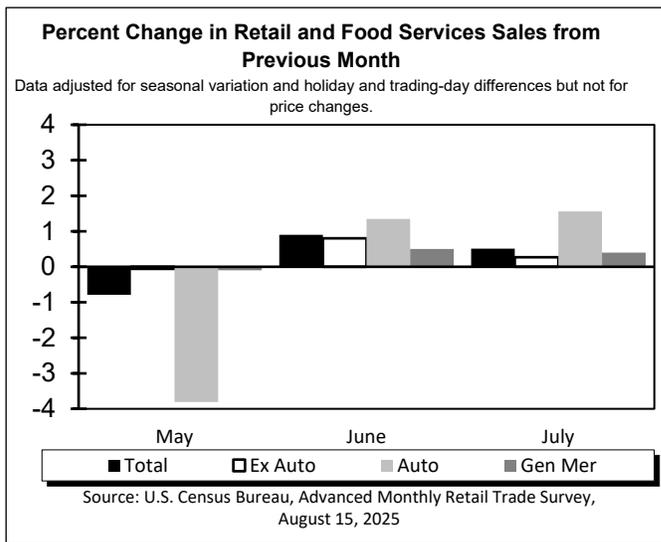


ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, JULY 2025

Release Number: CB25-120

August 15, 2025 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for July 2025:

ADVANCE MONTHLY SALES		
July 2025	\$726.3 billion	+0.5%
June 2025 (revised)	\$722.6 billion	+0.9%
Next release: September 16, 2025		
<small>* The 90 percent confidence interval includes zero. There is insufficient statistical evidence to conclude that the actual change is different from zero. Data adjusted for seasonal variation and holiday and trading-day differences but not for price changes. Source: U.S. Census Bureau, Advanced Monthly Retail Trade Survey, August 15, 2025</small>		



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for July 2025, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$726.3 billion, up 0.5 percent (± 0.4 percent) from the previous month, and up 3.9 percent (± 0.5 percent) from July 2024. Total sales for the May 2025 through July 2025 period were up 3.9 percent (± 0.4 percent) from the same period a year ago. The May 2025 to June 2025 percent change was revised from up 0.6 percent (± 0.5 percent) to up 0.9 percent (± 0.2 percent).

Retail trade sales were up 0.7 percent (± 0.5 percent) from June 2025, and up 3.7 percent (± 0.5 percent) from last year. Nonstore retailers were up 8.0 percent (± 1.2 percent) from last year, while food service and drinking places were up 5.6 percent (± 1.8 percent) from July 2024.

General Information

The August 2025 Advance Monthly Retail report is scheduled for release on September 16, 2025 at 8:30 a.m. EDT. View the full schedule in the Economic Briefing Room: <https://www.census.gov/economic-indicators/>. The full text and tables of this release can be found at www.census.gov/retail/.

Data Inquiries

Economic Indicators Division, Retail Indicator Branch
301-763-2713
eid.retail.indicator.branch@census.gov

Media Inquiries

Public Information Office
301-763-3030
pio@census.gov

EXPLANATORY NOTES

The advance estimates are based on a subsample of the Census Bureau's full retail and food services sample. A stratified random sampling method is used to select approximately 4,800 retail and food services firms whose sales are then weighted and benchmarked to represent the complete universe of over three million retail and food services firms. For more information on how data is collected for the Advance Monthly Retail Trade Survey, see our methodology page at: https://www.census.gov/retail/marts/how_surveys_are_collected.html.

Survey Description

The U.S. Census Bureau conducts the Advance Monthly Retail Trade and Food Services Survey to provide an early estimate of monthly sales by kind of business for retail and food service firms located in the United States. Each month, questionnaires are mailed to a probability sample of approximately 4,800 employer firms selected from the larger Monthly Retail Trade Survey. Advance sales estimates are computed using a link relative estimator. For each detailed industry, we compute a ratio of current-to-previous month weighted sales using data from units for which we have obtained usable responses for both the current and previous month. For each detailed industry, the advance total sales estimates for the current month is computed by multiplying this ratio by the preliminary sales estimate for the previous month (derived from the larger MRTS) at the appropriate industry level. Total estimates for broader industries are computed as the sum of the detailed industry estimates. The link relative estimate is used because imputation is not performed for most nonrespondents in MARTS. For a limited number of nonresponding companies that have influential effects on the estimates, sales may be estimated based on historical performance of that company. The monthly estimates are benchmarked to the annual survey estimates from the Annual Retail Trade Survey once available. The estimates are adjusted for seasonal variation and holiday and trading day differences. Additional information on MARTS and MRTS can be found on the Census Bureau website at: www.census.gov/retail.

