PACIFIC ISLANDS EXPORT SURVEY

2026

Fiji Spotlight

Investment Fiji

Pacific Trade Invest

PACIFIC ISLANDS EXPORT SURVEY 2026

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COMPREHENSIVE

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These companion reports provide deeper insights by country and sector, allowing readers to explore the trends, challenges and opportunities most relevant to them.

Pacific Trade Invest

INTRODUCTION

Fiji is one of the Pacific's most diverse export economies, with businesses operating across manufacturing, tourism, agriculture and services. This report draws on the experiences of Fiji businesses participating in the Pacific Islands Export Survey 2026, providing insights into exporter performance, market opportunities and the challenges shaping future growth. a

The findings reveal a business community that remains optimistic about growth and increasingly engaged with international markets. Fiji leads the region in areas such as Free Trade Agreement utilisation, AI adoption and Gender Equality, Disability and Social Inclusion (GEDSI) implementation, while continuing to face challenges including rising operating costs, access to finance and the impacts of extreme weather.

Through its network across key international markets, Pacific Trade Invest (PTI) helps Pacific exporters connect with buyers, investors and business partners, creating opportunities for trade, investment and sustainable growth. Our aim is that the findings in this report provide valuable insights for businesses, policymakers and development partners working to strengthen Fiji's export competitiveness and resilience.

Tim Martin
Trade Commissioner
PTI Australia

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FOREWORD

The global marketplace is continually evolving, and Fiji's export has consistently demonstrated remarkable agility, innovation, and resilience in response. At Investment Fiji, we are proud of the progress our local businesses have made to elevate the profile of Fijian goods and services on the world stage.

Between 2023 and 2024, Fiji's total international exports grew by 7%, driven by a steady 3% rise in domestic exports and an exceptional 12% in re-exports. These figures reinforce what we already know: Fiji is strengthening its position as a leading logistics, trans-shipment, and distribution hub for the Blue Pacific.

From the robust output of our manufacturing sector and the enduring global appeal of our tourism industry, to our pioneering developments in green energy and the unprecedented international demand for our kava, Fiji's diverse economic portfolio is a witness to the dedication of our people. These sectors bring in revenue, but they also carry something of Fiji itself: our culture, our approach to sustainability, our identity.

We need good data to keep this going. That is why Investment Fiji is partnering with Pacific Trade Invest (PTI) Australia on the first Fiji-specific Export Survey Report. Co-branding this report highlights our shared commitment to empowering Fijian exporters with the knowledge they need to thrive.

The findings within this report provide an invaluable snapshot of the current export landscape, highlighting both the triumphs and the hurdles our businesses face. With that knowledge, Investment Fiji can target our support better, streamline our marketing initiatives, and advocate for policies that actually address what exporters need.

I would like to extend my sincere gratitude to PTI Australia for their continued partnership and dedication to the Pacific region. I also want to thank the Fijian businesses that participated in this survey. Your input is what makes this report useful.

The numbers here matter, but they are also a signal of what is possible. Investment Fiji will keep connecting local businesses with international buyers, and we are looking forward to what comes next.

Kamal Chetty
Chief Executive Officer, Investment Fiji

BACKGROUND

SPECIFIC OBJECTIVES

The Pacific Islands Export Survey series is a biennial research survey conducted by Pacific Trade Invest with the key objective of understanding and tracking export dynamics in the Pacific Islands. The specific objectives of this study are to:

- Determine business confidence;
- Identify initiatives to increase exports;
- Understand the use of digital marketing in generating export revenue;
- Identify key export target markets;
- Understand barriers to exporting in the Pacific;
- Understand financial and investment needs;
- Understand the impact of extreme weather;
- And gather gender equality, disability and social inclusion insights for exporters.

FIVE KEY TAKEAWAYS

PACIFIC ISLANDS EXPORT SURVEY 2026

01

Finance access in Fiji has reached its most constrained point on record.

Difficulty obtaining finance has jumped 18 points in a single wave - a steeper deterioration than the Pacific average and the worst reading since tracking began.

02

Fiji exporters are making trade agreements work.

Forty-six per cent report benefiting from at least one FTA - nearly double the Pacific average - suggesting Fiji's exporters are converting preferential access into commercial outcomes more effectively than the region as a whole.

03

Fiji's export horizons are pointed toward the US.

It leads new market targeting over the next three years - ahead of Australia, China and New Zealand - signalling a deliberate push beyond Fiji's traditional trade corridors.

04

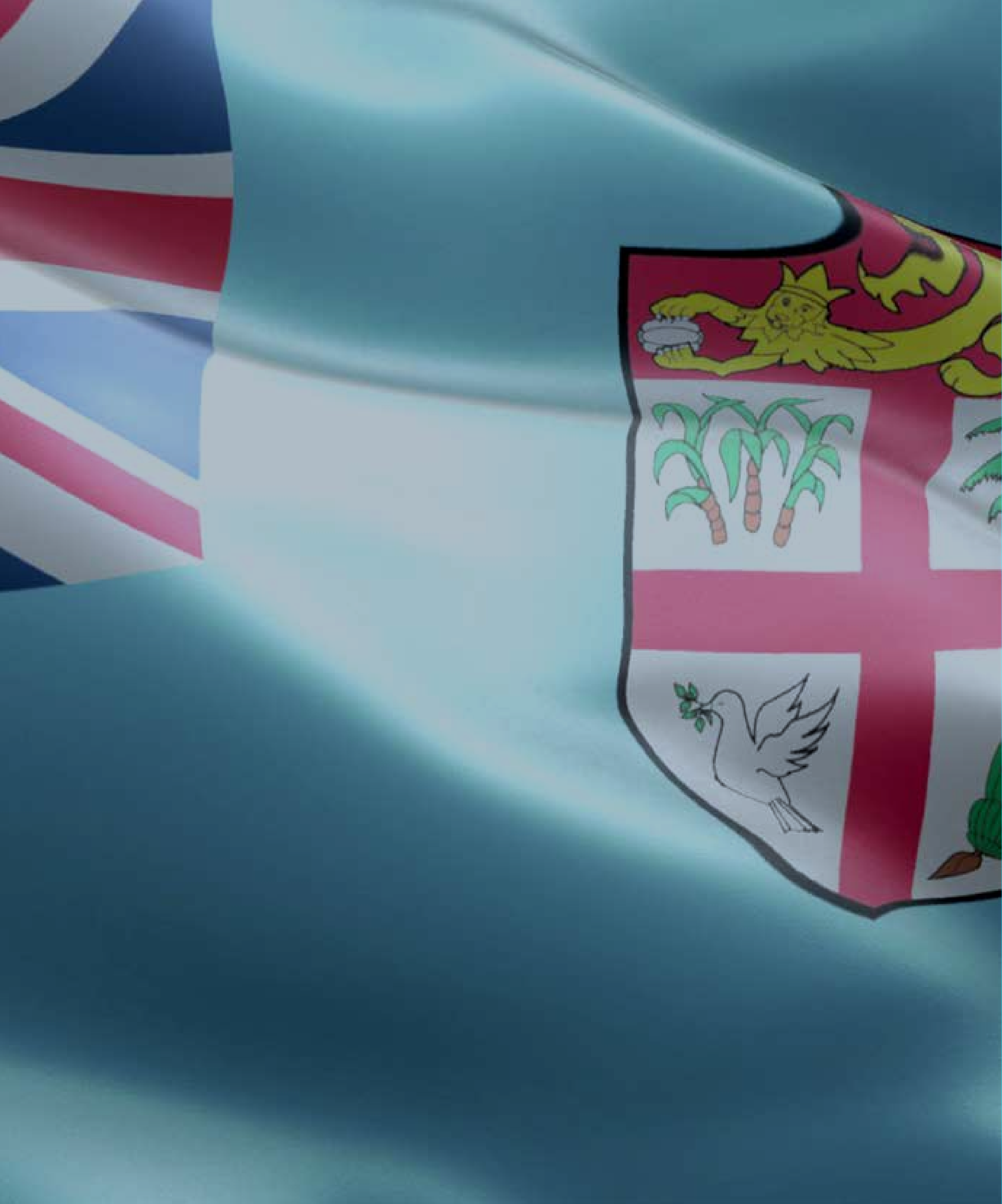
Fiji is ahead on AI, but the digital returns are not yet flowing.

Adoption leads the Pacific, yet fewer Fiji exporters report growth in online revenue than the regional average - pointing to a gap between technology investment and commercial execution.

05

In Fiji, inclusion and export growth are moving together.

GEDSI implementation leads the Pacific and is concentrated in manufacturing and agriculture - the sectors driving Fiji's exports - suggesting inclusive employment and commercial performance are mutually reinforcing.

