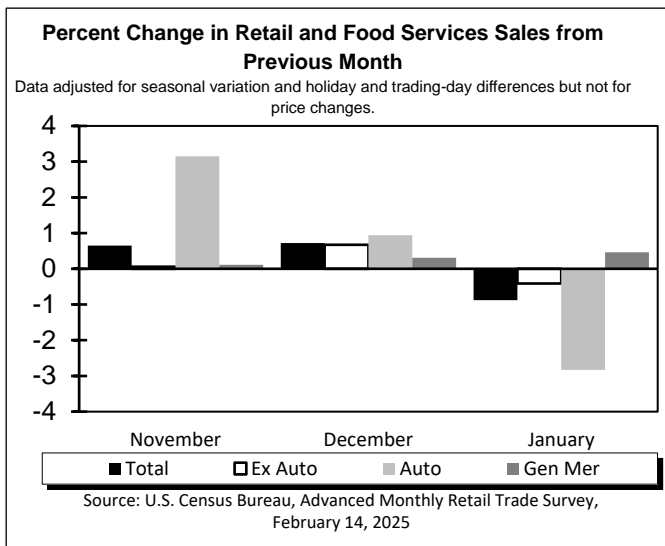


ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, JANUARY 2025

Release Number: CB25-24

February 14, 2025 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for January 2025:

ADVANCE MONTHLY SALES		
January 2025	\$723.9 billion	-0.9%
December 2024 (revised)	\$730.3 billion	0.7%
Next release: March 17, 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, February 14, 2025</small>		



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for January 2025, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$723.9 billion, down 0.9 percent (± 0.5 percent) from the previous month, and up 4.2 percent (± 0.5 percent) from January 2024. Total sales for the November 2024 through January 2025 period were up 4.2 percent (± 0.5 percent) from the same period a year ago. The November 2024 to December 2024 percent change was revised from up 0.4 percent (± 0.5 percent)* to up 0.7 percent (± 0.3 percent).

Retail trade sales were down 1.2 percent (± 0.5 percent) from December 2024, and up 4.0 percent (± 0.5 percent) from last year. Motor vehicle and parts dealers were up 6.4 percent (± 1.8 percent) from last year, while food service and drinking places were up 5.4 percent (± 1.9 percent) from January 2024.

General Information

The February 2025 Advance Monthly Retail report is scheduled for release on March 17, 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/>.

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Intention to Revise

Monthly retail sales estimates will be revised to reflect historical corrections and will reflect the restated results of the 2022 Annual Retail Trade Survey and the Service Annual Survey. Estimates will be restated to incorporate the 2017 North American Industry Classification System (NAICS) changes. In addition to the 2017 NAICS changes, the restated data will represent employer-only firms to be aligned with the Annual Integrated Economic Survey (AIES) and the Economic Census. For a detailed description of these changes, please see the [Restatement Summary](#). Publication tables will be reformatted to incorporate the 2017 NAICS definitions. Revised not adjusted estimates and corresponding adjusted estimates are scheduled for release on April 25, 2025 at 10:00 a.m. EDT.

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.

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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 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

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RESOURCES

The Rest of the Consumer Spending Story

Retail and services together represent what's commonly referred to as consumer spending. Quarterly Services Survey (QSS) revenue comprises roughly 2/3 of the personal consumption expenditures component of the U.S. Gross Domestic Product (GDP) measured by the Bureau of Economic Analysis (BEA). The third quarter 2024 Quarterly Services Report was released on November 19, 2024 at 10:00 AM. Learn about historical revenue trends for certain industries going back 15 years and other data, such as in-patient days and discharges for hospitals, by visiting <<https://www.census.gov/services/index.html>>

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/>

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.