The Census Bureau has reviewed this data product to ensure appropriate access, use, and disclosure avoidance protection of the confidential source data (Project No. P-7504206, Disclosure Review Board (DRB) approval number: CBDRB-FY25-0002).

Reliability of Estimates

Because the estimates presented in this report are based on a sample survey, they contain sampling error and nonsampling error.

Sampling error is the difference between the estimate and the result that would be obtained from a complete enumeration of the sampling frame conducted under the same survey conditions. This error

Data Inquiries

Economic Indicators Division, Retail Indicator Branch
301-763-2713
eid.retail.indicator.branch@census.gov

Media Inquiries

Public Information Office
301-763-3030
pio@census.gov



U.S. Department of Commerce
U.S. CENSUS BUREAU
census.gov

occurs because only a subset of the entire sampling frame is measured in a sample survey. Standard errors and coefficients of variation (CV), as given in Table 3 of this report, are estimated measures of sampling variation.

The margin of sampling error, as used on page 1, gives a range about the estimate which is a 90 percent confidence interval. If, for example, the percent change estimate is +1.2 percent and its estimated standard error is 0.9 percent, then the margin of sampling error is $\pm 1.753 \times 0.9$ percent or ± 1.6 percent, and the 90 percent confidence interval is -0.4 percent to +2.8 percent. If the interval contains 0, then one does not have sufficient evidence to conclude at the 90 percent confidence level that the change is different from zero and therefore the change is not statistically significant. Estimated changes shown in the text are statistically significant unless otherwise noted. For a monthly total, the median estimated coefficient of variation is given. The resulting confidence interval is the estimated value $\pm 1.753 \times CV \times$ (the estimated monthly total). The Census Bureau recommends that individuals using estimates in this report incorporate this information into their analyses, as sampling error could affect the conclusions drawn from the estimates.

Nonsampling error encompasses all other factors that contribute to the total error of a sample survey estimate. This type of error can occur because of nonresponse, insufficient coverage of the universe of retail businesses, mistakes in the recording and coding of data, and other errors of collection, response, coverage, or processing. Although nonsampling error is not measured directly, the Census Bureau employs quality control procedures throughout the process to minimize this type of error.

Weather Information

For information on the impact of weather events like Hurricanes Helene and Milton on the compilation of this report, please see the Frequently Asked Questions (FAQs) on our website at:

www.census.gov/retail/marts_weather_faqs.html

RESOURCES

API

The Census Bureau's application programming interface lets developers create custom apps to reach new users and makes key demographic, socio-economic and housing statistics more accessible than ever before. www.census.gov/developers/

Data Inquiries

Economic Indicators Division, Retail Indicator Branch
301-763-2713
eid.retail.indicator.branch@census.gov

Media Inquiries

Public Information Office
301-763-3030
pio@census.gov



U.S. Department of Commerce
U.S. CENSUS BUREAU
census.gov

FRED Mobile App



Receive the latest updates on the nation's key economic indicators by downloading the FRED App <<https://fred.stlouisfed.org/fred-mobile/>> for both Apple and Android devices. FRED, the signature database of the Federal Reserve Bank of St. Louis, now incorporates the Census Bureau's 13 economic indicators.

###

* The 90 percent confidence interval includes zero. There is insufficient statistical evidence to conclude that the actual change is different from zero.

Data Inquiries

Economic Indicators Division, Retail Indicator Branch
301-763-2713
eid.retail.indicator.branch@census.gov

Media Inquiries

Public Information Office
301-763-3030
pio@census.gov



U.S. Department of Commerce
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)

Table 1. Estimated Monthly Sales for Retail and Food Services, by Kind of Business

(Total sales estimates are shown in millions of dollars and are based on data from the Advance Monthly Retail Trade Survey, Monthly Retail Trade Survey, and administrative records.)

