

Monthly State Retail Sales for October 2025

Released February 19, 2026

Overview

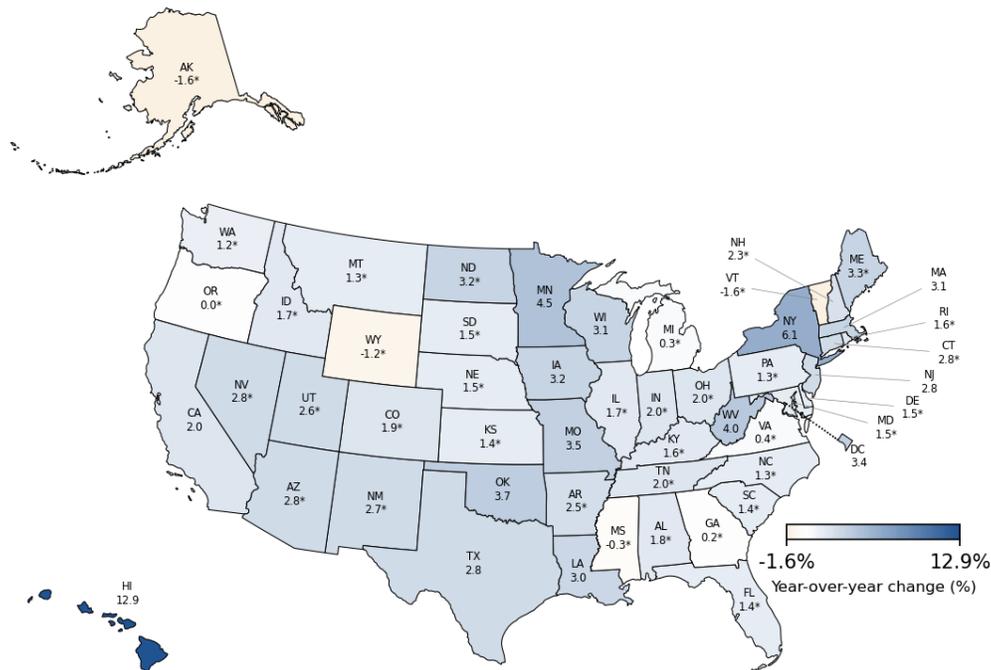
The U.S. Census Bureau introduced the Monthly State Retail Sales (MSRS) report as an experimental data product in September 2020. The MSRS is a blended data product combining Monthly Retail Trade Survey data, administrative data, and third-party data. Year-over-year percentage changes are available for 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 October 2025 were up 2.2 percent (± 0.4 percent) from October 2024.

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

October 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, October 2025

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.



U.S. Department of Commerce
 U.S. CENSUS BUREAU
 census.gov

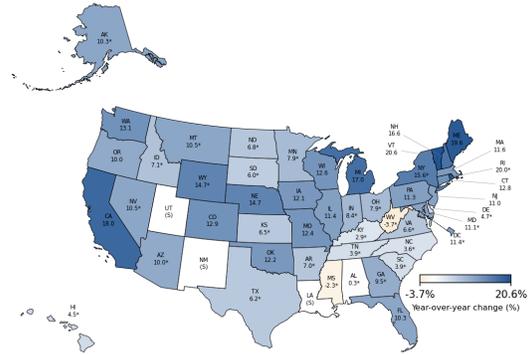


Miscellaneous Store Retailers (NAICS 453)

Retail sales for Miscellaneous Store Retailers (not seasonally adjusted) for the United States in October 2025 were up 10.7 percent (± 2.8 percent) from October 2024.

Nineteen states had positive and significant year-over-year percentage changes from October 2024 to October 2025.

October 2025 State Year-over-Year Percentage Changes for Miscellaneous Store Retailers



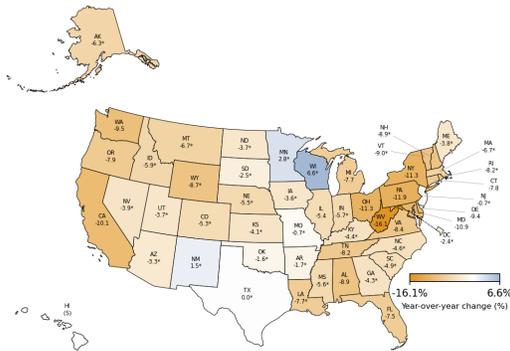
* The 90 percent confidence interval includes zero. There is insufficient statistical evidence to conclude that the actual change is different from zero.
 Note: State retail sales data does not adjust for seasonal variation, trading-day differences, moving holidays or price changes.
 Source: U.S. Census Bureau, Monthly Retail Sales by State, October 2025

Building Material and Garden Equipment and Supplies Dealers (NAICS 444)

October 2025 State Year-over-Year Percentage Changes for Building Material and Garden Equipment and Supplies Dealers

Retail sales for Building Material and Garden Equipment and Supplies Dealers (not seasonally adjusted) for the United States in October 2025 were down 5.4 percent (± 1.0 percent) from October 2024.

Sixteen states had negative and significant year-over-year percentage changes from October 2024 to October 2025.



* 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, October 2025

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.

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-FY26-004).



U.S. Department of Commerce
 U.S. CENSUS BUREAU
 census.gov

