ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, FEBRUARY 2025

March 17, 2025 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for February 2025:

ADVANCE MONTHLY SALES		
February 2025	**$722.7 billion**	**+0.2%***
January 2025 (revised)	**$721.3 billion**	**-1.2%**

Next release: April 16, 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, March 17, 2025

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, Advanced Monthly Retail Trade Survey, March 17, 2025
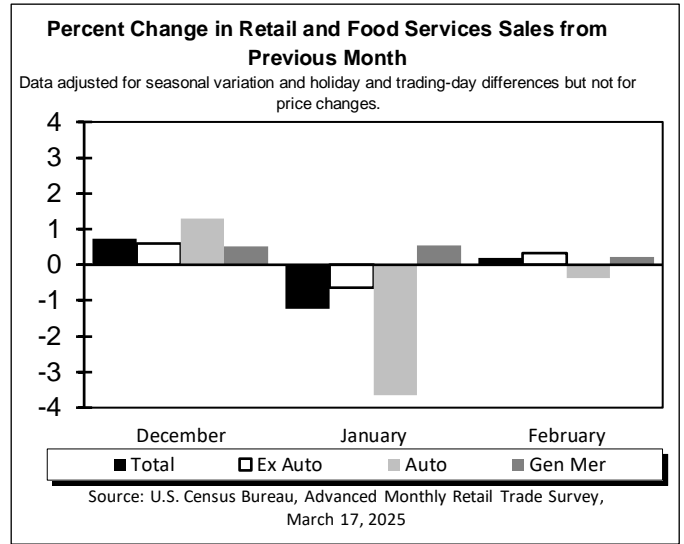
Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for February 2025, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were $722.7 billion, up 0.2 percent (±0.5 percent)* from the previous month, and up 3.1 percent (±0.5 percent) from February 2024. Total sales for the December 2024 through February 2025 period were up 3.8 percent (±0.5 percent) from the same period a year ago. The December 2024 to January 2025 percent change was revised from down 0.9 percent (±0.5 percent) to down 1.2 percent (±0.3 percent).

Retail trade sales were up 0.5 percent (±0.5 percent)* from January 2025, and up 3.4 percent (±0.5 percent) from last year. Food and beverage stores were up 3.9 percent (±0.7 percent) from last year, while nonstore retailers were up 6.5 percent (±1.4 percent) from February 2024.

General Information

The March 2025 Advance Monthly Retail report is scheduled for release on April 16, 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/>.

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Intention to Revise

Monthly retail sales estimates will be revised to reflect historical corrections and will reflect the restated results of the 2022 Annual Retail Trade Survey and the Service Annual Survey. Estimates will be restated to incorporate the 2017 North American Industry Classification System (NAICS) changes. In addition to the 2017 NAICS changes, the restated data will 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 will be reformatted to incorporate the 2017 NAICS definitions. Revised not adjusted estimates and corresponding adjusted estimates are scheduled for release on April 25, 2025 at 10:00 a.m. EDT.

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 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>.

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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 ±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.

Weather Information
For information on the impact of weather events like Hurricanes Helene and Milton 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>

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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 February 19, 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.

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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.