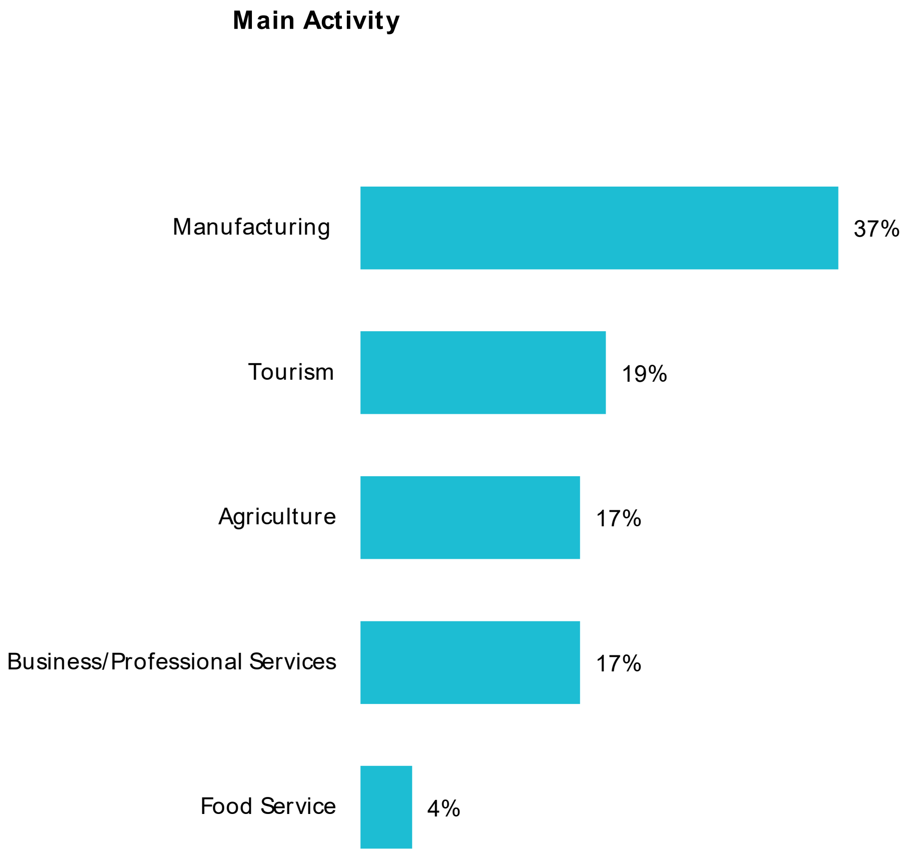


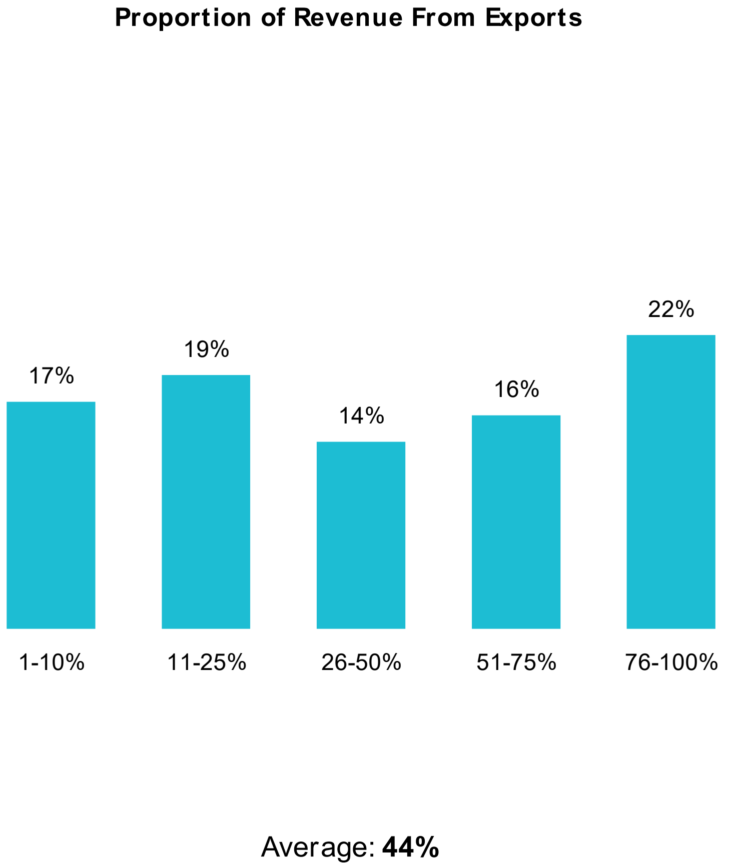
SAMPLE PROFILE

Business Activity

Manufacturing leads as the largest sector among Fiji exporters at 37%, followed by tourism (19%), agriculture (17%) and services (17%) comparably.

Exports make up 44% of Fiji's total business revenue on average, with a relatively even spread across those with small and large portions of revenue generated from exports.

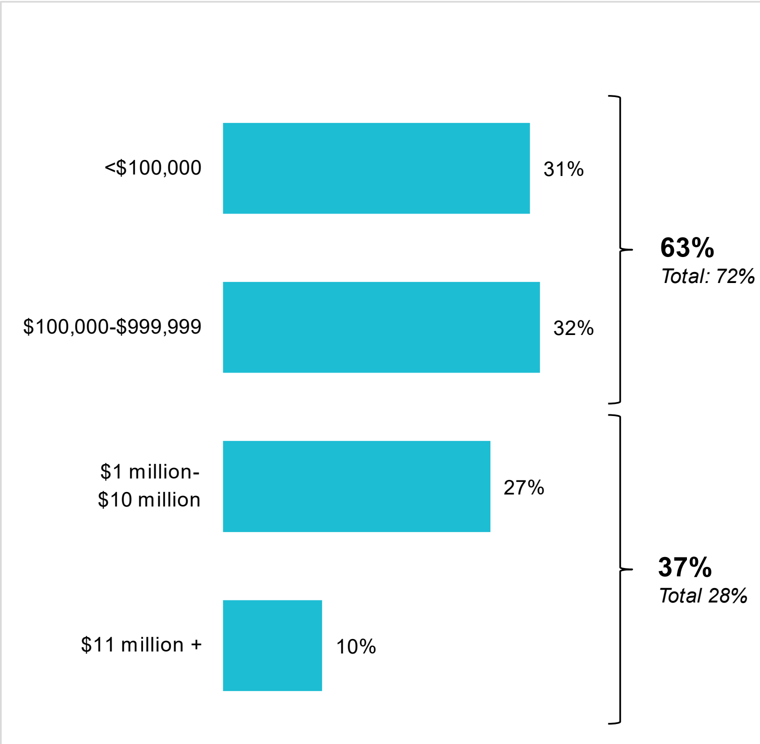




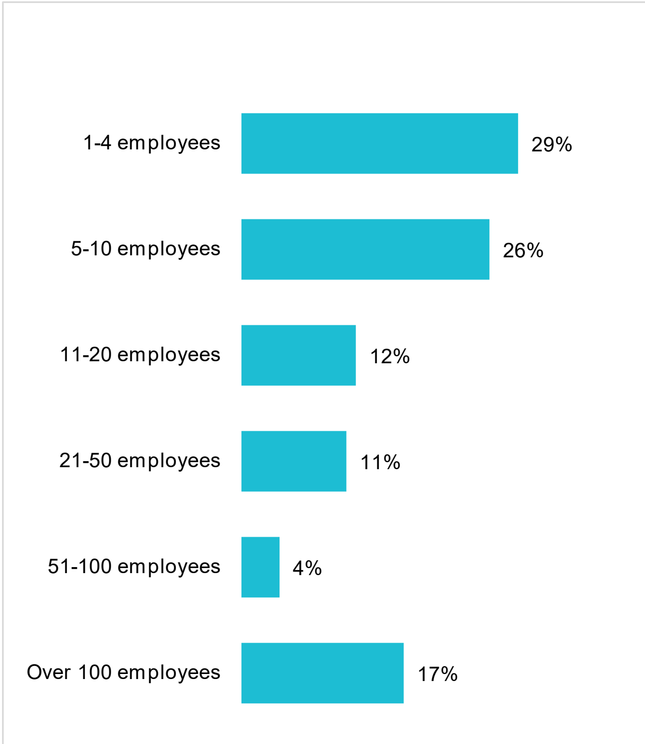
Firmographics

The overarching characteristics of Fiji's exporter base signify a mature and diverse landscape for businesses. 63% have been exporting for four years or more, and 37% generate annual revenue above $1 million. The gender divide is relatively balanced, with 49% of leadership positions being female and the employee split near-even at 48% male and 52% female.

