
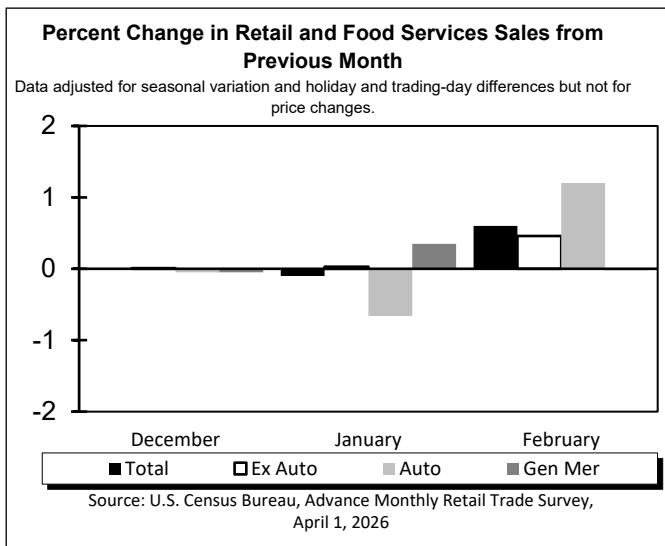


ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, FEBRUARY 2026

Release Number: CB26-52

April 1, 2026 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for February 2026:

 ADVANCE MONTHLY SALES		
February 2026	\$738.4 billion	0.6%
January 2026 (revised)	\$734.0 billion	-0.1%*
Next release: April 21, 2026		
<small>* 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, April 1, 2026</small>		



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for February 2026, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$738.4 billion, up 0.6 percent (± 0.4 percent) from the previous month, and up 3.7 percent (± 0.5 percent) from February 2025. Total sales for the December 2025 through February 2026 period were up 3.1 percent (± 0.4 percent) from the same period a year ago. The December 2025 to January 2026 percent change was revised from down 0.2 percent (± 0.4 percent)* to down 0.1 percent (± 0.3 percent)*.

Retail trade sales were up 0.6 percent (± 0.5 percent) from January 2026, and up 3.5 percent (± 0.5 percent) from last year. Nonstore retailers were up 7.5 percent (± 1.6 percent) from last year, while food service and drinking places were up 5.2 percent (± 1.8 percent) from February 2025.

General Information

The March 2026 Advance Monthly Retail report is scheduled for release on April 21, 2026 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 <https://www.census.gov/retail/index.html>.

Data Inquiries

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Special Notice

The Annual Retail Trade Survey (ARTS) has transitioned to the Annual Integrated Economic Survey (AIES). As a result of this transition and the associated changes to data processing and integration, the Annual Revision Report for the Monthly Retail Trade Survey (MRTS) will be delayed. An updated release schedule will be provided once it becomes available.

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 (MARTS), 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 (MRTS). 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.

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 $\pm 1.753 \times 0.9$ 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.

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.

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RESOURCES

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.

