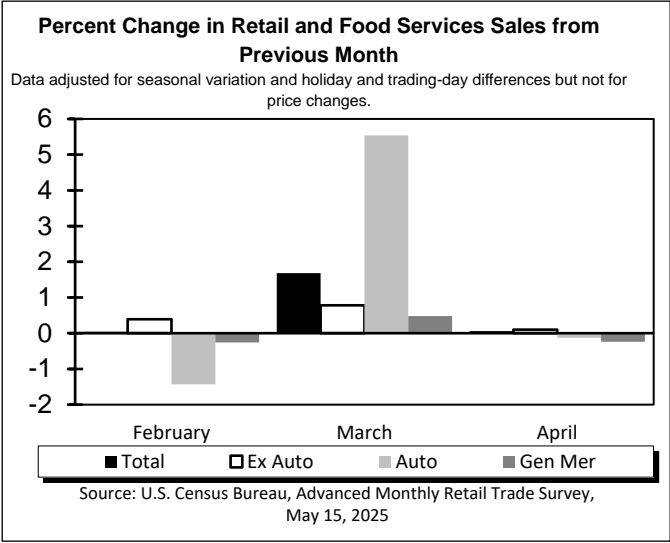


ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, APRIL 2025

Release Number: CB25-73

May 15, 2025 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for April 2025:

ADVANCE MONTHLY SALES		
April 2025	\$724.1 billion	0.1%*
March 2025 (revised)	\$723.7 billion	1.7%
Next release: June 17, 2025		
* The 90 percent confidence interval includes zero. There is insufficient statistical evidence to conclude that the actual change is different from zero. Data adjusted for seasonal variation and holiday and trading-day differences but not for price changes. Source: U.S. Census Bureau, Advanced Monthly Retail Trade Survey, May 15, 2025		



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for April 2025, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$724.1 billion, up 0.1 percent (± 0.5 percent)* from the previous month, and up 5.2 percent (± 0.5 percent) from April 2024. Total sales for the February 2025 through April 2025 period were up 4.8 percent (± 0.5 percent) from the same period a year ago. The February 2025 to March 2025 percent change was revised from up 1.5 percent (± 0.5 percent) to up 1.7 percent (± 0.2 percent).

Retail trade sales were down 0.1 percent (± 0.5 percent)* from March 2025, and up 4.7 percent (± 0.5 percent) from last year. Motor vehicle and parts dealers were up 9.4 percent (± 1.8 percent) from last year, while food service and drinking places were up 7.8 percent (± 1.8 percent) from April 2024.

General Information

The May 2025 Advance Monthly Retail report is scheduled for release on June 17, 2025 at 8:30 a.m. EDT. View the full schedule in the Economic Briefing Room: <<https://www.census.gov/economic-indicators/>>. The full text and tables of this release can be found at <www.census.gov/retail/>.

Data Inquiries
Economic Indicators Division, Retail Indicator Branch
301-763-2713
eid.retail.indicator.branch@census.gov

Media Inquiries
Public Information Office
301-763-3030
pio@census.gov

Notice of Revision

Monthly retail sales estimates were revised on April 25, 2025 to reflect historical corrections and the restated results of the 2022 Annual Retail Trade Survey and the Service Annual Survey. Estimates were restated to incorporate the 2017 North American Industry Classification System (NAICS) changes. In addition to the 2017 NAICS changes, the restated data represent employer-only firms to be aligned with the Annual Integrated Economic Survey (AIES) and the Economic Census. For a detailed description of these changes, please see the [Restatement Summary](#). Publication tables have been reformatted to incorporate the 2017 NAICS definitions. The Annual Revision of Monthly Retail and Food Services showing revised estimates can be found on our website at

https://www.census.gov/retail/mrts/historic_releases.html.

EXPLANATORY NOTES

The advance estimates are based on a subsample of the Census Bureau's full retail and food services sample. A stratified random sampling method is used to select approximately 4,800 retail and food services firms whose sales are then weighted and benchmarked to represent the complete universe of over three million retail and food services firms. For more information on how data is collected for the Advance Monthly Retail Trade Survey, see our methodology page at:

<https://www.census.gov/retail/marts/how_surveys_are_collected.html>.

