

Monthly State Retail Sales for August 2025

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Overview

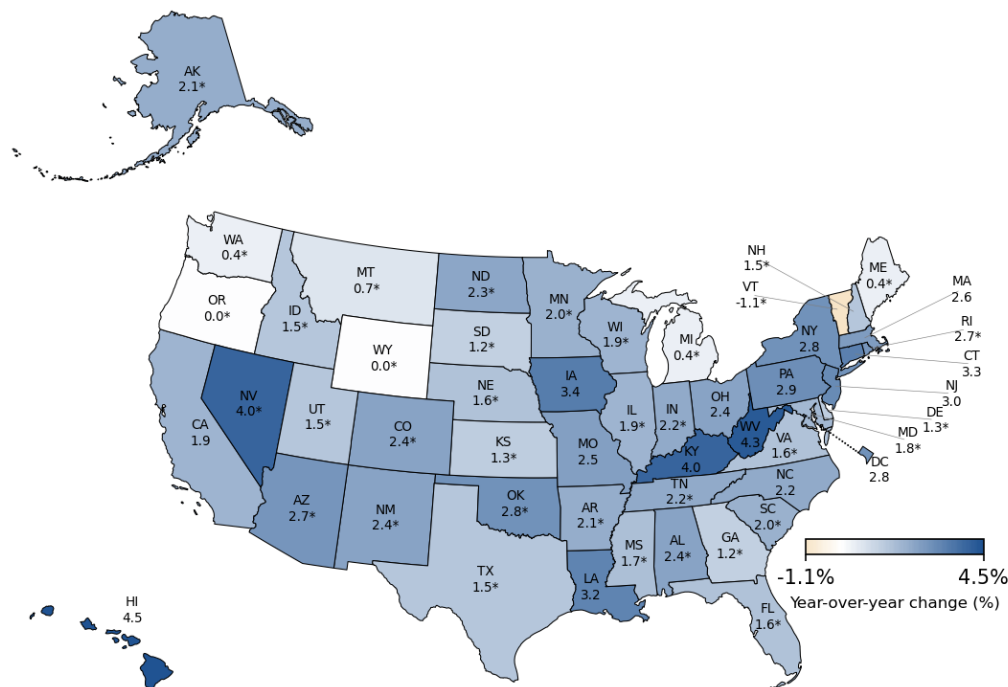
The U.S. Census Bureau introduced the Monthly State Retail Sales (MSRS) report as an experimental data product in September 2020. The MSRS is a blended data product combining Monthly Retail Trade Survey data, administrative data, and third-party data. Year-over-year percentage changes are available for Total Retail Sales excluding Nonstore Retailers as well as 11 North American Industry Classification System (NAICS) retail subsectors. These data are provided by state and NAICS beginning in January 2019. We publish these data monthly on an ongoing basis and seek ways to improve the methodology whenever possible.

Total Retail Sales

Total U.S. Retail Sales excluding Nonstore Retailers (not seasonally adjusted) in August 2025 were up 2 percent (± 0.4 percent) from August 2024.

Fourteen states and the District of Columbia had positive and significant year-over-year percentage changes from August 2024 to August 2025.

August 2025 State Year-over-Year Percentage Changes for Total Retail excluding Nonstore Retailers



S = Estimate suppressed due to quality concerns

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

Note: State retail sales data does not adjust for seasonal variation, trading-day differences, moving holidays or price changes.

Source: U.S. Census Bureau, Monthly Retail Sales by State, August 2025

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