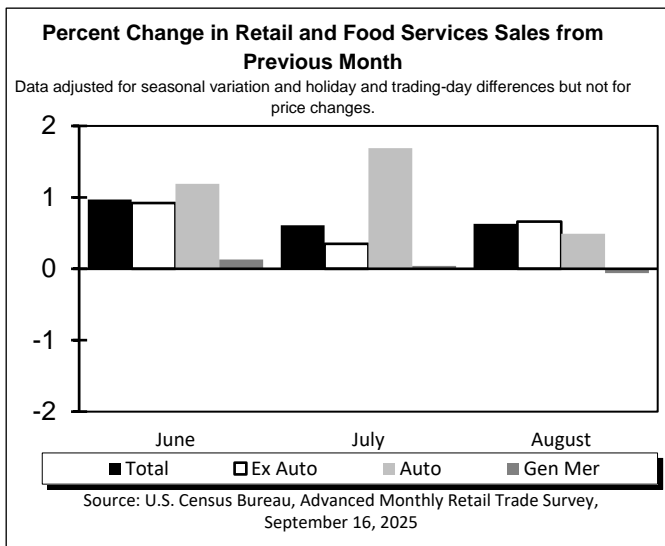# ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, AUGUST 2025

Release Number: CB25-137

September 16, 2025 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for August 2025:

ADVANCE MONTHLY SALES		
August 2025	**$732.0 billion**	**+0.6%**
July 2025 (revised)	**$727.4 billion**	**+0.6%**
Next release: October 16, 2025		

* 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, September 16, 2025

Percent Change in Retail and Food Services Sales from Previous Month
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, September 16, 2025

Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for August 2025, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were $732.0 billion, up 0.6 percent (±0.4 percent) from the previous month, and up 5.0 percent (±0.5 percent) from August 2024. Total sales for the June 2025 through August 2025 period were up 4.5 percent (±0.4 percent) from the same period a year ago. The June 2025 to July 2025 percent change was revised from up 0.5 percent (±0.4 percent) to up 0.6 percent (±0.2 percent).

Retail trade sales were up 0.6 percent (±0.4 percent) from July 2025, and up 4.8 percent (±0.5 percent) from last year. Nonstore retailers were up 10.1 percent (±1.2 percent) from last year, while food service and drinking places were up 6.5 percent (±1.8 percent) from August 2024.

General Information

The September 2025 Advance Monthly Retail report is scheduled for release on October 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

United States Census Bureau

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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

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 ±1.753 x 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 ±1.753 x CV x (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/>

