

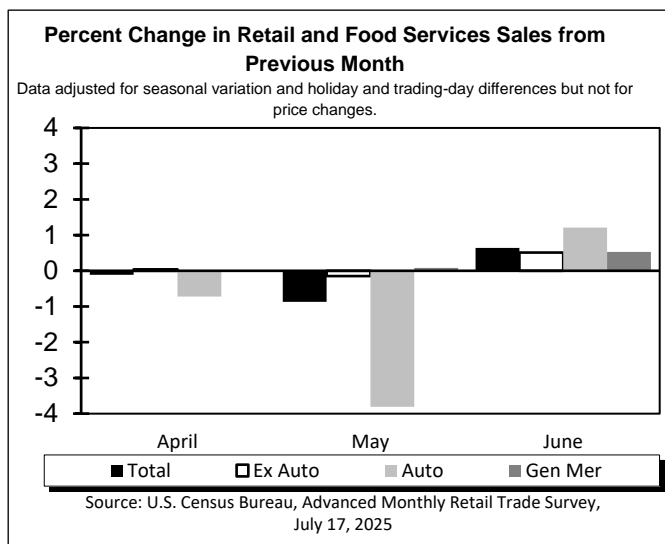
FOR RELEASE AT 8:30 AM EDT, THURSDAY, JULY 17, 2025

ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, JUNE 2025

Release Number: CB25-106

July 17, 2025 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for June 2025:

ADVANCE MONTHLY SALES		
June 2025	\$720.1 billion	+0.6%
May 2025 (revised)	\$715.5 billion	-0.9%
Next release: August 15, 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, July 17, 2025</small>		



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for June 2025, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$720.1 billion, up 0.6 percent (± 0.5 percent) from the previous month, and up 3.9 percent (± 0.5 percent) from June 2024. Total sales for the April 2025 through June 2025 period were up 4.1 percent (± 0.4 percent) from the same period a year ago. The April 2025 to May 2025 percent change was unrevised from down 0.9 percent (± 0.2 percent).

Retail trade sales were up 0.6 percent (± 0.5 percent) from May 2025, and up 3.5 percent (± 0.5 percent) from last year. Nonstore retailers were up 4.5 percent (± 1.4 percent) from last year, while food service and drinking places were up 6.6 percent (± 1.8 percent) from June 2024.

General Information

The July 2025 Advance Monthly Retail report is scheduled for release on August 15, 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 <https://www.census.gov/retail/>.

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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

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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>](http://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/>](http://www.census.gov/developers/)