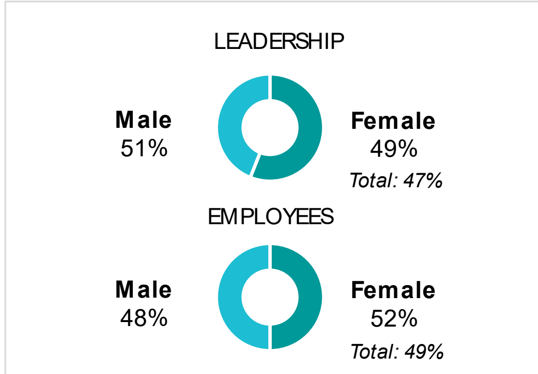
Annual Revenue



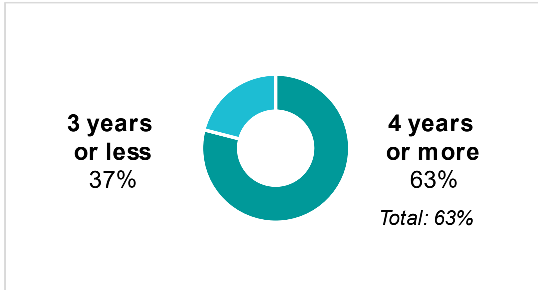
Number of Employees



Gender Divide



Export Maturity



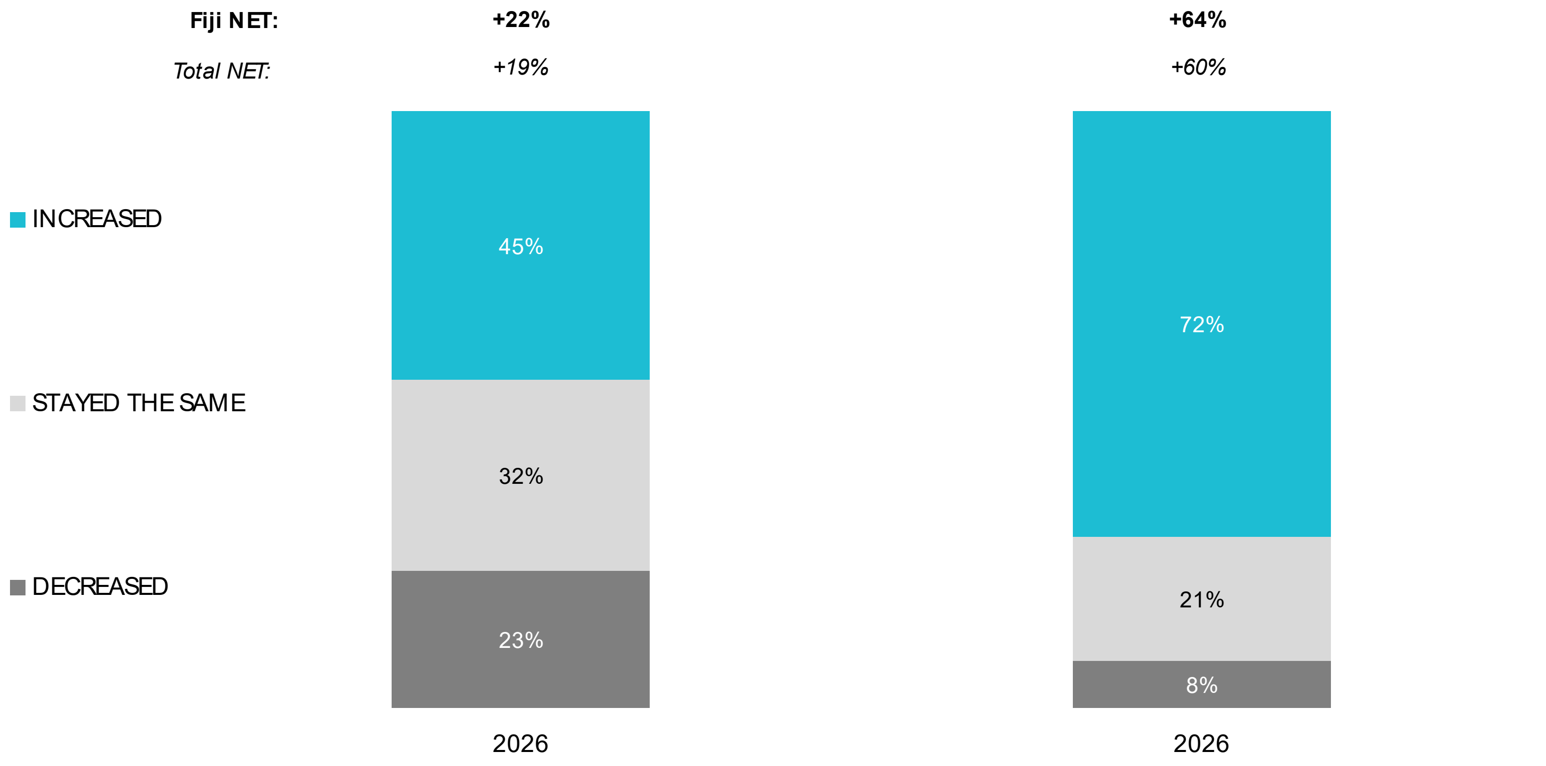
EXPORT SENTIMENT & BEHAVIOUR

Export Sentiment

Fiji's export revenue has followed an upward trajectory over the past year, with net revenue increasing by 22%, a figure marginally higher than the Pacific-wide 19%. Businesses expect this growth to continue, with 72% of Fiji's exporters projecting revenue increases in the year to come.

Over the last 12 months, has your export revenue increased, decreased, or stayed the same?

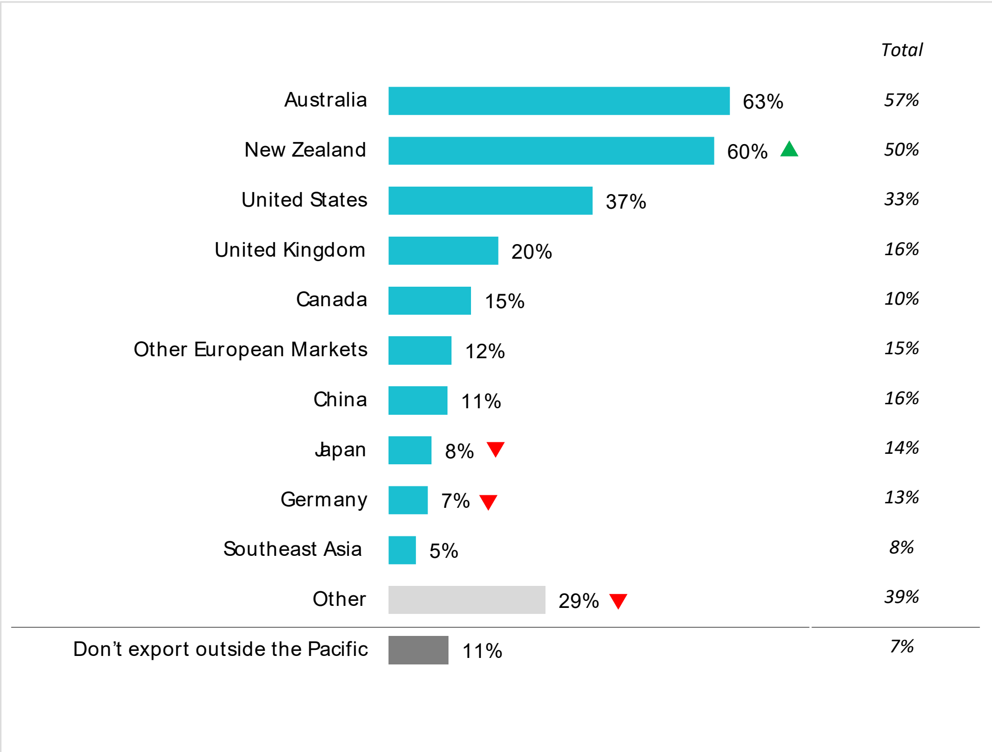
Over the next 12 months, do you expect your export revenue to increase, decrease, or stay the same?