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 — 2 Month Total 2025	Not Adjusted — 2 Month Total % Chg. 2024	Not Adjusted 2025 Feb.[3] (a)	Not Adjusted 2025 Jan. (p)	Not Adjusted 2024 Dec. (r)	Not Adjusted 2024 Feb.	Not Adjusted 2024 Jan.	Adjusted[2] 2025 Feb.[3] (a)	Adjusted[2] 2025 Jan. (p)	Adjusted[2] 2024 Dec. (r)	Adjusted[2] 2024 Feb. (r)	Adjusted[2] 2024 Jan. (r)
	Retail & food services, total	1,304,701	1.8	639,123	665,578	801,294	644,825	637,342	722,708	721,300	730,336	700,932	694,131
	Total (excl. motor vehicle & parts)	1,054,173	1.6	513,729	540,444	661,017	518,529	519,395	584,667	582,734	586,514	566,988	563,095
	Total (excl. gasoline stations)	1,211,641	2.0	593,835	617,806	752,889	597,462	590,937	669,863	667,923	677,665	647,953	642,049
	Total (excl. motor vehicle & parts & gasoline stations)	961,113	1.8	468,441	492,672	612,612	471,166	472,990	531,822	529,357	533,843	514,009	511,013
	Retail	1,127,905	1.8	551,844	576,061	703,832	555,528	552,441	627,217	624,315	633,359	606,836	600,936
	GAFO[4]	(*)	(*)	(*)	116,753	172,895	115,707	111,547	(*)	133,612	133,831	130,708	129,394
441	Motor vehicle & parts dealers	250,528	2.6	125,394	125,134	140,277	126,296	117,947	138,041	138,566	143,822	133,944	131,036
4411, 4412	Auto & other motor veh. dealers	229,519	2.8	115,137	114,382	129,378	115,944	107,366	126,385	127,091	132,153	122,692	119,695
44111	New car dealers	(*)	(*)	(*)	96,294	111,285	95,883	90,514	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores	(*)	(*)	(*)	10,752	10,899	10,352	10,581	(*)	11,475	11,669	11,252	11,341
442	Furniture & home furn. stores	21,140	3.8	10,501	10,639	12,699	10,343	10,032	11,655	11,653	11,791	11,050	11,147
4421	Furniture stores	(*)	(*)	(*)	5,756	6,776	5,705	5,589	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	13,776	-4.7	6,601	7,175	10,527	7,267	7,194	7,544	7,569	7,650	7,968	7,605
444	Building material & garden eq. & supplies dealers	64,956	-2.5	31,859	33,097	37,095	33,820	32,796	40,106	40,009	40,801	40,404	39,621
4441	Building mat. & sup. dealers	(*)	(*)	(*)	28,788	32,076	29,585	28,658	(*)	34,643	35,404	35,220	34,403
445	Food & beverage stores	160,811	2.6	77,064	83,747	90,609	76,955	79,813	85,123	84,825	84,888	81,944	81,850
4451	Grocery stores	145,960	2.8	69,661	76,299	78,886	69,307	72,636	76,383	76,071	75,998	73,263	73,296
4453	Beer, wine & liquor stores	(*)	(*)	(*)	5,156	8,006	5,360	5,007	(*)	6,080	6,173	6,084	6,004
446	Health & personal care stores	73,385	3.4	35,460	37,925	43,127	34,588	36,394	38,627	37,963	38,403	36,218	36,358
44611	Pharmacies & drug stores	(*)	(*)	(*)	32,401	34,851	28,883	31,026	(*)	31,859	32,032	30,276	30,447
447	Gasoline stations	93,060	-0.8	45,288	47,772	48,405	47,363	46,405	52,845	53,377	52,671	52,979	52,082
448	Clothing & clothing accessories stores	41,397	0.5	21,293	20,104	41,273	22,005	19,188	26,368	26,531	26,711	26,106	25,778
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	2,311	3,968	2,650	2,265	(*)	3,021	2,983	3,147	3,016
44814	Family clothing stores	(*)	(*)	(*)	8,410	17,048	8,566	7,725	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,097	4,550	2,774	2,241	(*)	3,035	3,209	3,310	3,296
451	Sporting goods, hobby, musical instrument, & book stores	13,453	-3.8	6,494	6,959	12,007	6,891	7,087	8,138	8,168	8,432	8,393	8,338
452	General merchandise stores	137,087	2.7	67,258	69,829	93,360	67,287	66,153	77,303	77,134	76,726	74,784	74,141
4521	Department stores	17,813	-3.2	8,798	9,015	16,198	9,513	8,884	10,702	10,887	10,805	11,137	11,039
4529	Other general merch. stores	(*)	(*)	(*)	60,814	77,162	57,774	57,269	(*)	66,247	65,921	63,647	63,102
45291	Warehouse clubs & supercenters	(*)	(*)	(*)	52,647	65,744	49,609	49,320	(*)	56,977	56,676	54,575	53,902
45299	All oth. gen. merch. stores	(*)	(*)	(*)	8,167	11,418	8,165	7,949	(*)	9,270	9,245	9,072	9,200
453	Miscellaneous store retailers	27,590	4.4	13,478	14,112	16,443	13,391	13,030	15,765	15,818	15,698	15,015	14,674
454	Nonstore retailers	230,722	2.2	111,154	119,568	158,010	109,322	116,402	125,702	122,702	125,766	118,031	118,306
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	108,420	148,098	98,984	105,499	(*)	113,529	116,889	108,774	108,874
722	Food services & drinking places	176,796	1.5	87,279	89,517	97,462	89,297	84,901	95,491	96,985	96,977	94,096	93,195

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

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, March 17, 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