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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 8 Month Total		Not Adjusted 2025			Not Adjusted 2024		Adjusted[2] 2025			Adjusted[2] 2024	
		2025	% Chg. 2024	Aug.[3] (a)	Jul. (p)	Jun. (r)	Aug.	Jul.	Aug.[3] (a)	Jul. (p)	Jun. (r)	Aug. (r)	Jul. (r)
	Retail & food services, total	**5,694,939**	**3.8**	**745,481**	**744,985**	**716,698**	**720,251**	**713,406**	**732,010**	**727,414**	**723,033**	**697,157**	**698,835**
	Total (excl. motor vehicle & parts) ...	4,580,434	3.6	600,418	600,447	581,726	579,418	575,432	592,258	588,346	586,272	564,837	566,007
	Total (excl. gasoline stations)	5,279,666	4.4	689,519	688,798	663,111	663,381	655,919	680,337	676,008	672,095	645,126	646,143
	Total (excl. motor vehicle & parts & gasoline stations)	4,165,161	4.3	544,456	544,260	528,139	522,548	517,945	540,585	536,940	535,334	512,806	513,315
	Retail	4,907,982	3.5	641,483	643,820	616,031	622,421	618,432	632,490	628,620	624,146	603,719	605,814
	GAFO[4]	(*)	(*)	(*)	132,957	129,088	134,695	127,872	(*)	133,587	132,897	129,040	129,712
441	**Motor vehicle & parts dealers**	**1,114,505**	**4.7**	**145,063**	**144,538**	**134,972**	**140,833**	**137,974**	**139,752**	**139,068**	**136,761**	**132,320**	**132,828**
4411, 4412	Auto & other motor veh. dealers .	1,022,993	5.0	133,106	132,688	123,358	128,817	126,311	128,233	127,707	125,364	121,069	121,570
44111	New car dealers	(*)	(*)	(*)	111,303	101,888	108,124	105,061	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores............	(*)	(*)	(*)	11,850	11,614	12,016	11,663	(*)	11,361	11,397	11,251	11,258
442	**Furniture & home furn. stores**	**90,303**	**5.4**	**12,018**	**11,840**	**11,053**	**11,679**	**11,145**	**11,645**	**11,677**	**11,490**	**11,070**	**11,079**
4421	Furniture stores	(*)	(*)	(*)	6,398	5,903	6,239	6,065	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)
443	**Electronics & appliance stores**	**57,615**	**-0.6**	**7,707**	**7,625**	**7,147**	**7,512**	**7,490**	**7,754**	**7,733**	**7,644**	**7,475**	**7,666**
444	**Building material & garden eq. & supplies dealers**....................................	**323,265**	**-1.1**	**40,168**	**43,170**	**43,863**	**42,578**	**43,769**	**39,961**	**39,919**	**40,297**	**40,897**	**40,925**
4441	Building mat. & sup. dealers	(*)	(*)	(*)	37,675	37,658	37,893	38,843	(*)	34,312	34,772	35,782	35,767
445	**Food & beverage stores**........................	**669,723**	**2.7**	**86,726**	**87,082**	**83,344**	**84,417**	**84,500**	**85,175**	**84,937**	**84,528**	**82,542**	**82,951**
4451	Grocery stores	605,435	2.9	78,197	78,432	75,009	75,923	75,931	76,739	76,519	76,151	74,216	74,588
4453	Beer, wine & liquor stores	(*)	(*)	(*)	6,225	5,950	6,203	6,256	(*)	5,991	5,956	6,005	6,050
446	**Health & personal care stores**	**307,195**	**6.6**	**39,287**	**39,366**	**39,043**	**38,017**	**37,310**	**39,644**	**39,683**	**39,517**	**37,715**	**37,535**
44611	Pharmacies & drug stores	(*)	(*)	(*)	34,042	33,477	32,405	32,163	(*)	34,076	33,987	32,244	32,099
447	**Gasoline stations**	**415,273**	**-3.2**	**55,962**	**56,187**	**53,587**	**56,870**	**57,487**	**51,673**	**51,406**	**50,938**	**52,031**	**52,692**
448	**Clothing & clothing accessories stores**	**197,631**	**4.8**	**28,255**	**26,686**	**24,976**	**26,262**	**24,575**	**27,183**	**26,908**	**26,529**	**25,106**	**25,279**
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	2,649	2,613	2,836	2,750	(*)	2,734	2,798	2,845	2,859
44814	Family clothing stores	(*)	(*)	(*)	12,757	11,792	11,621	10,951	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	3,569	2,993	4,100	3,487	(*)	3,317	3,260	3,132	3,321
451	**Sporting goods, hobby, musical instrument, & book stores**	**60,317**	**0.5**	**8,926**	**8,010**	**7,749**	**8,550**	**7,695**	**8,144**	**8,083**	**7,956**	**7,780**	**7,757**
452	**General merchandise stores**..................	**596,495**	**2.2**	**79,398**	**76,281**	**75,629**	**78,018**	**74,570**	**76,778**	**76,827**	**76,798**	**75,344**	**75,666**
4522	Department stores	22,874	-2.7	3,046	2,898	2,909	3,106	2,913	3,213	3,238	3,204	3,246	3,273
4523	Gen. merchandise stores incl. warehouse clubs & supercenters..................................	(*)	(*)	(*)	73,383	72,720	74,912	71,657	(*)	73,589	73,594	72,098	72,393
452311	Warehouse clubs & supercenters................................	(*)	(*)	(*)	64,627	63,736	66,086	63,184	(*)	64,562	64,510	63,119	63,502
452319	All oth. gen. merch. stores............	(*)	(*)	(*)	8,756	8,984	8,826	8,473	(*)	9,027	9,084	8,979	8,891
453	**Miscellaneous store retailers**	**116,359**	**8.4**	**15,039**	**15,667**	**15,883**	**14,077**	**13,785**	**14,976**	**15,140**	**15,173**	**13,534**	**13,435**
454	**Nonstore retailers**	**959,301**	**6.9**	**122,934**	**127,368**	**118,785**	**113,608**	**118,132**	**129,805**	**127,239**	**126,515**	**117,905**	**118,001**
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	121,138	112,812	107,648	112,055	(*)	120,057	119,504	111,207	110,946
722	**Food services & drinking places**	**786,957**	**5.5**	**103,998**	**101,165**	**100,667**	**97,830**	**94,974**	**99,520**	**98,794**	**98,887**	**93,438**	**93,021**

(*) 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 nonemployers. 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 stores (451), general merchandise (452), office supply, stationery, and gift stores (4532).