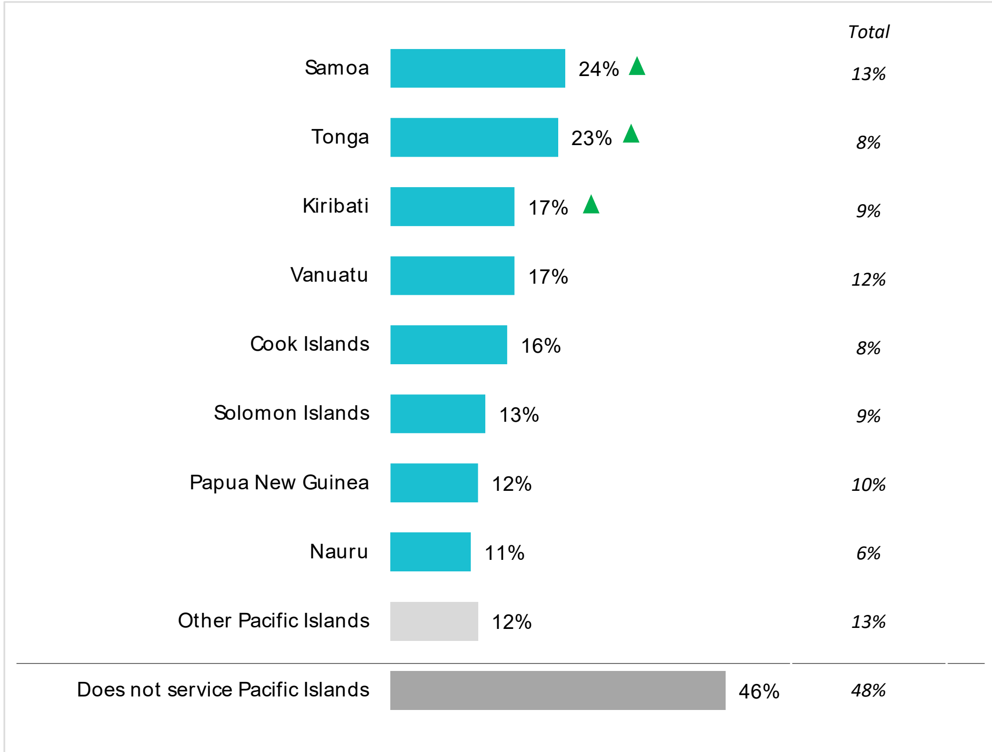
International markets over past 12 months

For Fiji businesses exporting outside the Pacific Islands, Australia (63%) and New Zealand (60%) constitute the two largest markets, with exports to New Zealand significantly higher than the Pacific average of 50%. The United States follows with 37%. Regionally, local exports across the Pacific Islands constitute a mainstay for Fijian businesses, with 54% servicing the area.

Exporting outside of Pacific Islands



Exporting within Pacific Islands



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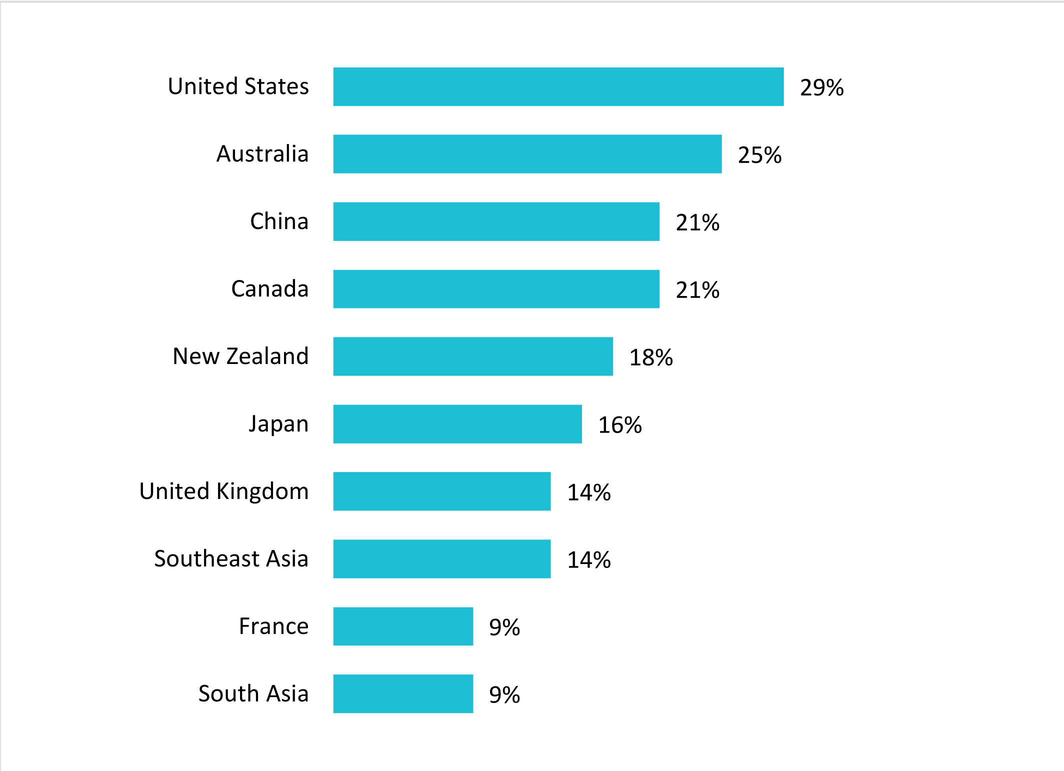
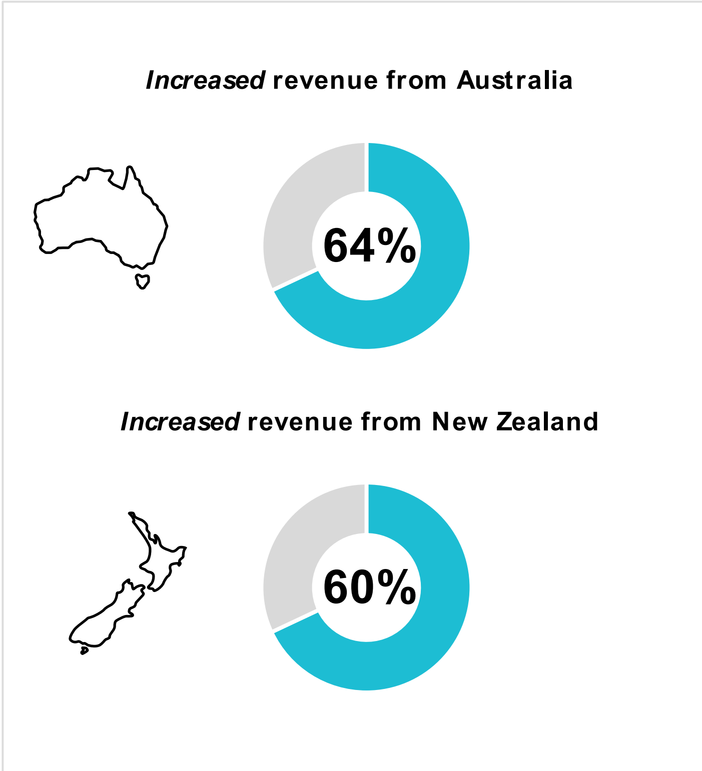
Future export targets

Fijian exporters have their sights set on US expansion, with 29% planning to target the region over the next three years, notably ahead of plans for Australia and China. Among established markets, the majority of businesses expect increased revenue from exports to Australia (64%) and New Zealand (60%).

What new markets will you target over the next 3 years?



Do you expect your export / tourism revenue from markets you currently service, to increase, decrease or remain the same over the next 12 months?

