

# Monthly State Retail Sales for January 2024

Released April 30, 2024

## 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 will publish these data monthly on an ongoing basis and seek ways to improve the methodology whenever possible.

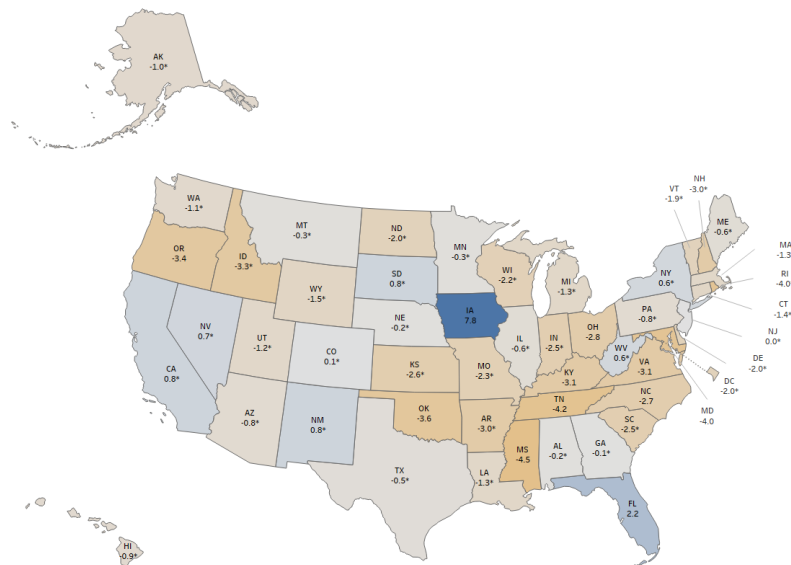
## Total Retail Sales

Total U.S. Retail Sales excluding Nonstore Retailers (not seasonally adjusted) in January 2024 were down -0.8 percent ( $\pm 0.5$  percent) from January 2023. Nine states had negative and significant year-over-year percentage changes from January 2023 to January 2024.

## Special Notice

The January 2024 Monthly State Retail Sales Report does not reflect the revisions to the Monthly Retail Trade Sales estimates based on the results of the 2022 Annual Retail Trade Survey and the Service Annual Survey that were published on April 23, 2024. These revisions will be reflected in the February 2024 Monthly State Retail Sales Report that will be published on June 10, 2024.

January 2024 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 not adjusted for seasonal variation, trading-day differences, moving holidays or price changes.  
Source: U.S. Census Bureau, Monthly Retail Sales by State, January 2024

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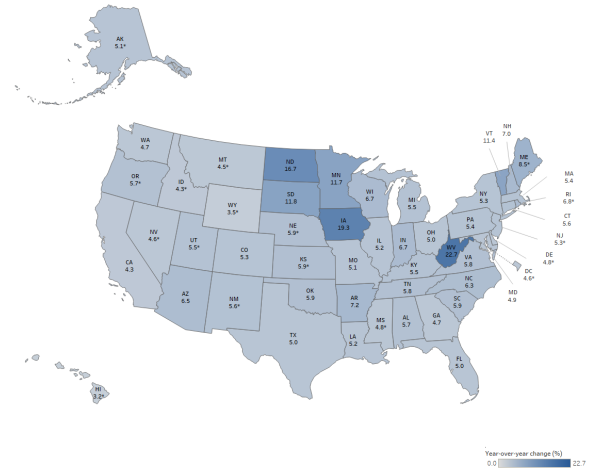
\* The 90 percent confidence interval includes zero. There is insufficient statistical evidence to conclude that the actual change is different from zero.

## Health and Personal Care Stores (NAICS 446)

Retail sales for Health and Personal Care Stores (not seasonally adjusted) for the United States in January 2024 were up 5.6 percent ( $\pm 0.6$  percent) from January 2023.

Thirty-four states had positive and significant year-over-year percentage changes from January 2023 to January 2024.

January 2024 State Year-over-Year Percentage Changes for Health and Personal Care Stores

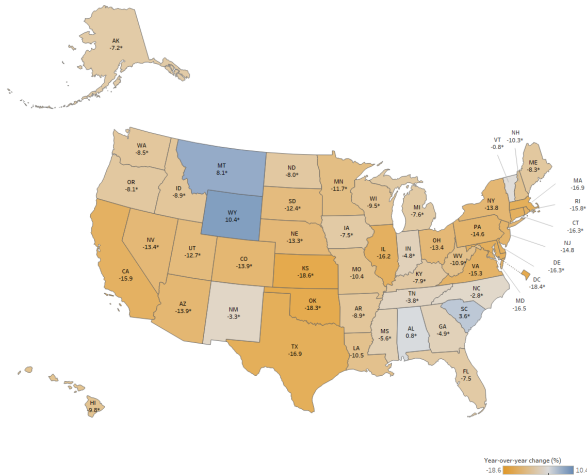


<sup>1</sup> Estimate suppressed due to quality concerns.  
<sup>2</sup> The 90 percent confidence interval includes zero. There is insufficient statistical evidence to conclude that the actual change is different from zero.  
 Note: State retail sales data not adjusted for seasonal variation, trading-day differences, moving holidays or price changes.

Source: U.S. Census Bureau, Monthly Retail Sales by State, January 2024

## Furniture and Home Furnishings Stores (NAICS 442)

January 2024 State Year-over-Year Percentage Changes for Furniture and Home Furnishings Stores



<sup>1</sup> Estimate suppressed due to quality concerns.  
<sup>2</sup> 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 not adjusted for seasonal variation, trading-day differences, moving holidays or price changes.

Source: U.S. Census Bureau, Monthly Retail Sales by State, January 2024

Retail sales for Furniture and Home Furnishings Stores (not seasonally adjusted) for the United States in January 2024 were down 12.1 percent ( $\pm 2$  percent) from January 2023.

Thirteen states had negative and significant year-over-year percentage changes from January 2023 to January 2024.

To view additional NAICS and state-level data in an interactive data visualization, please visit [https://www.census.gov/retail/state\\_retail\\_sales.html](https://www.census.gov/retail/state_retail_sales.html).

State retail sales data not adjusted for seasonal variation, trading-day differences, moving holidays or price changes.

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

The COVID-19 pandemic may lead to atypical year-over-year percentage changes in the MSRS data. The standard errors associated with these percentage changes may also be atypical. The MSRS standard errors are available [here](#). As you analyze the data during these months, it is important to consider this information in the use of these data. More information on the limitations of the MSRS data is available [here](#).

For more state-level data on these subsectors, quality metrics, and technical documentation, please visit: [https://www.census.gov/retail/state\\_retail\\_sales.html](https://www.census.gov/retail/state_retail_sales.html).

For more information on Census Bureau experimental data products, please visit <https://www.census.gov/data/experimental-data-products.html>

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-7506880, Disclosure Review Board (DRB) approval number: CBDRB-FY24-0004).