Survey Description

The U.S. Census Bureau conducts the Advance Monthly Retail Trade and Food Services Survey to provide an early estimate of monthly sales by kind of business for retail and food service firms located in the United States. Each month, questionnaires are mailed to a probability sample of approximately 4,800 employer firms selected from the larger Monthly Retail Trade Survey. Advance sales estimates are computed using a link relative estimator. For each detailed industry, we compute a ratio of current-to-previous month weighted sales using data from units for which we have obtained usable responses for both the current and previous month. For each detailed industry, the advance total sales estimates for the current month is computed by multiplying this ratio by the preliminary sales estimate for the previous month (derived from the larger MRTS) at the appropriate industry level. Total estimates for broader industries are computed as the sum of the detailed industry estimates. The link relative estimate is used because imputation is not performed for most nonrespondents in MARTS. For a limited number of nonresponding companies that have influential effects on the estimates, sales may be estimated based on historical performance of that company. The monthly estimates are benchmarked to the annual survey estimates from the Annual Retail Trade Survey once available. The estimates are adjusted for seasonal

Data Inquiries

Economic Indicators Division, Retail Indicator Branch
301-763-2713
eid.retail.indicator.branch@census.gov

Media Inquiries

Public Information Office
301-763-3030
pio@census.gov



U.S. Department of Commerce
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)

variation and holiday and trading day differences. Additional information on MARTS and MRTS can be found on the Census Bureau website at: <www.census.gov/retail>.

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-7504206, Disclosure Review Board (DRB) approval number: CBDRB-FY25-0002).

Reliability of Estimates

Because the estimates presented in this report are based on a sample survey, they contain sampling error and nonsampling error.

Sampling error is the difference between the estimate and the result that would be obtained from a complete enumeration of the sampling frame conducted under the same survey conditions. This error occurs because only a subset of the entire sampling frame is measured in a sample survey. Standard errors and coefficients of variation (CV), as given in Table 3 of this report, are estimated measures of sampling variation.

The margin of sampling error, as used on page 1, gives a range about the estimate which is a 90 percent confidence interval. If, for example, the percent change estimate is +1.2 percent and its estimated standard error is 0.9 percent, then the margin of sampling error is $\pm 1.753 \times 0.9$ percent or ± 1.6 percent, and the 90 percent confidence interval is -0.4 percent to +2.8 percent. If the interval contains 0, then one does not have sufficient evidence to conclude at the 90 percent confidence level that the change is different from zero and therefore the change is not statistically significant. Estimated changes shown in the text are statistically significant unless otherwise noted. For a monthly total, the median estimated coefficient of variation is given. The resulting confidence interval is the estimated value $\pm 1.753 \times CV \times$ (the estimated monthly total). The Census Bureau recommends that individuals using estimates in this report incorporate this information into their analyses, as sampling error could affect the conclusions drawn from the estimates.

Nonsampling error encompasses all other factors that contribute to the total error of a sample survey estimate. This type of error can occur because of nonresponse, insufficient coverage of the universe of retail businesses, mistakes in the recording and coding of data, and other errors of collection, response, coverage, or processing. Although nonsampling error is not measured directly, the Census Bureau employs quality control procedures throughout the process to minimize this type of error.

Weather Information

For information on the impact of weather events like Hurricanes Helene and Milton on the compilation of

Data Inquiries

Economic Indicators Division, Retail Indicator Branch
301-763-2713
eid.retail.indicator.branch@census.gov

Media Inquiries

Public Information Office
301-763-3030
pio@census.gov



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

this report, please see the Frequently Asked Questions (FAQs) on our website at:
<www.census.gov/retail/marts_weather_faqs.html>

RESOURCES

The Rest of the Consumer Spending Story

Retail and services together represent what's commonly referred to as consumer spending. Quarterly Services Survey (QSS) revenue comprises roughly 2/3 of the personal consumption expenditures component of the U.S. Gross Domestic Product (GDP) measured by the Bureau of Economic Analysis (BEA). The fourth quarter 2024 Quarterly Services Report was released on March 13, 2025 at 10:00 AM. Learn about historical revenue trends for certain industries going back 15 years and other data, such as in-patient days and discharges for hospitals, by visiting <<https://www.census.gov/services/index.html>>

API

The Census Bureau's application programming interface lets developers create custom apps to reach new users and makes key demographic, socio-economic and housing statistics more accessible than ever before. <www.census.gov/developers/>

FRED Mobile App



Receive the latest updates on the nation's key economic indicators by downloading the FRED App <<https://fred.stlouisfed.org/fred-mobile/>> for both Apple and Android devices. FRED, the signature database of the Federal Reserve Bank of St. Louis, now incorporates the Census Bureau's 13 economic indicators.