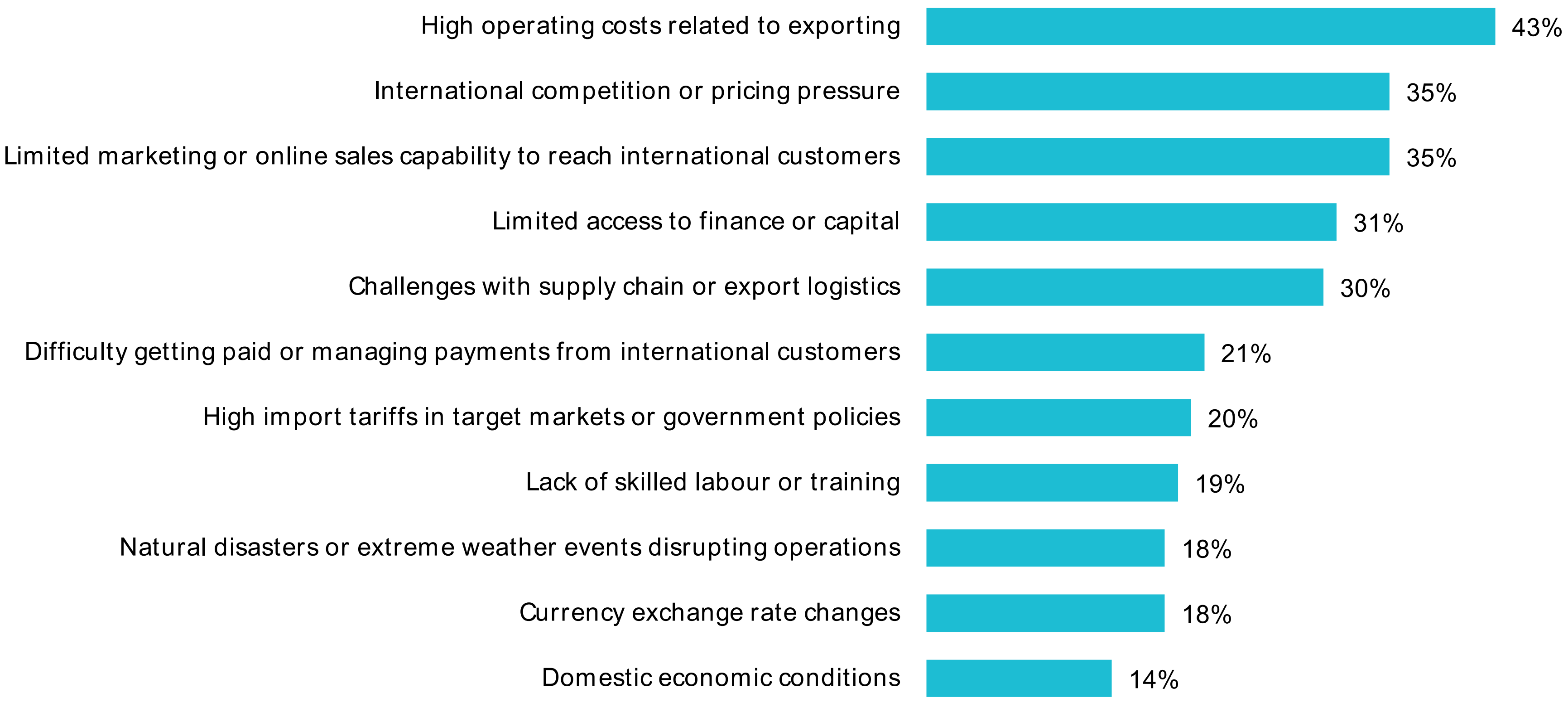


BARRIERS, ASSISTANCE & FINANCE

Export Challenges

Export challenges felt by Fijian businesses mirror those experienced Pacific-wide. The largest barrier remains high operating costs at 43%, with secondary challenges being international competition and limited international marketing and e-commerce capability. Domestic economic conditions constitute the lowest challenge, signalling a healthy local environment for Fijian businesses.

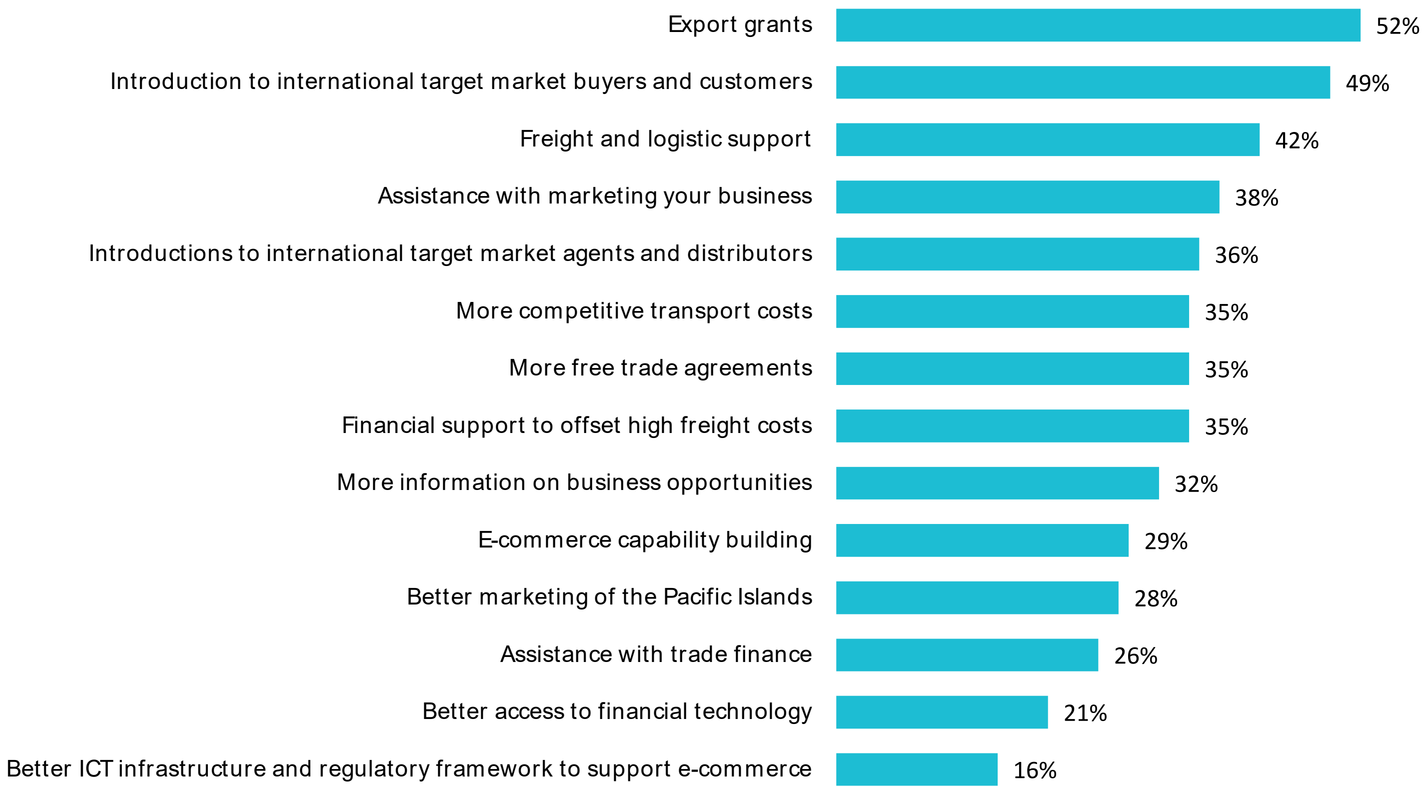
WHAT ARE THE MAIN BARRIERS TO EXPORTING OR SELLING YOUR PRODUCTS/SERVICES TO OVERSEAS CUSTOMERS OR VISITORS?



Export Assistance

Methods of assistance most valued by Fijian exporters correspond with key export barriers mentioned on the previous page, indicating an awareness and willingness to directly target these challenges. Export grants, introductions to international buyers and customers, and freight and logistics support make up the top forms of assistance, which is in line with Pacific-wide preferences.

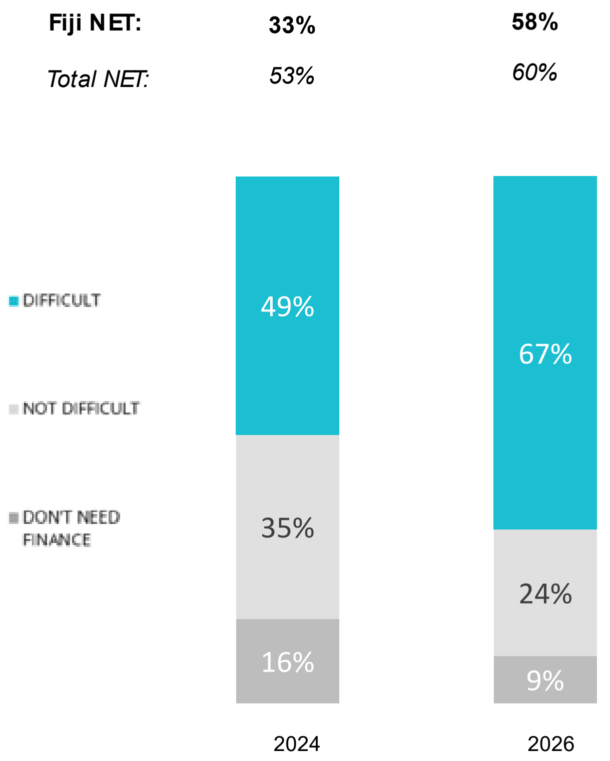
WHAT FORMS OF ASSISTANCE WOULD ENCOURAGE YOU TO INCREASE YOUR EXPORT ACTIVITY?



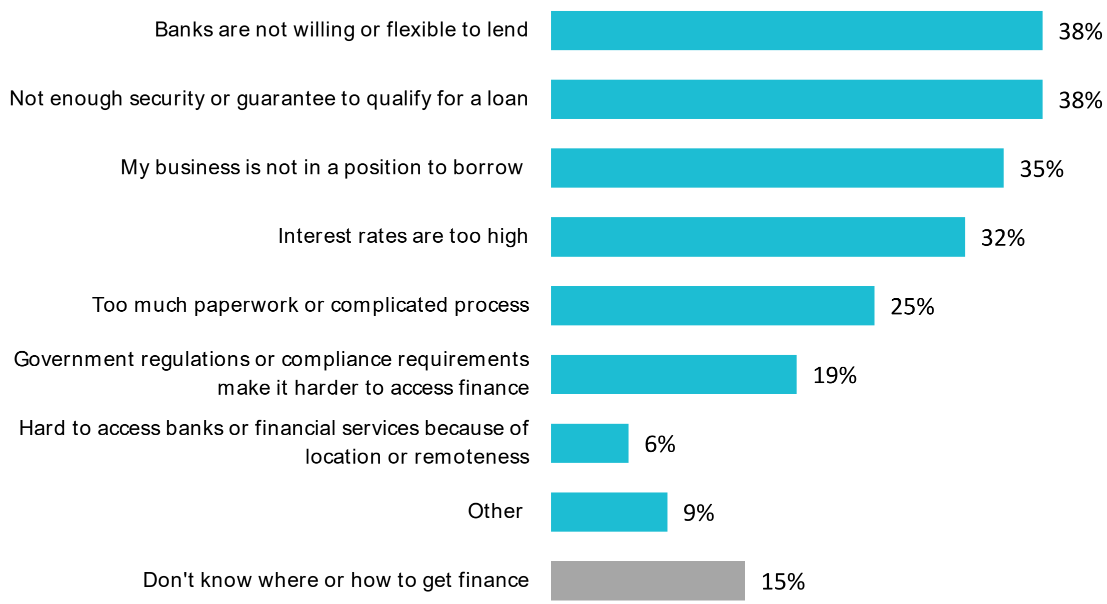
Access to finance

Financial access constitutes a growing challenge for Fiji exporters, with 67% reporting difficulty in obtaining finance. This has increased significantly from 49% in 2024, constituting the steepest rise recorded amongst the individual Pacific countries. The most commonly sited reasons for lack of financial access are inflexible banks and difficulty qualifying for loans.