NAICS ¹ code	Kind of Business	Not Adjusted							Adjusted ²				
		7 Month Total		2025			2024		2025			2024	
		2025	% Chg. 2024	Jul. ³ (a)	Jun. (p)	May (r)	Jul.	Jun.	Jul. ³ (a)	Jun. (p)	May (r)	Jul. (r)	Jun. (r)
	Retail & food services,												
	total	4,948,491	3.8	744,246	716,470	753,313	713,406	688,151	726,283	722,571	716,101	698,909	692,449
	Total (excl. motor vehicle & parts) ...	3,978,742	3.5	599,623	581,276	608,383	575,432	559,930	587,165	585,585	580,943	565,986	563,966
	Total (excl. gasoline stations)	4,589,556	4.4	688,317	663,001	698,773	655,919	632,808	675,066	671,697	665,507	646,169	639,792
	Total (excl. motor vehicle & parts & gasoline stations)	3,619,807	4.3	543,694	527,807	553,843	517,945	504,587	535,948	534,711	530,349	513,246	511,309
	Retail	4,266,334	3.6	643,681	616,005	647,306	618,432	592,999	627,979	623,882	618,037	605,797	599,979
	GAFO⁴	(*)	(*)	(*)	129,204	137,385	127,872	127,152	(*)	133,011	132,398	129,851	129,240
441	Motor vehicle & parts dealers	969,749	5.0	144,623	135,194	144,930	137,974	128,221	139,118	136,986	135,158	132,923	128,483
4411, 4412	Auto & other motor veh. dealers .	890,093	5.3	132,678	123,574	132,807	126,311	116,858	127,698	125,583	123,656	121,687	117,210
44111	New car dealers	(*)	(*)	(*)	102,115	110,366	105,061	95,929	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	11,620	12,123	11,663	11,363	(*)	11,403	11,502	11,236	11,273
442	Furniture & home furn. stores	78,231	5.7	11,795	11,044	11,766	11,145	10,597	11,655	11,492	11,479	11,090	10,993
4421	Furniture stores	(*)	(*)	(*)	5,890	6,362	6,065	5,797	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	49,657	-1.6	7,366	7,155	7,437	7,490	7,147	7,539	7,587	7,612	7,714	7,636
444	Building material & garden eq. & supplies dealers	283,018	-0.5	43,117	43,837	46,780	43,769	43,334	39,882	40,268	39,744	40,930	40,389
4441	Building mat. & sup. dealers	(*)	(*)	(*)	37,660	39,483	38,843	37,435	(*)	34,806	34,363	35,734	35,150
445	Food & beverage stores	583,202	2.7	87,254	83,377	87,339	84,500	82,105	85,010	84,554	83,855	82,959	82,336
4451	Grocery stores	527,325	2.9	78,490	75,038	78,580	75,931	73,686	76,501	76,181	75,485	74,588	73,982
4453	Beer, wine & liquor stores	(*)	(*)	(*)	5,952	6,310	6,256	6,155	(*)	5,952	5,964	6,056	6,058
446	Health & personal care stores	267,824	7.1	39,338	38,987	39,339	37,310	35,084	39,655	39,501	39,104	37,535	36,021
44611	Pharmacies & drug stores	(*)	(*)	(*)	33,398	33,826	32,163	29,605	(*)	33,872	33,524	32,195	30,489
447	Gasoline stations	358,935	-3.6	55,929	53,469	54,540	57,487	55,343	51,217	50,874	50,594	52,740	52,657
448	Clothing & clothing accessories stores	169,083	4.2	26,382	24,987	27,920	24,575	24,285	26,625	26,433	26,156	25,366	25,247
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	2,618	3,034	2,750	2,680	(*)	2,803	2,748	2,856	2,824
44814	Family clothing stores	(*)	(*)	(*)	11,800	12,817	10,951	10,801	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,998	3,336	3,487	2,995	(*)	3,252	3,220	3,283	3,179
451	Sporting goods, hobby, musical instrument, & book stores	51,262	-0.4	7,874	7,756	7,869	7,695	7,846	7,970	7,906	7,965	7,788	7,917
452	General merchandise stores	517,813	2.4	76,896	75,730	79,804	74,570	74,844	77,390	77,085	76,698	75,681	74,990
4522	Department stores	19,848	-2.7	2,906	2,921	3,333	2,913	3,061	3,243	3,213	3,233	3,269	3,324
4523	Gen. merchandise stores incl. warehouse clubs & supercenters.....	(*)	(*)	(*)	72,809	76,471	71,657	71,783	(*)	73,872	73,465	72,412	71,666
452311	Warehouse clubs & supercenters.....	(*)	(*)	(*)	63,837	66,749	63,184	62,989	(*)	64,809	64,430	63,502	62,863
452319	All oth. gen. merch. stores.....	(*)	(*)	(*)	8,972	9,722	8,473	8,794	(*)	9,063	9,035	8,910	8,803
453	Miscellaneous store retailers	100,847	8.2	15,203	15,874	16,248	13,785	14,019	14,873	15,130	14,731	13,444	13,474
454	Nonstore retailers	836,713	6.7	127,904	118,595	123,334	118,132	110,174	127,045	126,066	124,941	117,627	119,836
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	112,635	117,077	112,055	104,456	(*)	119,064	118,021	110,617	113,048
722	Food services & drinking places	682,157	5.2	100,565	100,465	106,007	94,974	95,152	98,304	98,689	98,064	93,112	92,470

