

Monthly State Retail Sales for February 2026

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Overview

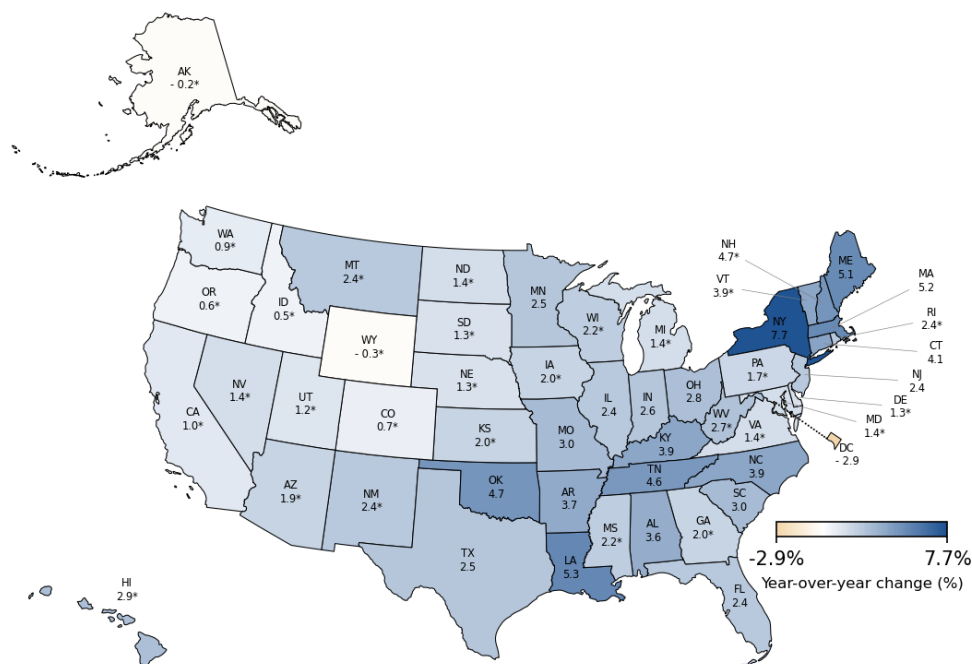
The U.S. Census Bureau introduced the Monthly State Retail Sales (MSRS) report as an experimental data product in September 2020. The MSRS is a blended data product combining Monthly Retail Trade Survey data, administrative data, and third-party data. Year-over-year percentage changes are available for 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 February 2026 were up 2.4 percent (± 0.4 percent) from February 2025.

Twenty states had positive and significant year-over-year percentage changes from February 2025 to February 2026.

February 2026 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, February 2026

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