Is it difficult for your business to obtain finance?



Why do you find it difficult to obtain finance?



FTA ENGAGEMENT

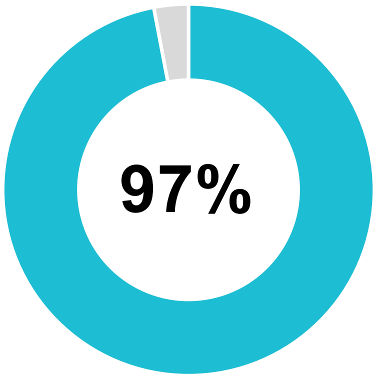
FTA engagement

Fijian businesses are notably successful at utilising existing Free Trade Agreements (FTAs), with 97% of non-tourism exporters being eligible and 46% directly benefiting from FTA engagement.

This is nearly double the recorded benefits reported across the Pacific as a whole. The top FTAs benefiting Fijian businesses are PICTA , the MSG Trade Agreement and SPARTECA.

DO YOU BENEFIT FROM ANY OF THE FOLLOWING FREE TRADE AGREEMENTS?

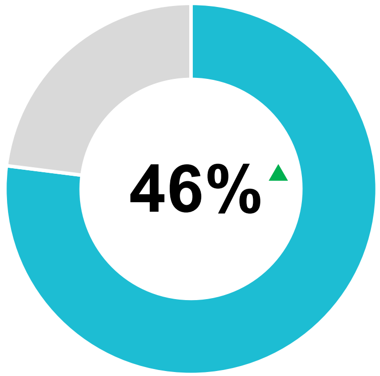
Proportion of Fiji Islands export businesses covered by at least 1 FTA (i.e. correct location, correct export destination)



Total: 92%

Top 3 FTAs *(% of total businesses selecting benefit slightly / greatly)*	
Pacific Island Countries Trade Agreement (PICTA)	26%
Melanesian Spearhead Group (MSG) Trade Agreement	23%
South Pacific Regional Trade and Economic Cooperation (SPARTECA)	20%

Proportion of Fiji Islands export businesses benefiting slightly / greatly from at least 1 FTA



Total: 27%

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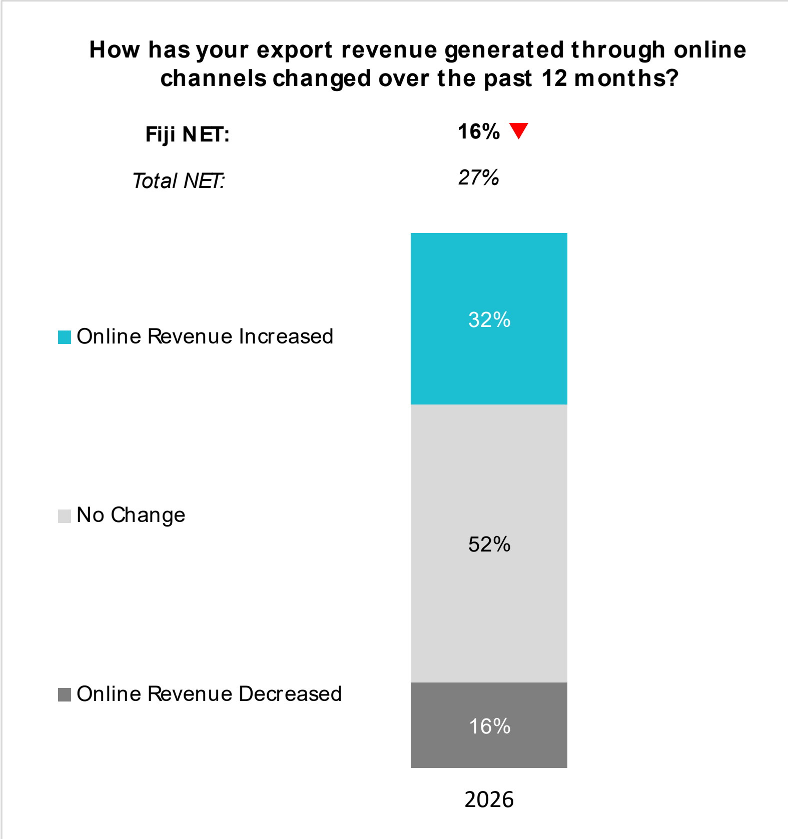
ONLINE SALES & AI

Online Distribution

Online channel adoption in Fiji matches the Pacific average, with 88% of exporters generating revenue through digital channels. While this adoption is equivalent to the Pacific region as a whole, only 32% of Fiji exporters report a growth in online revenue over the past year, a rate significantly lower than the regional average of 38%. That being said, a majority of Fiji exporters (52%) report no change in online revenue, indicating general stability across online income.

88%

sell through online channels



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Artificial Intelligence

Almost half (47%) of Fiji exporters currently use AI tools, significantly more than the Pacific average of 38%. For those businesses that haven't adopted AI tools yet, 38% plan to within the next year. Sentiment is widely positive, with 77% of Fijian businesses agreeing that AI will improve their financial performance, and most applications being for marketing content creation and understanding unique customer needs.

IN WHICH AREAS ARE YOU USING (OR PLANNING TO USE) AI TO SUPPORT YOUR OPERATIONS?

AI Adoption

47% currently using AI

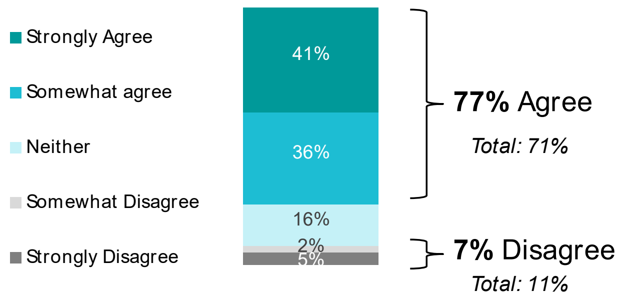
Total: 38%

38% planning to adopt AI

Total: 45%

Attitude to AI

"AI will positively impact the financial performance of our business over the next 3 years."

