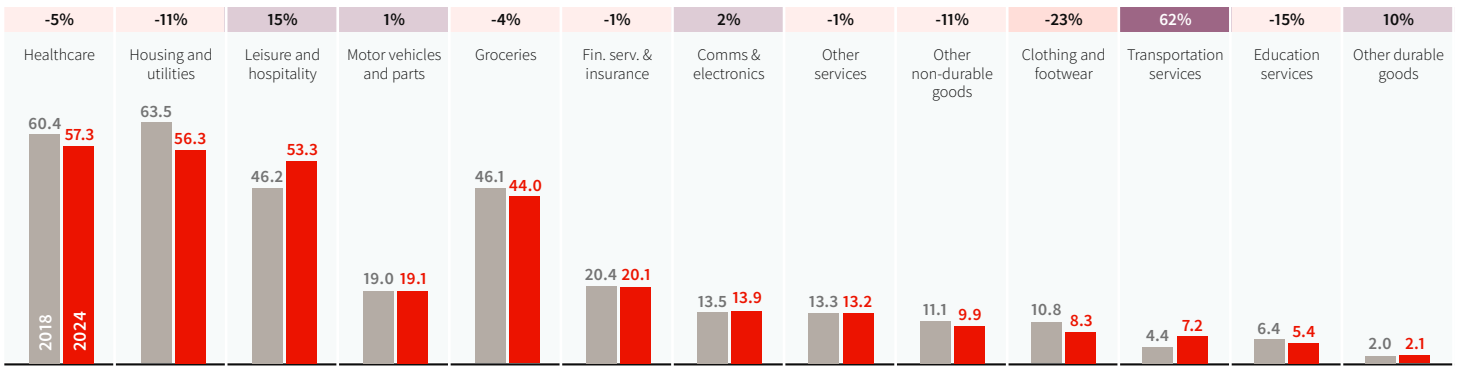
Households age 50-plus in American Samoa contributed \$310 million in consumption spending in 2024. Although total spending has edged down from \$317 million in 2018 as the territory's population has fallen, 50-plus households' share of overall spending has risen from 55% to 59%. In 2024, these households spent \$58,100 on average, up from \$57,400 in 2018 (adjusted for inflation), underscoring their role as a key driver of economic growth.

The 50-plus cohort made up 25% of the population in 2024, up from 21% in 2018



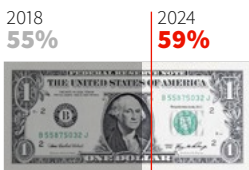
As a major source of American Samoa's consumer spending, 50-plus households drive economic growth across sectors

Spending of the 50-plus population by product (\$ million, 2024 prices)

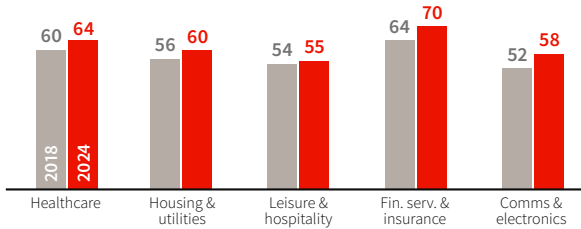


American Samoa's 50-plus households were responsible for 59 cents of every dollar spent in the territory in 2024, up from 55 cents in 2018

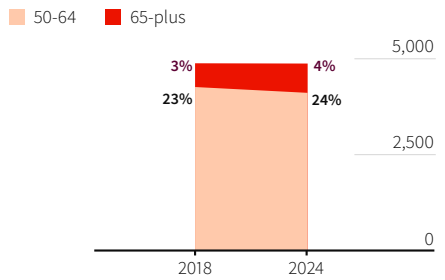
50-plus share of every dollar spent



50-plus share of every dollar spent, for select categories (%)



The 50-plus population represented 28% of the territory's labor force in 2024



Note: on this page, all charts depicting "50-plus spending" refer to consumption expenditure by households headed by someone age 50 or older.

Methodology

This profile details the contribution of the 50-plus population to the territory's economy. Estimates are informed by data from the Bureau of Economic Analysis, Bureau of Labor Statistics, United States Census Bureau, American Samoa Department of Commerce, REMI, The Economist Intelligence Unit and Economist Enterprise forecasts. For further details, see: <http://www.aarp.org/longevity>

Sources: Population and labor force (U.S. Census Bureau, Economist Enterprise projections); Household consumer spending (modeled estimates based on data from Bureau of Economic Analysis, Bureau of Labor Statistics, U.S. Census, American Samoa Department of Commerce, REMI and The Economist Intelligence Unit forecasts).



For more information about the Longevity Economy® Outlook, download our free report. It offers a roadmap for companies to tap into this growing market.
<http://www.aarp.org/longevity>
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