

# Monthly State Retail Sales for July 2024

Released October 31, 2024

## Overview

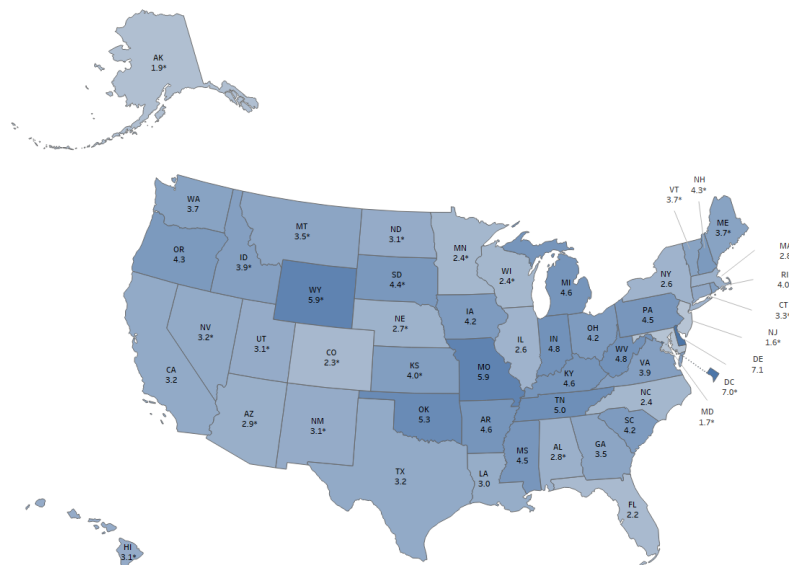
The U.S. Census Bureau introduced the Monthly State Retail Sales (MSRS) report as an experimental data product in September 2020. The MSRS is a blended data product combining Monthly Retail Trade Survey data, administrative data, and third-party data. Year-over-year percentage changes are available for 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 July 2024 were up 3.3 percent ( $\pm 0.4$  percent) from July 2023.

Twenty-six states had positive and significant year-over-year percentage changes from July 2023 to July 2024.

July 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, July 2024

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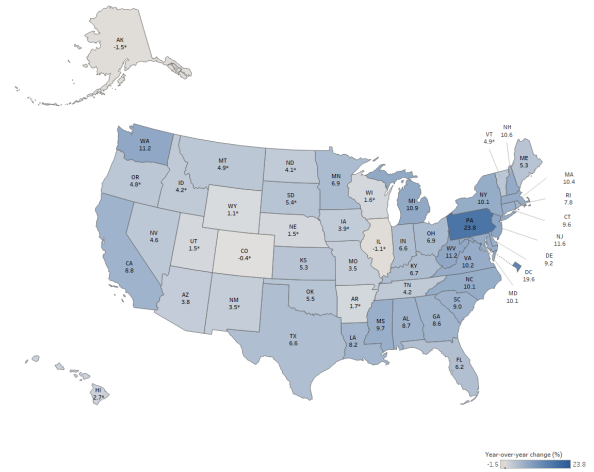
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# Health and Personal Care Stores (NAICS 446)

Retail sales for Health and Personal Care Stores (not seasonally adjusted) for the United States in July 2024 were up 8.0 percent (±0.5 percent) from July 2023.

Thirty-three states and the District of Columbia had positive and significant year-over-year percentage changes from July 2023 to July 2024.

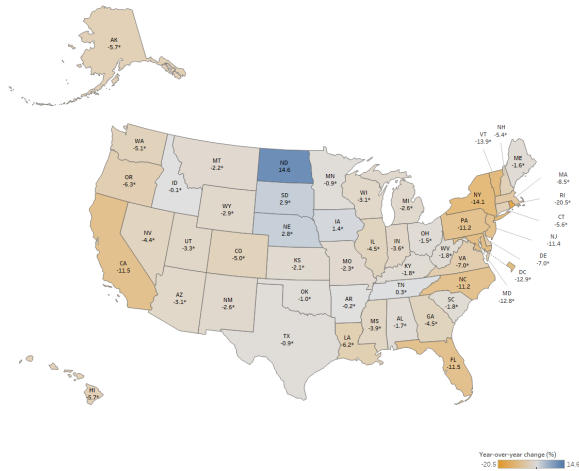
July 2024 State Year-over-Year Percentage Changes for Health and Personal Care Stores



\* 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, July 2024

# Sporting Goods, Hobby, Musical Instrument, and Book Stores (NAICS 451)

July 2024 State Year-over-Year Percentage Changes for Sporting Goods, Hobby, Musical Instrument, and Book Stores



\* 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, July 2024

Retail sales for Sporting Goods, Hobby, Musical Instrument, and Book Stores (not seasonally adjusted) for the United States in July 2024 were down 5.6 percent (±1.7 percent) from July 2023.

Six states had negative and significant year-over-year percentage changes from July 2023 to July 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-FY25-0005).