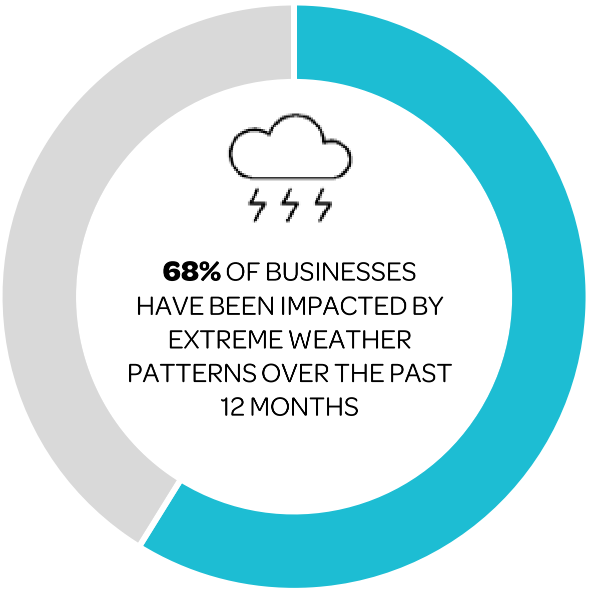


IMPACT OF EXTREME WEATHER PATTERNS

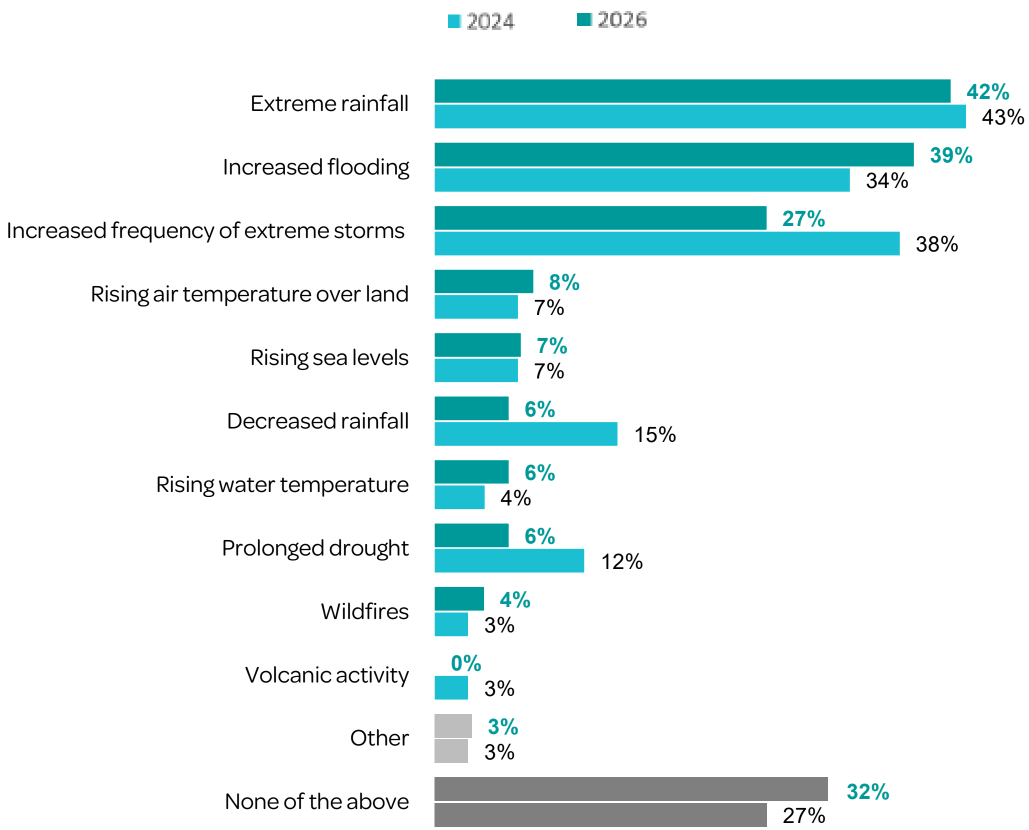
Impact of extreme weather patterns

Extreme weather continues to grow as a major challenge for Fiji exporters, with 68% impacted in the last year, a significant jump compared to 59% in 2024. This is regionally consistent, with businesses impacted by weather across the entire region sitting at 65%. The top three reported weather events impacting Fiji businesses are extreme rainfall, flooding and increased frequency of extreme storms

HAVE ANY OF THE FOLLOWING EXTREME WEATHER PATTERNS IMPACTED YOUR BUSINESS OVER THE PAST 12 MONTHS?



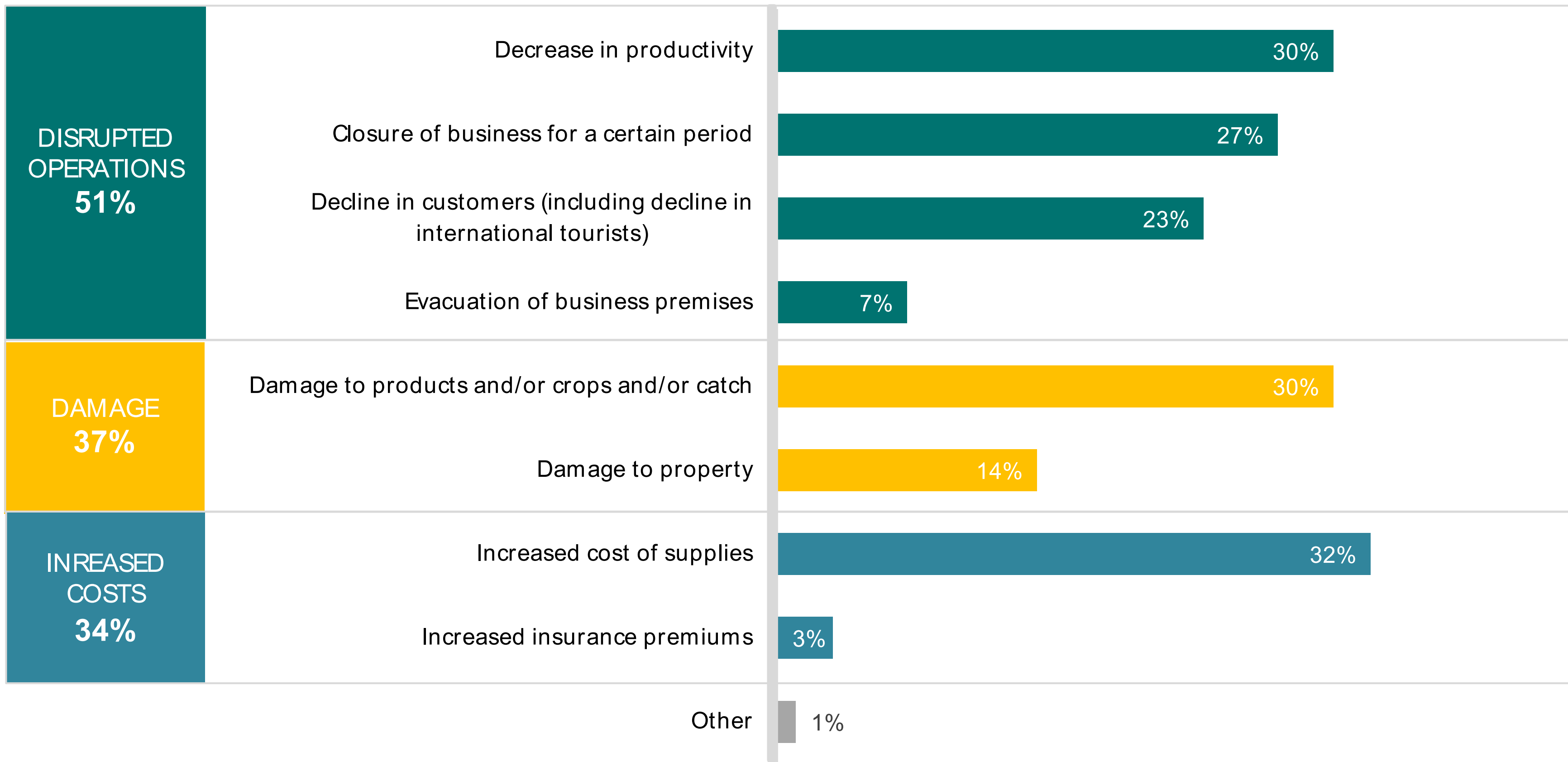
Total: 65%



Impact of extreme weather patterns

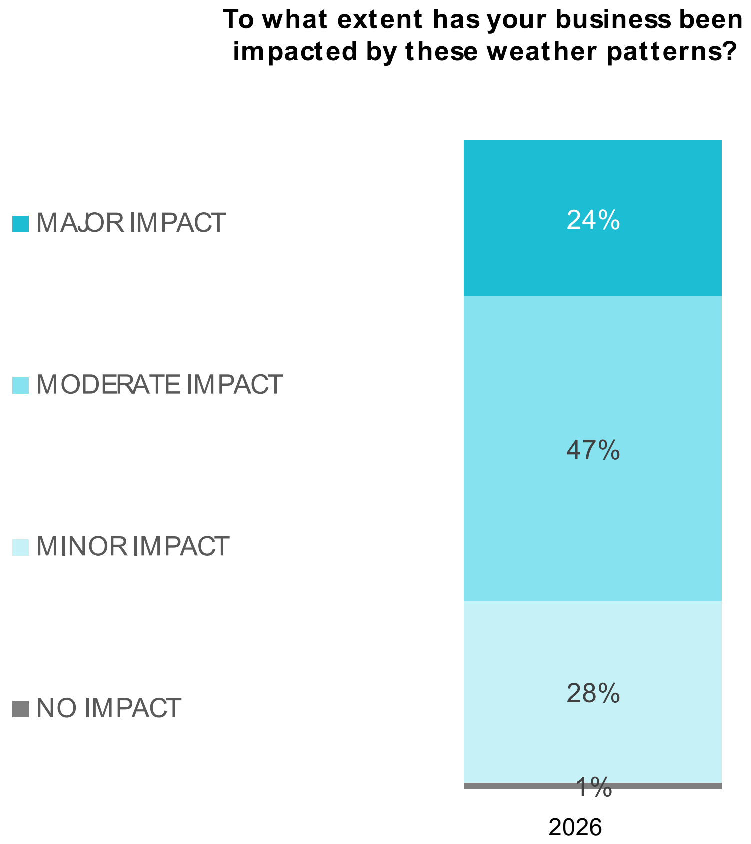
For Fiji exporters that were impacted by extreme weather patterns, the largest consequence was disrupted operations (51%). This was followed by physical damage (37%) and subsequent increased costs (34%). While these impacts represent a significant hurdle for Fiji exporters, they sit below the Pacific-wide benchmarks, signifying growing resilience.