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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				
		6 Month Total		2025			2024		2025			2024	
		2025	% Chg. 2024	Jun. ³ (a)	May (p)	Apr. (r)	Jun.	May	Jun. ³ (a)	May (p)	Apr. (r)	Jun. (r)	May (r)
	Retail & food services,												
	total	4,201,504	3.6	713,652	753,390	722,319	688,151	730,332	720,106	715,541	721,789	692,922	692,774
	Total (excl. motor vehicle & parts) ...	3,376,502	3.3	578,659	608,383	574,654	559,930	587,999	583,326	580,393	581,284	564,439	560,134
	Total (excl. gasoline stations)	3,899,227	4.3	660,746	699,016	670,770	632,808	672,706	669,815	665,241	670,851	640,315	639,367
	Total (excl. motor vehicle & parts & gasoline stations)	3,074,225	4.1	525,753	554,009	523,105	504,587	530,373	533,035	530,093	530,346	511,832	506,727
	Retail	3,620,138	3.4	613,336	647,460	623,756	592,999	631,832	621,370	617,367	623,521	600,272	600,372
	GAFO⁴	(*)	(*)	(*)	137,664	125,740	127,152	132,511	(*)	132,477	132,102	129,195	128,991
441	Motor vehicle & parts dealers	825,002	5.1	134,993	145,007	147,665	128,221	142,333	136,780	135,148	140,505	128,483	132,640
4411, 4412	Auto & other motor veh. dealers .	757,236	5.3	123,300	132,902	135,856	116,858	130,492	125,305	123,630	129,018	117,210	121,501
44111	New car dealers	(*)	(*)	(*)	110,451	113,706	95,929	107,993	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	12,105	11,809	11,363	11,841	(*)	11,518	11,487	11,273	11,139
442	Furniture & home furn. stores	66,465	5.7	11,054	11,785	11,219	10,597	11,186	11,467	11,475	11,542	10,970	10,860
4421	Furniture stores	(*)	(*)	(*)	6,378	6,076	5,797	5,918	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	42,332	-1.5	7,196	7,437	6,820	7,147	7,504	7,615	7,620	7,646	7,628	7,752
444	Building material & garden eq. & supplies dealers.....	239,470	-0.5	43,403	46,783	45,042	43,334	48,136	40,120	39,772	40,859	40,550	40,171
4441	Building mat. & sup. dealers	(*)	(*)	(*)	39,485	38,113	37,435	41,009	(*)	34,425	35,454	35,250	34,991
445	Food & beverage stores.....	495,704	2.6	83,158	87,314	82,609	82,105	85,100	84,322	83,905	84,358	82,252	82,078
4451	Grocery stores	448,545	2.8	74,779	78,549	74,601	73,686	76,465	75,918	75,528	75,968	73,908	73,737
4453	Beer, wine & liquor stores	(*)	(*)	(*)	6,313	5,626	6,155	6,264	(*)	5,973	5,991	6,046	6,012
446	Health & personal care stores	227,804	7.1	38,489	39,155	38,492	35,084	36,676	39,035	38,844	38,881	36,058	36,028
44611	Pharmacies & drug stores	(*)	(*)	(*)	33,640	33,216	29,605	31,177	(*)	33,340	33,349	30,552	30,536
447	Gasoline stations	302,277	-4.0	52,906	54,374	51,549	55,343	57,626	50,291	50,300	50,938	52,607	53,407
448	Clothing & clothing accessories stores	142,604	3.6	24,869	27,941	24,739	24,285	26,511	26,342	26,097	26,020	25,357	25,212
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,028	2,862	2,680	3,160	(*)	2,750	2,798	2,833	2,886
44814	Family clothing stores	(*)	(*)	(*)	12,819	11,280	10,801	11,420	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	3,336	2,967	2,995	3,252	(*)	3,208	3,160	3,163	3,182
451	Sporting goods, hobby, musical instrument, & book stores	43,560	-0.4	7,918	7,879	7,154	7,846	7,718	7,990	7,975	7,896	7,862	7,876
452	General merchandise stores.....	441,508	2.4	76,082	80,043	73,888	74,844	77,335	77,250	76,840	76,775	74,870	75,101
4522	Department stores	16,944	-3.1	2,923	3,333	3,003	3,061	3,418	3,202	3,227	3,236	3,320	3,315
4523	Gen. merchandise stores incl. warehouse clubs & supercenters.....	(*)	(*)	(*)	76,710	70,885	71,783	73,917	(*)	73,613	73,539	71,550	71,786
452311	Warehouse clubs & supercenters.....	(*)	(*)	(*)	67,003	61,973	62,989	64,427	(*)	64,550	64,555	62,738	62,917
452319	All oth. gen. merch. stores.....	(*)	(*)	(*)	9,707	8,912	8,794	9,490	(*)	9,063	8,984	8,812	8,869
453	Miscellaneous store retailers	85,310	7.4	15,637	16,151	14,112	14,019	14,787	14,847	14,591	14,082	13,680	13,343
454	Nonstore retailers	708,102	6.4	117,631	123,591	120,467	110,174	116,920	125,311	124,800	124,019	119,955	115,904
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	117,340	113,538	104,456	110,378	(*)	117,930	116,809	113,170	108,962
722	Food services & drinking places	581,366	5.1	100,316	105,930	98,563	95,152	98,500	98,736	98,174	98,268	92,650	92,402