###

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

Data Inquiries

Economic Indicators Division, Retail Indicator Branch
301-763-2713
eid.retail.indicator.branch@census.gov

Media Inquiries

Public Information Office
301-763-3030
pio@census.gov



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

Table 1. Estimated Monthly Sales for Retail and Food Services, by Kind of Business

(Total sales estimates are shown in millions of dollars and are based on data from the Advance Monthly Retail Trade Survey, Monthly Retail Trade Survey, and administrative records.)

NAICS ¹ code	Kind of Business	Not Adjusted							Adjusted ²				
		4 Month Total		2025			2024		2025			2024	
		2025	% Chg. 2024	Apr. ³ (a)	Mar. (p)	Feb. (r)	Apr.	Mar.	Apr. ³ (a)	Mar. (p)	Feb. (r)	Apr. (r)	Mar. (r)
	Retail & food services,												
	total	2,734,954	3.8	722,558	727,141	630,744	686,711	693,859	724,131	723,714	711,757	688,629	687,641
	Total (excl. motor vehicle & parts) ...	2,189,922	3.3	574,429	575,141	508,568	550,302	555,632	582,506	581,899	577,383	559,158	557,426
	Total (excl. gasoline stations)	2,540,122	4.4	671,151	676,643	585,394	631,759	640,798	673,081	672,395	659,147	633,841	633,881
	Total (excl. motor vehicle & parts & gasoline stations)	1,995,090	4.0	523,022	524,643	463,218	495,350	502,571	531,456	530,580	524,773	504,370	503,666
	Retail	2,358,898	3.7	623,168	625,098	543,970	593,774	597,695	625,038	625,784	616,714	596,703	595,969
	GAFO⁴	(*)	(*)	(*)	129,089	112,525	119,815	126,993	(*)	132,781	131,654	128,168	127,022
441	Motor vehicle & parts dealers	545,032	5.9	148,129	152,000	122,176	136,409	138,227	141,625	141,815	134,374	129,471	130,215
4411, 4412	Auto & other motor veh. dealers .	501,441	6.3	136,600	140,331	112,221	124,949	126,927	130,344	130,419	123,049	118,323	119,180
44111	New car dealers	(*)	(*)	(*)	117,792	94,762	103,570	105,382	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	11,669	9,955	11,460	11,300	(*)	11,396	11,325	11,148	11,035
442	Furniture & home furn. stores	43,606	6.2	11,183	11,565	10,444	10,388	10,801	11,553	11,519	11,528	10,720	10,610
4421	Furniture stores	(*)	(*)	(*)	6,363	5,802	5,480	5,906	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	27,795	-1.9	6,876	7,239	6,630	6,847	7,075	7,666	7,644	7,534	7,659	7,455
444	Building material & garden eq. & supplies dealers.....	149,625	0.3	45,374	39,798	31,549	44,528	38,450	41,363	41,031	39,861	40,080	40,219
4441	Building mat. & sup. dealers	(*)	(*)	(*)	33,969	27,387	37,865	33,060	(*)	35,532	34,449	34,834	35,021
445	Food & beverage stores.....	325,049	2.9	82,474	83,035	76,398	78,180	82,534	84,383	84,384	84,362	82,196	81,569
4451	Grocery stores	294,945	3.0	74,372	75,199	69,309	70,496	74,506	75,890	75,959	75,997	73,895	73,333
4453	Beer, wine & liquor stores	(*)	(*)	(*)	5,607	5,037	5,539	5,765	(*)	5,997	5,954	5,975	5,968
446	Health & personal care stores	150,073	6.5	38,444	38,793	35,484	35,349	35,660	38,872	38,949	38,570	35,815	35,624
44611	Pharmacies & drug stores	(*)	(*)	(*)	33,107	30,579	30,135	29,950	(*)	33,441	33,166	30,470	30,070
447	Gasoline stations	194,832	-3.5	51,407	50,498	45,350	54,952	53,061	51,050	51,319	52,610	54,788	53,760
448	Clothing & clothing accessories stores	89,584	3.1	24,514	24,956	20,653	23,150	24,109	25,837	25,948	25,676	24,952	24,241
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,101	2,323	2,866	3,095	(*)	2,948	2,850	2,866	2,842
44814	Family clothing stores	(*)	(*)	(*)	11,189	8,633	9,964	10,346	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	3,224	2,468	2,924	3,202	(*)	3,192	3,116	3,189	3,021
451	Sporting goods, hobby, musical instrument, & book stores	27,916	-1.0	7,293	7,735	6,205	7,056	7,691	7,927	8,134	7,835	7,797	7,896
452	General merchandise stores.....	285,988	2.5	74,039	75,492	66,830	70,405	75,370	76,933	77,118	76,750	74,819	74,653
4522	Department stores	10,769	-2.1	3,050	2,967	2,525	3,060	3,021	3,252	3,297	3,283	3,366	3,277
4523	Gen. merchandise stores incl. warehouse clubs & supercenters.....	(*)	(*)	(*)	72,525	64,305	67,345	72,349	(*)	73,821	73,467	71,453	71,376
452311	Warehouse clubs & supercenters.....	(*)	(*)	(*)	63,870	56,585	58,757	63,458	(*)	64,843	64,521	62,507	62,520
452319	All oth. gen. merch. stores.....	(*)	(*)	(*)	8,655	7,720	8,588	8,891	(*)	8,978	8,946	8,946	8,856
453	Miscellaneous store retailers	53,755	6.2	14,381	14,404	12,389	13,684	13,325	14,290	14,602	14,400	13,482	13,533
454	Nonstore retailers	465,643	6.1	119,054	119,583	109,862	112,826	111,392	123,539	123,321	123,214	114,924	116,194
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	111,988	101,494	105,800	103,746	(*)	116,291	115,861	107,630	109,091
722	Food services & drinking places	376,056	4.6	99,390	102,043	86,774	92,937	96,164	99,093	97,930	95,043	91,926	91,672

