



GOVERNMENT OF NIUE

MEDIA RELEASE

INFORMATION RELEASE

NIUE STATISTICS OFFICE RELEASES 2024 BUSINESS ESTABLISHMENT CENSUS FINDINGS

Alofi, Niue – 14 October 2025 - The Niue Statistics Office (NSO), in partnership with the Asian Development Bank (ADB), has officially released the results of the 2024 Niue Business Establishment Census (BEC). This is the first census of its kind for Niue and marks an important step in better understanding the country's business environment and economic landscape. The 2024 BEC collected key information on the types of businesses in Niue, the number of people employed, income and expenses, and the challenges they face in operating. The data covers the period from 1 April 2023 to 31 March 2024.

This initiative was carried out to address the lack of clear and up-to-date information on the private sector. Without reliable data, it has been difficult for the government to make well-informed decisions about how to use resources effectively, support business growth, and plan for long-term economic development.

Minister for Statistics, Hon. Crossley Tatui, highlighted the importance of this milestone. "The release of the 2024 Business Establishment Census is a crucial step in strengthening Niue's economic planning and resilience. Reliable business data allows us to better understand the dynamics of our private sector and identify opportunities for growth and investment. This information will support the government's efforts to create a more enabling environment for businesses, enhance infrastructure, and drive sustainable development for Niue."

The census reached out to 397 registered businesses through the Niue Chamber of Commerce (NCoC) and the tax office. Of those contacted, 224 businesses accessed the online CAWI platform (Computer-Assisted Web Interviewing), 87 businesses confirmed they were actively operating, and 31 businesses reported being non-operational during the reference period. This resulted in a 21.9 percent response rate from operating businesses and 30 percent when including those not operating. To ensure the accuracy of the data, NSO cross-checked the information with tax and NCoC records and worked closely with stakeholders throughout the process.

The results provide a clearer picture of Niue's business landscape. The retail and tourism sectors continue to be major contributors to economic activity. A mix of other sectors, including agriculture and more modern industries such as professional and scientific services, shows the growing diversity of the economy. Locally owned businesses remain the foundation of Niue's private sector, showing resilience, resourcefulness, and strong community spirit. However, the census also highlights ongoing challenges such as infrastructure, utilities, and limited digital connectivity, which continue to impact business growth and service delivery.

The 2024 BEC also provided important lessons for future data collection. Relying only on online surveys made it difficult for some businesses to participate due to limited internet access and digital skills. In

future, NSO will use a combination of online and face-to-face approaches to make it easier for more businesses to take part and improve the overall quality of the data collected.

The Niue Statistics Office acknowledges the support and collaboration from ADB, the Niue Chamber of Commerce, and local business owners who contributed to this important work. The findings from the 2024 BEC will help guide government planning, investment decisions, and targeted support to key economic sectors, ensuring a stronger and more sustainable future for Niue's economy.

A full copy of the 2024 Business Establishment Census Report is available to the public through the Niue Statistics Office website - <https://niuestatistics.nu/census/business/>

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