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

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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				
		1 Month Total		2025	2024			2023	2025	2024			2023
		2025	% Chg. 2024	Jan. ³ (a)	Dec. (p)	Nov. (r)	Jan.	Dec.	Jan. ³ (a)	Dec. (p)	Nov. (r)	Jan. (r)	Dec. (r)
	Retail & food services,												
	total	668,016	4.8	668,016	799,769	736,461	637,342	765,846	723,853	730,300	725,079	694,696	699,821
	Total (excl. motor vehicle & parts) ...	541,998	4.4	541,998	659,980	602,249	519,395	635,671	584,591	586,975	583,087	563,782	567,466
	Total (excl. gasoline stations)	620,502	5.0	620,502	751,384	687,273	590,937	717,154	670,646	677,593	673,465	642,556	646,780
	Total (excl. motor vehicle & parts & gasoline stations)	494,484	4.5	494,484	611,595	553,061	472,990	586,979	531,384	534,268	531,473	511,642	514,425
	Retail	577,230	4.5	577,230	702,255	641,949	552,441	668,957	625,280	632,591	627,443	601,193	605,203
	GAFO⁴	(*)	(*)	(*)	172,612	144,400	111,547	169,911	(*)	133,651	132,590	129,729	129,458
441	Motor vehicle & parts dealers	126,018	6.8	126,018	139,789	134,212	117,947	130,175	139,262	143,325	141,992	130,914	132,355
4411, 4412	Auto & other motor veh. dealers .	115,197	7.3	115,197	128,881	122,931	107,366	119,701	127,713	131,646	130,362	119,561	121,032
44111	New car dealers	(*)	(*)	(*)	110,853	104,327	90,514	102,704	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	10,908	11,281	10,581	10,474	(*)	11,679	11,630	11,353	11,323
442	Furniture & home furn. stores	10,552	5.2	10,552	12,683	12,580	10,032	11,847	11,570	11,776	11,552	11,159	10,939
4421	Furniture stores	(*)	(*)	(*)	6,789	6,729	5,589	6,240	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	7,210	0.2	7,210	10,546	8,941	7,194	10,014	7,638	7,692	7,681	7,637	7,288
444	Building material & garden eq. & supplies dealers	33,030	0.7	33,030	37,020	40,098	32,796	36,580	40,133	40,679	41,342	39,856	40,770
4441	Building mat. & sup. dealers	(*)	(*)	(*)	32,002	35,341	28,658	31,709	(*)	35,283	36,062	34,611	35,429
445	Food & beverage stores	83,817	5.0	83,817	90,595	86,042	79,813	89,248	84,876	85,000	84,131	81,781	82,124
4451	Grocery stores	76,405	5.2	76,405	78,849	76,589	72,636	77,799	76,176	76,036	75,235	73,296	73,465
4453	Beer, wine & liquor stores	(*)	(*)	(*)	8,017	6,577	5,007	8,023	(*)	6,234	6,211	5,947	6,134
446	Health & personal care stores	38,084	4.6	38,084	42,936	37,674	36,394	40,663	38,122	38,233	38,170	36,358	36,666
44611	Pharmacies & drug stores	(*)	(*)	(*)	34,672	31,439	31,026	32,852	(*)	32,015	31,983	30,388	30,703
447	Gasoline stations	47,514	2.4	47,514	48,385	49,188	46,405	48,692	53,207	52,707	51,614	52,140	53,041
448	Clothing & clothing accessories stores	19,870	3.6	19,870	41,199	29,762	19,188	40,684	26,351	26,663	26,384	25,983	25,989
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,993	3,562	2,265	4,319	(*)	3,025	3,055	3,053	3,216
44814	Family clothing stores	(*)	(*)	(*)	17,010	13,711	7,725	16,144	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	4,549	3,278	2,241	4,669	(*)	3,213	3,137	3,320	3,286
451	Sporting goods, hobby, musical instrument, & book stores	6,781	-4.3	6,781	12,030	9,337	7,087	11,911	8,044	8,436	8,176	8,387	8,277
452	General merchandise stores	69,607	5.2	69,607	93,112	81,588	66,153	92,667	76,915	76,564	76,330	74,156	74,659
4521	Department stores	9,007	1.4	9,007	16,204	12,207	8,884	16,629	10,911	10,828	10,811	11,064	11,010
4529	Other general merch. stores.....	(*)	(*)	(*)	76,908	69,381	57,269	76,038	(*)	65,736	65,519	63,092	63,649
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	65,506	59,231	49,320	64,794	(*)	56,519	56,250	53,902	54,632
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	11,402	10,150	7,949	11,244	(*)	9,217	9,269	9,190	9,017
453	Miscellaneous store retailers	13,886	6.6	13,886	16,298	14,535	13,030	15,328	15,598	15,570	14,937	14,749	14,750
454	Nonstore retailers	120,861	3.8	120,861	157,662	137,992	116,402	141,148	123,564	125,946	125,134	118,073	118,345
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	147,728	129,707	105,499	131,126	(*)	117,059	116,853	108,650	108,999
722	Food services & drinking places	90,786	6.9	90,786	97,514	94,512	84,901	96,889	98,573	97,709	97,636	93,503	94,618

