

25 September 2025

**Over 100 Scam Complaints Lodged in the Past Year, Fijians Continue to Lose
Thousands Despite Warnings**

Scams are on the rise, exploiting trust, digital platforms, and financial vulnerability, leaving many Fijians out of pocket. While the number of complaints may seem relatively low, the reality is far greater, many cases go unreported to authorities or relevant agencies, as victims often fear embarrassment, shame, or public exposure.

Between September 2024 and September 2025, the Consumer Council of Fiji (CCoF) received 113 scam-related complaints, with consumers reporting financial losses exceeding \$82,000. Despite repeated warnings and nationwide awareness campaigns, scammers continue to evolve, targeting unsuspecting individuals through increasingly sophisticated methods.

Prior to the widely reported eBay scam, which collectively cost consumers thousands of dollars, the Council recorded similar cases of fraudulent and informal lending schemes. These early signs were often overlooked, but the eBay incident marked a turning point. Since then, scams have rapidly evolved, taking on new forms that continue to trap unsuspecting consumers.

In the aftermath, scams such as multi-level marketing schemes, fraudulent investments, astrology and fortune-telling rackets, impersonation fraud, phishing messages, and mobile money scams have emerged, demonstrating how quickly scammers adapt to exploit new opportunities. Many consumers are also being misled into believing they can earn easy money from the comfort of their homes, as some of these schemes falsely promise.

The impact of scams is not confined to financial losses alone. Many victims report severe emotional distress, strained family relationships, and a growing mistrust of digital services that are otherwise essential in modern life. Young people and digitally active consumers remain particularly vulnerable, often lured by offers that appear legitimate on the surface but are designed solely to deceive.

“The numbers tell a clear story, despite the warnings, too many Fijians are still falling prey to scammers,” said the Council. “Scammers are adapting quickly, and they will exploit every opportunity if people are not vigilant.” The Council has stressed that prevention starts at the individual level, urging consumers to verify the legitimacy of sellers and schemes before making payments, report suspicious activity immediately, and share awareness with families and communities.

Head Office

Level 5 Vanua House
Victoria Parade GPO, Suva
Phone: 3300792/3310183
CEO: 3305864
Fax: 3300115
Email: complaints@consumersfiji.org

Lautoka/West

Suite 4 Popular Building
Vidilo Street
P.O. Box 5396, Lautoka
Phone: 6664987
Email: consumerlkt@connect.com.fj

Labasa/North

Shop 2, Mudaliar Investment
Sangam Avenue Street
P.O. Box 64, Labasa
Phone: 8812559
Email: colbs@connect.com.fj



@CCoFiji



Consumer Council of Fiji



www.consumersfiji.org



Mobile App

The second National Scams Awareness Week (NSAW), set for October 2025, will further highlight the urgency of addressing fraud and mobilising a whole-of-nation approach to combat scams. Bringing together government, regulators, financial institutions, law enforcement, and development partners, the campaign seeks to reinforce that while institutions will continue to fight scams, the most powerful defence lies in consumers staying alert, questioning offers that seem too good to be true, and acting quickly to report suspicious activity.

The Council calls on all citizens to remain vigilant and play an active role in protecting themselves, their families, and their communities against the growing threat of scams.

Head Office

Level 5 Vanua House
Victoria Parade GPO, Suva
Phone: 3300792/3310183
CEO: 3305864
Fax: 3300115
Email: complaints@consumersfiji.org

Lautoka/West

Suite 4 Popular Building
Vidilo Street
P.O. Box 5396, Lautoka
Phone: 6664987
Email: consumerlwk@connect.com.fj

Labasa/North

Shop 2, Mudaliar Investment
Sangam Avenue Street
P.O. Box 64, Labasa
Phone: 8812559
Email: colbs@connect.com.fj