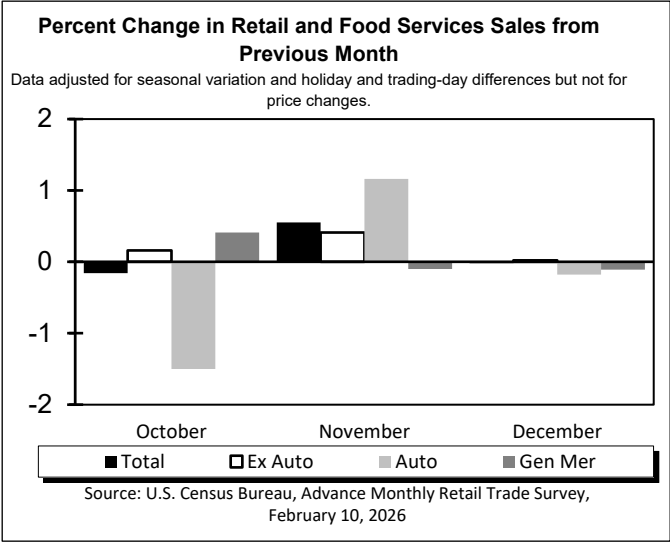# ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, DECEMBER 2025

Release Number: CB26-26

February 10, 2026 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for December 2025:

ADVANCE MONTHLY SALES

December 2025	**$735.0 billion**	**0.0%***
November 2025 (revised)	**$735.1 billion**	**+0.6%**

Next release: To be determined. Report delayed due to recent lapse in federal funding.

* 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, Advance Monthly Retail Trade Survey, February 10, 2026

Percent Change in Retail and Food Services Sales from Previous Month
Data adjusted for seasonal variation and holiday and trading-day differences but not for price changes.

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, February 10, 2026

Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for December 2025, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were $735.0 billion, virtually unchanged (±0.4 percent)* from the previous month, and up 2.4 percent (±0.5 percent) from December 2024. Total sales for the 12 months of 2025 were up 3.7 percent (±0.4 percent) from 2024. Total sales for the October 2025 through December 2025 period were up 3.0 percent (±0.4 percent) from the same period a year ago. The October 2025 to November 2025 percent change was unrevised from up 0.6 (±0.3 percent).

Retail trade sales were virtually unchanged (±0.5 percent)* from November 2025, and up 2.1 percent (±0.5 percent) from last year. Nonstore retailers were up 5.3 percent (±1.4 percent) from last year, while food service and drinking places were up 4.7 percent (±1.8 percent) from December 2024.

General Information

The U.S. Census Bureau is updating its economic indicator release calendar in coordination with other agencies and the Office of Management and Budget to address the impacts of the recent lapse in federal

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funding. We will provide the updated release schedule at <https://www.census.gov/economic-indicators/calendar-listview.html> as soon as it becomes available.

The full text and tables of this release can be found at <https://www.census.gov/retail/index.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, letters 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 (Advance Monthly Retail Trade Survey). 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 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-FY26-003).

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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 ±1.753 x 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 ±1.753 x CV x (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.

Statement Regarding Natural Disasters

For information on the impact of natural disasters on the compilation of this report, please see the Frequently Asked Questions (FAQs) on our website at:
<www.census.gov/retail/marts_weather_faqs.html>

RESOURCES

API

The Census Bureau's application programming interface lets developers create custom apps to reach new

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

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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.

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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.