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]					
		Feb. 2025 Advance from --		Jan. 2025 Preliminary from --		Dec. 2024 through Feb. 2025 from --	
		Jan. 2025 (p)	Feb. 2024 (r)	Dec. 2024 (r)	Jan. 2024 (r)	Sep. 2024 through Nov. 2024	Dec. 2023 through Feb. 2024
	Retail & food services, total	0.2	3.1	-1.2	3.9	0.6	3.8
	Total (excl. motor vehicle & parts)	0.3	3.1	-0.6	3.5	0.4	3.3
	Total (excl. gasoline stations)	0.3	3.4	-1.4	4.0	0.4	4.1
	Total (excl. motor vehicle & parts & gasoline stations)	0.5	3.5	-0.8	3.6	0.1	3.6
	Retail	0.5	3.4	-1.4	3.9	0.8	4.0
441	Motor vehicle & parts dealers	-0.4	3.1	-3.7	5.7	1.5	5.8
4411, 4412	Auto & other motor veh. dealers ...	-0.6	3.0	-3.8	6.2	1.5	6.1
442	Furniture & home furn. stores	0.0	5.5	-1.2	4.5	2.1	5.9
443	Electronics & appliance stores	-0.3	-5.3	-1.1	-0.5	0.1	-0.4
444	Building material & garden eq. & supplies dealers......................................	0.2	-0.7	-1.9	1.0	-3.0	0.1
445	Food & beverage stores..........................	0.4	3.9	-0.1	3.6	1.0	3.6
4451	Grocery stores	0.4	4.3	0.1	3.8	1.2	3.8
446	Health & personal care stores	1.7	6.7	-1.1	4.4	0.2	5.3
447	Gasoline stations	-1.0	-0.3	1.3	2.5	2.8	0.5
448	Clothing & clothing accessories stores	-0.6	1.0	-0.7	2.9	0.5	2.2
451	Sporting goods, hobby, musical instrument, & book stores	-0.4	-3.0	-3.1	-2.0	0.2	-1.1
452	General merchandise stores...................	0.2	3.4	0.5	4.0	1.0	3.4
4521	Department stores	-1.7	-3.9	0.8	-1.4	-0.5	-2.4
453	Miscellaneous store retailers	-0.3	5.0	0.8	7.8	2.9	6.4
454	Nonstore retailers	2.4	6.5	-2.4	3.7	-0.1	5.5
722	Food services & drinking places	-1.5	1.5	0.0	4.1	-0.5	2.7

(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, March 17, 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 Feb. 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	0.9	0.3	0.2	0.3	0.0	0.2
	Total (excl. motor vehicle & parts)	1.2	0.2	0.2	0.3	0.0	0.2
	Total (excl. gasoline stations)	0.9	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	0.0	0.2
	Retail, total	**0.8**	**0.3**	**0.2**	**0.3**	**0.0**	**0.2**
441	**Motor vehicle & parts dealers**	**1.6**	**0.9**	**0.4**	**1.0**	**0.0**	**0.3**
4411, 4412	Auto & other motor veh. dealers	1.7	1.0	0.5	1.1	0.0	0.4
442	**Furniture & home furn. stores**	**2.8**	**1.4**	**0.8**	**1.9**	**0.6**	**1.0**
443	**Electronics & appliance stores**	**2.1**	**0.8**	**0.5**	**1.2**	**-0.3**	**0.5**
444	**Building material & garden eq. & supplies dealers**	**3.4**	**0.8**	**0.6**	**1.2**	**0.0**	**0.2**
445	**Food & beverage stores**	**0.7**	**0.2**	**0.2**	**0.4**	**0.0**	**0.1**
4451	Grocery stores	0.8	0.1	0.2	0.4	0.0	0.1
446	**Health & personal care stores**	**3.7**	**0.4**	**0.4**	**0.9**	**0.1**	**0.4**
447	**Gasoline stations**	**1.6**	**0.6**	**0.4**	**0.6**	**0.2**	**0.4**
448	**Clothing & clothing accessories stores**	**3.2**	**0.9**	**0.6**	**1.0**	**-0.1**	**0.5**
451	**Sporting goods, hobby, musical instrument, & book stores**	**2.6**	**1.0**	**1.0**	**1.5**	**0.0**	**0.6**
452	**General merchandise stores**	**0.9**	**0.1**	**0.1**	**0.1**	**0.0**	**0.1**
4521	Department stores	0.0	0.0	0.0	0.0	0.0	0.1
453	**Miscellaneous store retailers**	**4.5**	**2.8**	**1.4**	**3.1**	**-0.1**	**1.2**
454	**Nonstore retailers**	**2.2**	**0.5**	**0.4**	**0.8**	**0.0**	**0.3**
722	**Food services & drinking places**	**3.3**	**0.8**	**0.5**	**1.0**	**0.1**	**0.3**

(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, March 17, 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>.