(*) Advance estimates are not available for this kind of business. (NA) Not available (a) Advance estimate (p) Preliminary estimate (r) Revised estimate

(S) Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%), poor response quality (total quantity response rate is less than 50%), or other concerns about the estimate's quality.

(1) Estimates include data only for businesses with paid employees. Prior to the benchmark report released in April 2025, the Advance Monthly Retail Trade Survey estimates included nonemployees.

For a full description of the NAICS codes used in this table, see <<https://www.census.gov/naics/>>.

(2) Estimates are concurrently adjusted for seasonal variation and for holiday and trading day differences, but not for price changes. Concurrent seasonal adjustment uses all available unadjusted estimates as input to the X-13ARIMA-SEATS program. The factors derived from the program are used in calculating all seasonally adjusted estimates shown in this table. Year-to-date seasonally adjusted sales estimates are not tabulated. Adjustment factors and explanatory material can be found on the Internet at <<http://www.census.gov/retail>>.

(3) Advance estimates are based on early reports obtained from a small sample of firms selected from the larger Monthly Retail Trade Survey (MRTS) sample. All other estimates are from the MRTS sample.

(4) GAFO represents firms which specialize in department store types of merchandise and is comprised of furniture & home furnishings (442), electronics & appliances (443), clothing & accessories (448), sporting goods, hobby, musical instrument, and book (451), general merchandise (452), office supply, stationery, and gift stores (4532).

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, August 15, 2025. (Project No. P-7504206 / Approval CBDRB-FY25-0002), Table 3 provides estimated measures of sampling variability. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at <www.census.gov/retail/how_surveys_are_collected.html>.

Table 2. Estimated Change in Monthly Sales for Retail and Food Services, by Kind of Business

(Estimates are shown as percents and are based on data from the Advance Monthly Retail Trade Survey, Monthly Retail Trade Survey, and administrative records.)

NAICS code	Kind of Business	Percent Change ¹					
		Jul. 2025 Advance from --		Jun. 2025 Preliminary from --		May 2025 through Jul. 2025 from --	
		Jun. 2025 (p)	Jul. 2024 (r)	May 2025 (r)	Jun. 2024 (r)	Feb. 2025 through Apr. 2025	May 2024 through Jul. 2024
	Retail & food services,						
	total	0.5	3.9	0.9	4.4	0.4	3.9
	Total (excl. motor vehicle & parts)	0.3	3.7	0.8	3.8	0.8	3.8
	Total (excl. gasoline stations)	0.5	4.5	0.9	5.0	0.5	4.5
	Total (excl. motor vehicle & parts & gasoline stations)	0.2	4.4	0.8	4.6	1.0	4.6
	Retail	0.7	3.7	0.9	4.0	0.2	3.5
441	Motor vehicle & parts dealers	1.6	4.7	1.4	6.6	-1.2	4.4
4411, 4412	Auto & other motor veh. dealers ...	1.7	4.9	1.6	7.1	-1.3	4.6
442	Furniture & home furn. stores	1.4	5.1	0.1	4.5	0.1	5.1
443	Electronics & appliance stores	-0.6	-2.3	-0.3	-0.6	-0.4	-1.6
444	Building material & garden eq. & supplies dealers	-1.0	-2.6	1.3	-0.3	-1.2	-1.3
445	Food & beverage stores	0.5	2.5	0.8	2.7	0.1	2.4
4451	Grocery stores	0.4	2.6	0.9	3.0	0.1	2.6
446	Health & personal care stores	0.4	5.6	1.0	9.7	1.6	7.9
447	Gasoline stations	0.7	-2.9	0.6	-3.4	-1.3	-3.9
448	Clothing & clothing accessories stores	0.7	5.0	1.1	4.7	2.0	4.5
451	Sporting goods, hobby, musical instrument, & book stores	0.8	2.3	-0.7	-0.1	-0.1	1.1
452	General merchandise stores	0.4	2.3	0.5	2.8	0.4	2.4
4522	Department stores	0.9	-0.8	-0.6	-3.3	-1.1	-2.2
453	Miscellaneous store retailers	-1.7	10.6	2.7	12.3	3.9	11.1
454	Nonstore retailers	0.8	8.0	0.9	5.2	1.9	7.0
722	Food services & drinking places	-0.4	5.6	0.6	6.7	1.5	6.1