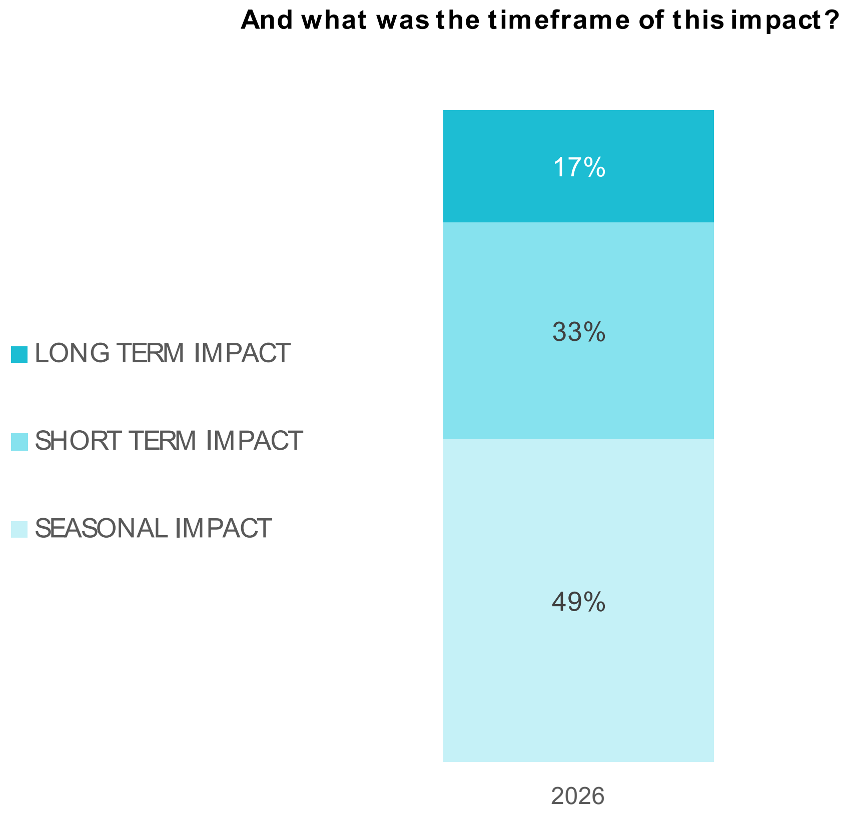
HOW HAVE THESE EXTREME WEATHER PATTERNS IMPACTED YOUR BUSINESS?



Impact of extreme weather patterns

Moderate impacts are the most common experience among affected Fiji businesses at 47%, with major impacts reported by 24%. When assessing the timeframe of these impacts, 49% characterise the impact as seasonal compared to 33% who report short-term impacts. This is consistent with the Pacific-wide pattern that damage to productive capacity can outlast the weather event itself.



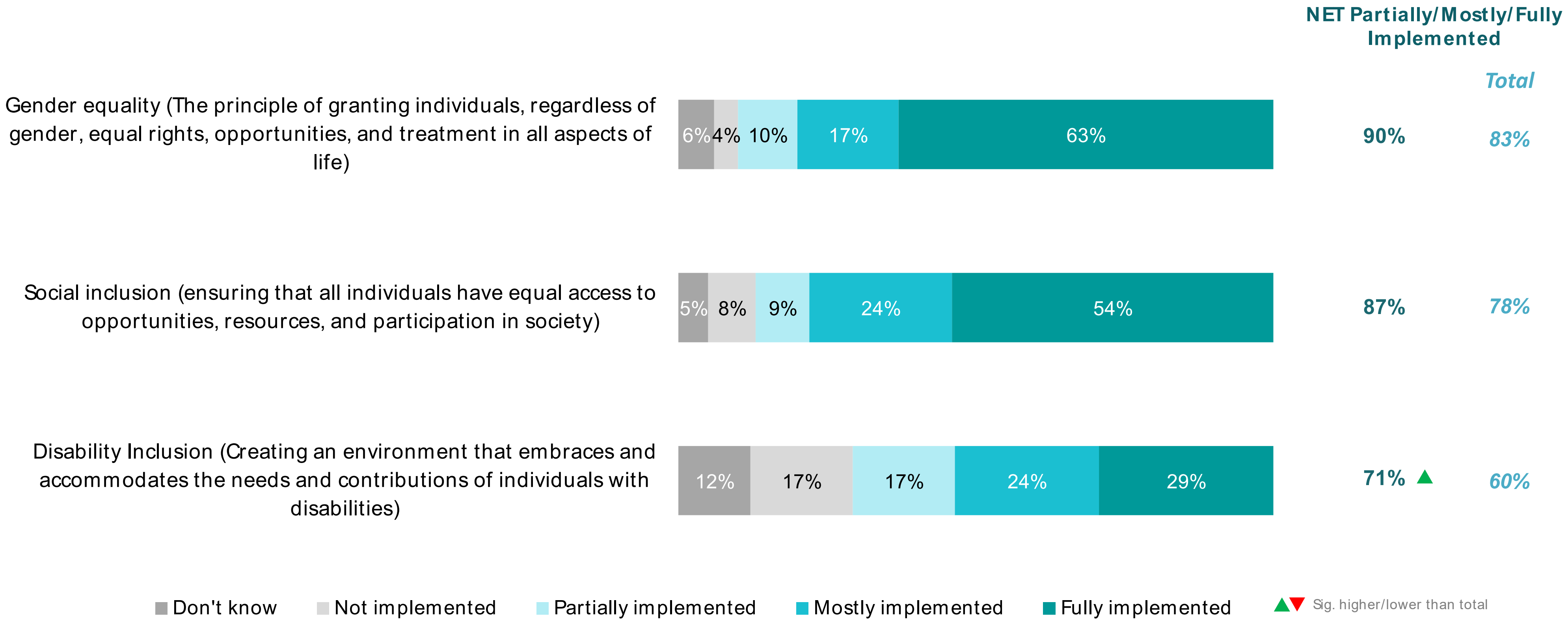


GENDER EQUALITY, DISABILITY & SOCIAL INCLUSION

Implementation of GEDSI policies and practices

Implementation of Gender Equality, Disability, and Social Inclusion (GEDSI) policies are significant throughout Fiji businesses, with the country notably outperforming the Pacific average in all three measures. Disability inclusion policies are implemented by 71% of Fiji businesses compared to 60% across the Pacific, while gender equality (90% vs 83%) and social inclusion (87% vs 78%) also indicate a notable lead compared to the regional average.

TO WHAT EXTENT HAVE GENDER EQUALITY, DISABILITY AND SOCIAL INCLUSION (GEDSI) POLICIES AND PRACTICES BEEN IMPLEMENTED THAT ACTIVELY PROMOTE AND SUPPORT...?



RESEARCH METHODOLOGY

WHO RESPONDED

A total of 431 surveys were completed across all exporting sectors in the Pacific Islands Export Survey 2026. This report focuses on the 139 responses from business decision-makers and influencers in Fiji.

HOW

Respondents completed a 15-minute quantitative online survey.

WHEN

Online responses were collected between 2 March and 12 April 2026.

Survey invitations were distributed by Pacific Trade Invest Australia and partners.

PACIFIC TRADE INVEST

As the Pacific's leading trade and investment promotion agency, Pacific Trade Invest (PTI) works to improve the livelihoods of Pacific people by enabling decent work and economic growth in the Blue Pacific.

We develop and promote businesses from the Pacific region through trade, investment and tourism facilitation. PTI is an agency of the Pacific Islands Forum Secretariat, funded through the support of our host Governments, the Government of Australia, the Government of New Zealand, and the Government of the People's Republic of China.

Pacific Trade Invest

INVESTMENT FIJI

As a statutory organisation, Investment Fiji operates independently as the marketing arm of the Fiji Government to provide services and assistance to promote, facilitate and stimulate increased investments and exports.

Investment Fiji provides a range of services to promote investment and the development of industries and enterprises as well as to increase exports of goods and services.

Investment Fiji works for the benefit of the national economy by creating employment opportunities, raising economic activities, and bringing in foreign exchange to the country, thereby increasing Fiji's economic growth and prosperity prospects.

Through this core function of promoting and facilitating investment and exports, Investment Fiji helps raise Fiji's standard of living and contributes to the eradication of poverty.

Investment FIJI

ACKNOWLEDGEMENTS & DISCLAIMER

Acknowledgements

PTI and survey partners would like to thank the Pacific export companies that took part in the survey and our on-the-ground partners who shared the survey through their networks.

Disclaimer

The information presented in this report is based on information received by research company Fifth Quadrant from a survey administered from 2 March - 12 April 2026