(*) 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) 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, February 14, 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					
		Jan. 2025 Advance from --		Dec. 2024 Preliminary from --		Nov. 2024 through Jan. 2025 from --	
		Dec. 2024 (p)	Jan. 2024 (r)	Nov. 2024 (r)	Dec. 2023 (r)	Aug. 2024 through Oct. 2024	Nov. 2023 through Jan. 2024
	Retail & food services,						
	total	-0.9	4.2	0.7	4.4	1.5	4.2
	Total (excl. motor vehicle & parts)	-0.4	3.7	0.7	3.4	0.8	3.4
	Total (excl. gasoline stations)	-1.0	4.4	0.6	4.8	1.5	4.6
	Total (excl. motor vehicle & parts & gasoline stations)	-0.5	3.9	0.5	3.9	0.7	3.9
	Retail	-1.2	4.0	0.8	4.5	1.5	4.2
441	Motor vehicle & parts dealers	-2.8	6.4	0.9	8.3	4.5	7.4
4411, 4412	Auto & other motor veh. dealers ...	-3.0	6.8	1.0	8.8	4.8	7.8
442	Furniture & home furn. stores	-1.7	3.7	1.9	7.7	2.4	4.6
443	Electronics & appliance stores	-0.7	0.0	0.1	5.5	1.3	2.4
444	Building material & garden eq. & supplies dealers	-1.3	0.7	-1.6	-0.2	-2.0	0.9
445	Food & beverage stores	-0.1	3.8	1.0	3.5	1.0	3.2
4451	Grocery stores	0.2	3.9	1.1	3.5	1.0	3.2
446	Health & personal care stores	-0.3	4.9	0.2	4.3	0.2	3.8
447	Gasoline stations	0.9	2.0	2.1	-0.6	1.6	-0.8
448	Clothing & clothing accessories stores	-1.2	1.4	1.1	2.6	0.7	2.2
451	Sporting goods, hobby, musical instrument, & book stores	-4.6	-4.1	3.2	1.9	-0.1	-2.0
452	General merchandise stores	0.5	3.7	0.3	2.6	0.8	3.2
4521	Department stores	0.8	-1.4	0.2	-1.7	-0.1	-0.6
453	Miscellaneous store retailers	0.2	5.8	4.2	5.6	-0.3	4.0
454	Nonstore retailers	-1.9	4.7	0.6	6.4	0.9	6.5
722	Food services & drinking places	0.9	5.4	0.1	3.3	1.7	4.1

(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, February 14, 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 Jan. 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	0.9	0.3	0.2	0.3	0.1	0.2
	Total (excl. motor vehicle & parts)	1.2	0.2	0.2	0.3	0.1	0.2
	Total (excl. gasoline stations)	0.9	0.3	0.2	0.3	0.1	0.2
	Total (excl. motor vehicle & parts & gasoline stations)	1.2	0.2	0.2	0.4	0.1	0.2
	Retail, total	0.8	0.3	0.2	0.3	0.1	0.2
441	Motor vehicle & parts dealers	1.7	0.9	0.4	1.0	0.2	0.3
4411, 4412	Auto & other motor veh. dealers	1.8	1.0	0.5	1.1	0.2	0.4
442	Furniture & home furn. stores	2.8	1.6	0.8	1.9	0.6	1.0
443	Electronics & appliance stores	2.1	0.8	0.5	1.2	-0.3	0.5
444	Building material & garden eq. & supplies dealers	3.4	0.8	0.6	1.2	0.0	0.2
445	Food & beverage stores	0.7	0.2	0.2	0.4	0.0	0.1
4451	Grocery stores	0.8	0.1	0.2	0.4	0.0	0.1
446	Health & personal care stores	3.7	0.4	0.4	0.9	0.2	0.3
447	Gasoline stations	1.6	0.6	0.4	0.6	0.2	0.4
448	Clothing & clothing accessories stores	3.1	0.9	0.6	1.0	-0.1	0.5
451	Sporting goods, hobby, musical instrument, & book stores	2.6	1.0	1.0	1.5	-0.1	0.6
452	General merchandise stores	0.9	0.1	0.1	0.1	0.0	0.2
4521	Department stores	0.0	0.0	0.0	0.0	0.0	0.1
453	Miscellaneous store retailers	4.7	2.8	1.4	3.1	-0.1	1.2
454	Nonstore retailers	2.2	0.5	0.4	0.8	0.1	0.3
722	Food services & drinking places	3.3	0.8	0.5	1.1	0.2	0.2

(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, February 14, 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>.