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

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, July 17, 2025. (Project No. P-7504206 / Approval CDBRB-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					
		Jun. 2025 Advance from --		May 2025 Preliminary from --		Apr. 2025 through Jun. 2025 from --	
		May 2025 (p)	Jun. 2024 (r)	Apr. 2025 (r)	May 2024 (r)	Jan. 2025 through Mar. 2025	Apr. 2024 through Jun. 2024
	Retail & food services,						
	total	0.6	3.9	-0.9	3.3	0.5	4.1
	Total (excl. motor vehicle & parts)	0.5	3.3	-0.2	3.6	0.7	3.7
	Total (excl. gasoline stations)	0.7	4.6	-0.8	4.0	0.8	4.9
	Total (excl. motor vehicle & parts & gasoline stations)	0.6	4.1	0.0	4.6	1.1	4.7
	Retail	0.6	3.5	-1.0	2.8	0.2	3.7
441	Motor vehicle & parts dealers	1.2	6.5	-3.8	1.9	0.0	5.7
4411, 4412	Auto & other motor veh. dealers ...	1.4	6.9	-4.2	1.8	-0.1	5.9
442	Furniture & home furn. stores	-0.1	4.5	-0.6	5.7	-0.1	5.9
443	Electronics & appliance stores	-0.1	-0.2	-0.3	-1.7	1.0	-0.7
444	Building material & garden eq. & supplies dealers.....	0.9	-1.1	-2.7	-1.0	0.3	0.1
445	Food & beverage stores.....	0.5	2.5	-0.5	2.2	-0.1	2.5
4451	Grocery stores	0.5	2.7	-0.6	2.4	-0.2	2.7
446	Health & personal care stores	0.5	8.3	-0.1	7.8	1.5	8.2
447	Gasoline stations	0.0	-4.4	-1.3	-5.8	-3.3	-5.6
448	Clothing & clothing accessories stores	0.9	3.9	0.3	3.5	1.4	3.9
451	Sporting goods, hobby, musical instrument, & book stores	0.2	1.6	1.0	1.3	0.0	1.1
452	General merchandise stores.....	0.5	3.2	0.1	2.3	0.2	2.7
4522	Department stores	-0.8	-3.6	-0.3	-2.7	-1.7	-3.7
453	Miscellaneous store retailers	1.8	8.5	3.6	9.4	1.0	7.2
454	Nonstore retailers	0.4	4.5	0.6	7.7	1.5	6.8
722	Food services & drinking places	0.6	6.6	-0.1	6.2	2.5	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, July 17, 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 Jun. 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
441 4411, 4412 442 443 444 445 4451 446 447 448 451 452 4522 453 454 722	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	0.1
	Total (excl. gasoline stations)	1.0	0.3	0.2	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	0.2	0.3	0.0	0.1
	Motor vehicle & parts dealers	1.7	0.8	0.4	1.0	-0.1	0.3
	Auto & other motor veh. dealers	1.8	0.9	0.4	1.0	-0.1	0.4
	Furniture & home furn. stores.....	2.8	1.4	0.8	1.9	0.4	0.6
	Electronics & appliance stores	2.2	0.8	0.5	1.2	0.1	0.4
	Building material & garden eq. & supplies dealers.....	3.5	0.9	0.6	1.2	-0.2	0.4
	Food & beverage stores.....	0.7	0.2	0.1	0.4	0.0	0.1
	Grocery stores	0.8	0.1	0.2	0.4	0.0	0.1
	Health & personal care stores	3.8	0.4	0.4	0.9	0.2	0.3
	Gasoline stations	1.6	0.5	0.4	0.7	0.3	0.4
	Clothing & clothing accessories stores	3.2	1.0	0.6	1.1	0.0	0.5
	Sporting goods, hobby, musical instrument, & book stores	2.9	1.0	0.9	1.7	0.2	0.5
	General merchandise stores.....	0.9	0.1	0.1	0.1	0.0	0.2
	Department stores	0.0	0.0	0.0	0.0	0.1	0.1
	Miscellaneous store retailers	4.4	2.7	1.3	2.9	0.1	0.8
	Nonstore retailers	2.2	0.4	0.4	0.8	0.0	0.3
	Food services & drinking places	3.3	0.8	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, July 17, 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.