(p) Preliminary estimate (r) Revised estimate

(1) Estimates shown in this table are derived from adjusted estimates provided in Table 1 of this report.

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, August 15, 2025. (Project No. P-7504206 / Approval CBDRB-FY25-0002),

Table 3 provides estimated measures of sampling variability. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at <www.census.gov/retail/how_surveys_are_collected.html>.

Table 3. Estimated Measures of Sampling Variability and Revision to Advance Estimates Jul. 2025

(Estimates are shown as percents and are based on data from the Advance Monthly Retail Trade Survey and Monthly Retail Trade Survey)

NAICS Code	Kind of Business	Median CV ⁽¹⁾ for Current Mo. (%)	Median standard error ⁽¹⁾ for Percent change			Revision for month-to-month change ⁽²⁾	
			Previous Mo. to Current Mo.	Previous Qtr. to Current Qtr.	Current Mo. to same Mo. Last Yr.	Average revision	Median absolute revision
	Retail & food services,						
	total	1.0	0.2	0.1	0.3	0.1	0.2
	Total (excl. motor vehicle & parts)	1.2	0.2	0.2	0.3	0.1	0.1
	Total (excl. gasoline stations)	1.0	0.3	0.1	0.3	0.0	0.2
	Total (excl. motor vehicle & parts & gasoline stations)	1.3	0.2	0.2	0.3	0.1	0.1
	Retail, total	0.9	0.3	0.1	0.3	0.0	0.1
441	Motor vehicle & parts dealers	1.7	0.8	0.4	1.0	-0.1	0.3
4411, 4412	Auto & other motor veh. dealers	1.8	0.9	0.4	1.0	-0.2	0.3
442	Furniture & home furn. stores	2.9	1.6	0.8	2.0	0.3	0.5
443	Electronics & appliance stores	2.2	0.8	0.5	1.2	0.1	0.4
444	Building material & garden eq. & supplies dealers	3.5	0.9	0.6	1.2	-0.1	0.5
445	Food & beverage stores	0.7	0.2	0.2	0.4	0.0	0.2
4451	Grocery stores	0.7	0.1	0.2	0.4	0.0	0.1
446	Health & personal care stores	3.8	0.4	0.4	0.9	0.1	0.3
447	Gasoline stations	1.6	0.5	0.4	0.6	0.3	0.4
448	Clothing & clothing accessories stores	3.2	1.1	0.7	1.0	0.0	0.5
451	Sporting goods, hobby, musical instrument, & book stores	2.9	1.0	0.9	1.7	0.2	0.6
452	General merchandise stores	0.9	0.1	0.1	0.1	0.0	0.1
4522	Department stores	0.0	0.0	0.0	0.0	0.1	0.1
453	Miscellaneous store retailers	4.4	2.7	1.4	2.9	0.0	0.8
454	Nonstore retailers	2.3	0.4	0.4	0.7	0.1	0.3
722	Food services & drinking places	3.3	0.9	0.5	1.0	0.3	0.5

(1) Estimated measures of sampling variability are based on estimates not adjusted for seasonal variation or holiday or trading day variation. Medians are based on estimates for the most recent 12 months.

(2) These columns provide measures of the difference between the advance-to-preliminary and preliminary-to-final estimates of month-to-month change for the same pair of months as measured by the Advance sample and MRTS sample. The average and median revisions are based on estimates for the most recent 12 months.

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, August 15, 2025. (Project No. P-7504206 / Approval CBDRB-FY25-0002), Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at <www.census.gov/retail/how_surveys_are_collected.html>.