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

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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 12 Month Total 2025	% Chg. 2024	Not Adjusted 2025 Dec.[3] (a)	Nov. (p)	Oct. (r)	2024 Dec.	Nov.	Adjusted[2] 2025 Dec.[3] (a)	Nov. (p)	Oct. (r)	2024 Dec. (r)	Nov. (r)
	Retail & food services, total	8,699,707	3.7	816,510	736,345	743,117	786,673	722,947	734,967	735,085	731,051	717,547	711,853
	Total (excl. motor vehicle & parts)	7,042,252	3.7	676,072	607,994	605,676	648,793	590,881	596,185	596,052	593,611	577,230	572,288
	Total (excl. gasoline stations)	8,077,017	4.2	767,049	686,233	688,707	738,414	673,923	681,840	682,112	678,984	665,262	660,680
	Total (excl. motor vehicle & parts & gasoline stations)	6,419,562	4.2	626,611	557,882	551,266	600,534	541,857	543,058	543,079	541,544	524,945	521,115
	Retail	7,518,535	3.5	716,882	640,086	642,315	691,312	630,399	634,738	634,711	631,346	621,803	616,344
	GAFO[4]	(*)	(*)	(*)	144,944	134,139	169,748	141,622	(*)	134,495	134,322	131,781	130,367
441	Motor vehicle & parts dealers	1,657,455	3.9	140,438	128,351	137,441	137,880	132,066	138,782	139,033	137,440	140,317	139,565
4411, 4412	Auto & other motor veh. dealers	1,520,495	4.1	129,422	117,390	125,514	127,279	121,093	127,259	127,459	126,145	128,955	128,276
44111	New car dealers	(*)	(*)	(*)	100,878	106,822	110,693	104,010	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores	(*)	(*)	(*)	10,961	11,927	10,601	10,973	(*)	11,574	11,295	11,362	11,289
442	Furniture & home furn. stores	135,794	2.3	11,996	11,842	11,230	12,455	12,345	11,056	11,161	11,174	11,717	11,347
4421	Furniture stores	(*)	(*)	(*)	6,125	5,780	6,674	6,628	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	91,954	0.8	10,598	8,894	7,493	10,330	8,772	7,702	7,734	7,717	7,540	7,497
444	Building material & garden eq. & supplies dealers	481,907	-1.3	38,128	37,845	42,289	36,876	39,856	40,704	40,223	39,749	40,490	41,349
4441	Building mat. & sup. dealers	(*)	(*)	(*)	32,929	36,794	31,874	35,115	(*)	34,699	34,419	35,065	36,052
445	Food & beverage stores	1,015,406	2.4	91,327	86,096	86,128	89,736	85,222	85,162	85,002	85,116	84,202	83,430
4451	Grocery stores	915,354	2.7	80,292	77,502	77,835	78,601	76,232	76,834	76,735	76,836	75,724	74,958
4453	Beer, wine & liquor stores	(*)	(*)	(*)	6,130	5,947	7,854	6,453	(*)	5,923	5,929	6,060	6,088
446	Health & personal care stores	475,970	7.0	45,697	38,957	42,196	42,257	37,285	40,512	40,580	40,456	38,069	38,085
44611	Pharmacies & drug stores	(*)	(*)	(*)	33,329	36,818	34,925	31,695	(*)	35,009	34,833	32,398	32,575
447	Gasoline stations	622,690	-1.4	49,461	50,112	54,410	48,259	49,024	53,127	52,973	52,067	52,285	51,173
448	Clothing & clothing accessories stores	320,356	5.5	42,025	30,764	26,124	39,876	28,716	27,237	27,431	27,298	25,927	25,483
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,009	2,522	3,756	3,249	(*)	2,689	2,663	2,843	2,873
44814	Family clothing stores	(*)	(*)	(*)	15,262	12,496	16,880	13,575	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	3,418	2,956	4,580	3,303	(*)	3,271	3,238	3,267	3,170
451	Sporting goods, hobby, musical instrument, & book stores	97,858	2.5	12,543	9,342	7,960	11,543	8,959	8,379	8,349	8,274	7,901	7,845
452	General merchandise stores	922,610	2.0	93,423	81,977	78,113	92,765	80,808	77,291	77,376	77,451	76,359	75,926
4522	Department stores	39,113	-1.3	5,945	4,283	3,290	5,946	4,264	3,252	3,274	3,378	3,263	3,267
4523	Gen. merchandise stores incl. warehouse clubs & supercenters	(*)	(*)	(*)	77,694	74,823	86,819	76,544	(*)	74,102	74,073	73,096	72,659
452311	Warehouse clubs & supercenters	(*)	(*)	(*)	67,657	65,364	75,748	66,677	(*)	64,868	64,781	64,139	63,623
452319	All oth. gen. merch. stores	(*)	(*)	(*)	10,037	9,459	11,071	9,867	(*)	9,234	9,292	8,957	9,036
453	Miscellaneous store retailers	178,623	9.2	16,152	14,934	16,512	14,668	12,975	15,385	15,519	15,318	14,061	13,261
454	Nonstore retailers	1,517,912	6.8	165,094	140,972	132,419	154,667	134,371	129,401	129,330	129,286	122,935	121,383
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	133,520	124,649	146,567	127,836	(*)	121,825	121,847	115,955	114,960
722	Food services & drinking places	1,181,172	5.3	99,628	96,259	100,802	95,361	92,548	100,229	100,374	99,705	95,744	95,509

(*) 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 which 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 stores (451), general merchandise (452), office supply, stationery, and gift stores (4532).