(*) Advance estimates are not available for this kind of business.

(NA) Not available (a) Advance estimate (p) Preliminary estimate (r) Revised estimate

(S) Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%), poor response quality (total quantity response rate is less than 50%), or other concerns about the estimate's quality.

(1) Estimates include data only for businesses with paid employees. Prior to the benchmark report released in April 2025, the Advance Monthly Retail Trade Survey estimates included nonemployers. For a full description of the NAICS codes used in this table, see <<https://www.census.gov/naics/>>.

(2) Estimates are concurrently adjusted for seasonal variation and for holiday and trading day differences, but not for price changes. Concurrent seasonal adjustment uses all available unadjusted estimates as input to the X-13ARIMA-SEATS program. The factors derived from the program are used in calculating all seasonally adjusted estimates shown in this table. Year-to-date seasonally adjusted sales estimates are not tabulated. Adjustment factors and explanatory material can be found on the Internet at <<http://www.census.gov/retail>>.

(3) Advance estimates are based on early reports obtained from a small sample of firms selected from the larger Monthly Retail Trade Survey (MRTS) sample. All other estimates are from the MRTS sample.

(4) GAFO represents firms that specialize in department store types of merchandise and is comprised of furniture & home furnishings (442), electronics & appliances (443), clothing & accessories (448), sporting goods, hobby, musical instrument, and book (451), general merchandise (452), office supply, stationery, and gift stores (4532).

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, May 15, 2025. (Project No. P-7504206 / Approval CBDRB-FY25-0002), Table 3 provides estimated measures of sampling variability. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at <www.census.gov/retail/how_surveys_are_collected.html>.

Table 2. Estimated Change in Monthly Sales for Retail and Food Services, by Kind of Business

(Estimates are shown as percents and are based on data from the Advance Monthly Retail Trade Survey, Monthly Retail Trade Survey, and administrative records.)

NAICS code	Kind of Business	Percent Change ¹					
		Apr. 2025 Advance from --		Mar. 2025 Preliminary from --		Feb. 2025 through Apr. 2025 from --	
		Mar. 2025 (p)	Apr. 2024 (r)	Feb. 2025 (r)	Mar. 2024 (r)	Nov. 2024 through Jan. 2025	Feb. 2024 through Apr. 2024
	Retail & food services,						
	total	0.1	5.2	1.7	5.2	0.9	4.8
	Total (excl. motor vehicle & parts)	0.1	4.2	0.8	4.4	1.0	4.3
	Total (excl. gasoline stations)	0.1	6.2	2.0	6.1	1.0	5.5
	Total (excl. motor vehicle & parts & gasoline stations)	0.2	5.4	1.1	5.3	1.2	5.2
	Retail	-0.1	4.7	1.5	5.0	0.7	4.6
441	Motor vehicle & parts dealers	-0.1	9.4	5.5	8.9	0.2	6.8
4411, 4412	Auto & other motor veh. dealers ...	-0.1	10.2	6.0	9.4	0.2	7.2
442	Furniture & home furn. stores	0.3	7.8	-0.1	8.6	0.6	7.7
443	Electronics & appliance stores	0.3	0.1	1.5	2.5	1.5	-0.2
444	Building material & garden eq. & supplies dealers.....	0.8	3.2	2.9	2.0	0.3	1.4
445	Food & beverage stores.....	0.0	2.7	0.0	3.5	0.6	3.4
4451	Grocery stores	-0.1	2.7	-0.1	3.6	0.7	3.5
446	Health & personal care stores	-0.2	8.5	1.0	9.3	2.6	8.6
447	Gasoline stations	-0.5	-6.8	-2.5	-4.5	-1.1	-3.9
448	Clothing & clothing accessories stores	-0.4	3.5	1.1	7.0	0.5	4.2
451	Sporting goods, hobby, musical instrument, & book stores	-2.5	1.7	3.8	3.0	-0.1	0.2
452	General merchandise stores.....	-0.2	2.8	0.5	3.3	0.6	3.0
4522	Department stores	-1.4	-3.4	0.4	0.6	-0.1	-1.9
453	Miscellaneous store retailers	-2.1	6.0	1.4	7.9	4.3	7.3
454	Nonstore retailers	0.2	7.5	0.1	6.1	1.2	7.8
722	Food services & drinking places	1.2	7.8	3.0	6.8	2.1	5.9