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, September 16, 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]					
		Aug. 2025 Advance from --		Jul. 2025 Preliminary from --		Jun. 2025 through Aug. 2025 from --	
		Jul. 2025 (p)	Aug. 2024 (r)	Jun. 2025 (r)	Jul. 2024 (r)	Mar. 2025 through May 2025	Jun. 2024 through Aug. 2024
	Retail & food services, total	0.6	5.0	0.6	4.1	1.0	4.5
	Total (excl. motor vehicle & parts)	0.7	4.9	0.4	3.9	1.4	4.3
	Total (excl. gasoline stations)	0.6	5.5	0.6	4.6	1.0	5.0
	Total (excl. motor vehicle & parts & gasoline stations)	0.7	5.4	0.3	4.6	1.4	4.9
	Retail	0.6	4.8	0.7	3.8	1.0	4.2
441	Motor vehicle & parts dealers	0.5	5.6	1.7	4.7	-0.4	5.6
4411, 4412	Auto & other motor veh. dealers ...	0.4	5.9	1.9	5.0	-0.4	6.0
442	Furniture & home furn. stores	-0.3	5.2	1.6	5.4	0.7	5.0
443	Electronics & appliance stores	0.3	3.7	1.2	0.9	1.0	1.6
444	Building material & garden eq. & supplies dealers.....................................	0.1	-2.3	-0.9	-2.5	-0.9	-1.7
445	Food & beverage stores..........................	0.3	3.2	0.5	2.4	0.8	2.7
4451	Grocery stores	0.3	3.4	0.5	2.6	0.9	3.0
446	Health & personal care stores	-0.1	5.1	0.4	5.7	1.6	6.8
447	Gasoline stations	0.5	-0.7	0.9	-2.4	0.9	-2.1
448	Clothing & clothing accessories stores	1.0	8.3	1.4	6.4	3.2	6.6
451	Sporting goods, hobby, musical instrument, & book stores	0.8	4.7	1.6	4.2	0.8	3.1
452	General merchandise stores...................	-0.1	1.9	0.0	1.5	0.1	1.9
4522	Department stores	-0.8	-1.0	1.1	-1.1	-0.9	-1.9
453	Miscellaneous store retailers	-1.1	10.7	-0.2	12.7	4.4	12.0
454	Nonstore retailers	2.0	10.1	0.6	7.8	2.9	7.8
722	Food services & drinking places	0.7	6.5	-0.1	6.2	1.2	6.6

(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, September 16, 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 Aug. 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	0.2	0.1	0.3	0.1	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**	**0.2**	**0.1**	**0.3**	**0.0**	**0.1**
441	**Motor vehicle & parts dealers**	**1.6**	**0.8**	**0.4**	**0.9**	**-0.1**	**0.3**
4411, 4412	Auto & other motor veh. dealers	1.7	0.8	0.4	1.0	-0.1	0.3
442	**Furniture & home furn. stores**................	**2.9**	**1.4**	**0.8**	**1.9**	**0.3**	**0.5**
443	**Electronics & appliance stores**	**2.2**	**0.9**	**0.6**	**1.2**	**0.3**	**0.4**
444	**Building material & garden eq. & supplies dealers**......................................	**3.4**	**0.9**	**0.6**	**1.2**	**-0.1**	**0.5**
445	**Food & beverage stores**...........................	**0.7**	**0.2**	**0.2**	**0.4**	**0.0**	**0.1**
4451	Grocery stores	0.7	0.1	0.2	0.4	0.0	0.1
446	**Health & personal care stores**	**3.8**	**0.4**	**0.3**	**0.9**	**0.2**	**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**	**0.1**	**0.5**
451	**Sporting goods, hobby, musical instrument, & book stores**	**2.9**	**1.1**	**0.8**	**1.7**	**0.3**	**0.7**
452	**General merchandise stores**...................	**0.9**	**0.1**	**0.1**	**0.1**	**0.0**	**0.2**
4522	Department stores	0.0	0.0	0.0	0.0	0.1	0.1
453	**Miscellaneous store retailers**	**4.0**	**2.6**	**1.3**	**2.9**	**0.3**	**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**	**0.6**	**1.0**	**0.3**	**0.4**

(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, September 16, 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>.