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, February 10, 2026. (Project No. P-7504206 / Approval CBDRB-FY26-003), 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]					
		Dec. 2025 Advance from --		Nov. 2025 Preliminary from --		Oct. 2025 through Dec. 2025 from --	
		Nov. 2025 (p)	Dec. 2024 (r)	Oct. 2025 (r)	Nov. 2024 (r)	Jul. 2025 through Sep. 2025	Oct. 2024 through Dec. 2024
	Retail & food services, total	**0.0**	**2.4**	**0.6**	**3.3**	**0.4**	**3.0**
	Total (excl. motor vehicle & parts)	0.0	3.3	0.4	4.2	0.7	3.7
	Total (excl. gasoline stations)	0.0	2.5	0.5	3.2	0.4	3.0
	Total (excl. motor vehicle & parts & gasoline stations)	0.0	3.5	0.3	4.2	0.6	3.8
	Retail	0.0	2.1	0.5	3.0	0.4	2.7
441	**Motor vehicle & parts dealers**	**-0.2**	**-1.1**	**1.2**	**-0.4**	**-0.7**	**-0.1**
4411, 4412	Auto & other motor veh. dealers ...	-0.2	-1.3	1.0	-0.6	-0.8	-0.2
442	**Furniture & home furn. stores**	**-0.9**	**-5.6**	**-0.1**	**-1.6**	**-1.5**	**-2.5**
443	**Electronics & appliance stores**	**-0.4**	**2.1**	**0.2**	**3.2**	**-0.2**	**2.9**
444	**Building material & garden eq. & supplies dealers**......................................	**1.2**	**0.5**	**1.2**	**-2.7**	**0.5**	**-2.2**
445	**Food & beverage stores**...........................	**0.2**	**1.1**	**-0.1**	**1.9**	**0.0**	**1.6**
4451	Grocery stores	0.1	1.5	-0.1	2.4	0.2	2.0
446	**Health & personal care stores**	**-0.2**	**6.4**	**0.3**	**6.6**	**0.5**	**6.3**
447	**Gasoline stations**	**0.3**	**1.6**	**1.7**	**3.5**	**1.3**	**2.2**
448	**Clothing & clothing accessories stores**	**-0.7**	**5.1**	**0.5**	**7.6**	**1.1**	**6.5**
451	**Sporting goods, hobby, musical instrument, & book stores**	**0.4**	**6.0**	**0.9**	**6.4**	**2.7**	**5.8**
452	**General merchandise stores**...................	**-0.1**	**1.2**	**-0.1**	**1.9**	**0.4**	**1.7**
4522	Department stores	-0.7	-0.3	-3.1	0.2	2.1	1.4
453	**Miscellaneous store retailers**	**-0.9**	**9.4**	**1.3**	**17.0**	**3.1**	**12.3**
454	**Nonstore retailers**	**0.1**	**5.3**	**0.0**	**6.5**	**1.0**	**6.3**
722	**Food services & drinking places**	**-0.1**	**4.7**	**0.7**	**5.1**	**0.7**	**4.7**

(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, February 10, 2026. (Project No. P-7504206 / Approval CBDRB-FY26-003), 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 Dec. 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
	Retail & food services, total	1.0	0.2	0.1	0.3	0.0	0.1
	Total (excl. motor vehicle & parts)	1.2	0.2	0.1	0.3	0.0	0.1
	Total (excl. gasoline stations)	1.0	0.3	0.1	0.3	0.0	0.1
	Total (excl. motor vehicle & parts & gasoline stations)	1.3	0.3	0.2	0.3	0.0	0.1
	Retail, total	**0.9**	**0.3**	**0.1**	**0.3**	**-0.1**	**0.1**
441	**Motor vehicle & parts dealers ....**	**1.7**	**0.8**	**0.4**	**0.8**	**-0.2**	**0.2**
4411, 4412	Auto & other motor veh. dealers	2.0	0.9	0.4	1.0	-0.2	0.3
442	**Furniture & home furn. stores................**	**2.9**	**1.8**	**0.9**	**1.9**	**-0.4**	**0.5**
443	**Electronics & appliance stores ....**	**2.3**	**1.1**	**0.6**	**1.2**	**0.2**	**0.5**
444	**Building material & garden eq. & supplies dealers.....................................**	**3.5**	**0.9**	**0.5**	**1.1**	**-0.2**	**0.3**
445	**Food & beverage stores...........................**	**0.6**	**0.2**	**0.1**	**0.4**	**0.0**	**0.2**
4451	Grocery stores	0.6	0.1	0.1	0.4	0.0	0.2
446	**Health & personal care stores ....**	**3.8**	**0.4**	**0.3**	**0.7**	**0.0**	**0.2**
447	**Gasoline stations ....**	**1.5**	**0.5**	**0.4**	**0.6**	**0.2**	**0.3**
448	**Clothing & clothing accessories stores ....**	**3.2**	**1.1**	**0.7**	**1.0**	**0.2**	**0.4**
451	**Sporting goods, hobby, musical instrument, & book stores ....**	**3.2**	**1.1**	**0.8**	**1.6**	**0.2**	**0.8**
452	**General merchandise stores...................**	**1.0**	**0.1**	**0.1**	**0.1**	**0.0**	**0.1**
4522	Department stores	0.0	0.0	0.0	0.0	0.1	0.1
453	**Miscellaneous store retailers ....**	**4.7**	**2.5**	**1.4**	**2.9**	**0.2**	**0.7**
454	**Nonstore retailers ....**	**2.5**	**0.4**	**0.4**	**0.8**	**-0.2**	**0.3**
722	**Food services & drinking places ....**	**3.2**	**0.9**	**0.6**	**1.0**	**0.2**	**0.4**

(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, February 10, 2026. (Project No. P-7504206 / Approval CBDRB-FY26-003), 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>.