(p) Preliminary estimate (r) Revised estimate

(1) Estimates shown in this table are derived from adjusted estimates provided in Table 1 of this report.

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, May 15, 2025. (Project No. P-7504206 / Approval CBDRB-FY25-0002),

Table 3 provides estimated measures of sampling variability. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at <www.census.gov/retail/how_surveys_are_collected.html>.

Table 3. Estimated Measures of Sampling Variability and Revision to Advance Estimates Apr. 2025

(Estimates are shown as percents and are based on data from the Advance Monthly Retail Trade Survey and Monthly Retail Trade Survey)

NAICS Code	Kind of Business	Median CV ⁽¹⁾ for Current Mo. (%)	Median standard error ⁽¹⁾ for Percent change			Revision for month- to-month change ⁽²⁾	
			Previous Mo. to Current Mo.	Previous Qtr. to Current Qtr.	Current Mo. to same Mo. Last Yr.	Average revision	Median absolute revision
441 4411, 4412 442 443 444 445 4451 446 447 448 451 452 4522 453 454 722	Retail & food services,						
	total	0.9	0.3	0.2	0.3	0.1	0.2
	Total (excl. motor vehicle & parts)	1.2	0.2	0.2	0.3	0.1	0.1
	Total (excl. gasoline stations)	1.0	0.3	0.2	0.3	0.0	0.2
	Total (excl. motor vehicle & parts & gasoline stations)	1.2	0.2	0.2	0.4	0.1	0.1
	Retail, total	0.9	0.3	0.2	0.3	0.0	0.2
	Motor vehicle & parts dealers	1.7	0.9	0.4	1.0	-0.1	0.3
	Auto & other motor veh. dealers	1.8	1.0	0.5	1.0	-0.1	0.4
	Furniture & home furn. stores.....	2.8	1.4	0.8	1.9	0.7	0.6
	Electronics & appliance stores	2.1	0.8	0.5	1.2	-0.1	0.5
	Building material & garden eq. & supplies dealers.....	3.5	0.9	0.6	1.2	-0.1	0.3
	Food & beverage stores.....	0.7	0.2	0.1	0.4	0.0	0.1
	Grocery stores	0.8	0.1	0.2	0.4	0.0	0.1
	Health & personal care stores	3.8	0.4	0.4	0.8	0.2	0.4
	Gasoline stations	1.6	0.5	0.4	0.6	0.4	0.4
	Clothing & clothing accessories stores	3.2	0.9	0.6	1.0	0.0	0.5
	Sporting goods, hobby, musical instrument, & book stores	2.7	1.0	1.0	1.6	0.2	0.6
	General merchandise stores.....	0.9	0.1	0.1	0.1	0.0	0.2
	Department stores	0.0	0.0	0.0	0.0	0.0	0.0
	Miscellaneous store retailers	4.5	2.7	1.3	3.0	0.2	1.4
	Nonstore retailers	2.2	0.5	0.4	0.8	0.1	0.2
	Food services & drinking places	3.4	0.8	0.5	1.0	0.3	0.5

(1) Estimated measures of sampling variability are based on estimates not adjusted for seasonal variation or holiday or trading day variation. Medians are based on estimates for the most recent 12 months.

(2) These columns provide measures of the difference between the advance-to-preliminary and preliminary-to-final estimates of month-to-month change for the same pair of months as measured by the Advance sample and MRTS sample. The average and median revisions are based on estimates for the most recent 12 months.

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, May 15, 2025. (Project No. P-7504206 / Approval CBDRB-FY25-0002),

Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at www.census.gov/retail/how_surveys_are_collected.html.