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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							Adjusted ²				
		2 Month Total		2026		2025			2026		2025		
		2026	% Chg. 2025	Feb. ³ (a)	Jan. (p)	Dec. (r)	Feb.	Jan.	Feb. ³ (a)	Jan. (p)	Dec. (r)	Feb. (r)	Jan. (r)
	Retail & food services,												
	total	1,327,772	3.3	653,480	674,292	816,411	630,744	654,511	738,366	733,955	734,717	711,922	711,260
	Total (excl. motor vehicle & parts) ...	1,077,946	3.6	526,743	551,203	676,096	508,568	531,784	598,988	596,224	596,072	577,951	574,070
	Total (excl. gasoline stations)	1,236,099	3.7	608,436	627,663	767,127	585,394	606,934	685,989	682,030	681,780	659,189	658,042
	Total (excl. motor vehicle & parts & gasoline stations)	986,273	4.1	481,699	504,574	626,812	463,218	484,207	546,611	544,299	543,135	525,218	520,852
	Retail	1,144,500	3.0	562,351	582,149	716,924	543,970	566,662	638,224	634,233	634,830	616,775	615,145
	GAFO⁴	(*)	(*)	(*)	118,774	173,066	112,525	115,118	(*)	134,219	134,086	131,467	131,570
441	Motor vehicle & parts dealers	249,826	2.0	126,737	123,089	140,315	122,176	122,727	139,378	137,731	138,645	133,971	137,190
4411, 4412	Auto & other motor veh. dealers .	228,807	1.9	116,404	112,403	129,170	112,221	112,289	127,636	126,154	127,011	122,646	126,026
44111	New car dealers	(*)	(*)	(*)	96,033	112,126	94,762	95,762	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	10,686	11,145	9,955	10,438	(*)	11,577	11,634	11,325	11,164
442	Furniture & home furn. stores	19,866	-4.8	9,858	10,008	11,764	10,444	10,414	10,893	10,998	10,953	11,540	11,457
4421	Furniture stores	(*)	(*)	(*)	5,388	5,842	5,802	5,664	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	14,314	4.6	6,956	7,358	10,689	6,630	7,050	7,869	7,828	7,768	7,517	7,484
444	Building material & garden eq. & supplies dealers	66,448	3.1	32,726	33,722	38,130	31,549	32,904	41,195	41,011	40,762	39,682	39,280
4441	Building mat. & sup. dealers	(*)	(*)	(*)	29,187	32,629	27,387	28,596	(*)	35,335	35,085	34,277	33,882
445	Food & beverage stores	160,641	0.7	76,132	84,509	91,318	76,398	83,142	84,194	85,049	85,002	84,427	83,981
4451	Grocery stores	146,520	0.8	69,201	77,319	80,232	69,309	76,065	75,962	76,705	76,630	76,080	75,687
4453	Beer, wine & liquor stores	(*)	(*)	(*)	5,225	7,706	5,037	5,055	(*)	5,999	5,919	5,933	5,898
446	Health & personal care stores	74,164	1.8	36,383	37,781	45,615	35,484	37,352	39,850	38,949	40,119	38,823	37,806
44611	Pharmacies & drug stores	(*)	(*)	(*)	32,790	38,231	30,579	32,403	(*)	33,357	34,505	33,420	32,306
447	Gasoline stations	91,673	-1.3	45,044	46,629	49,284	45,350	47,577	52,377	51,925	52,937	52,733	53,218
448	Clothing & clothing accessories stores	42,613	6.2	22,102	20,511	41,920	20,653	19,461	27,541	27,002	27,176	25,680	25,942
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	1,982	3,469	2,323	2,238	(*)	2,622	2,622	2,819	3,000
44814	Family clothing stores	(*)	(*)	(*)	9,344	19,033	8,633	8,342	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,242	4,593	2,468	2,150	(*)	3,245	3,253	3,081	3,139
451	Sporting goods, hobby, musical instrument, & book stores	14,069	9.2	6,916	7,153	12,293	6,205	6,683	8,528	8,415	8,431	7,660	7,872
452	General merchandise stores	139,507	2.2	67,596	71,911	93,545	66,830	69,627	77,635	77,649	77,379	76,740	76,454
4522	Department stores	4,382	-7.8	2,373	2,009	5,962	2,525	2,227	3,126	3,035	3,228	3,305	3,309
4523	Gen. merchandise stores incl. warehouse clubs & supercenters.....	(*)	(*)	(*)	69,902	87,583	64,305	67,400	(*)	74,614	74,151	73,435	73,145
452311	Warehouse clubs & supercenters.....	(*)	(*)	(*)	61,454	76,147	56,585	59,400	(*)	65,238	64,861	64,448	64,216
452319	All oth. gen. merch. stores.....	(*)	(*)	(*)	8,448	11,436	7,720	8,000	(*)	9,376	9,290	8,987	8,929
453	Miscellaneous store retailers	27,866	11.6	13,789	14,077	16,285	12,389	12,581	15,918	15,740	15,496	14,442	14,118
454	Nonstore retailers	243,513	7.3	118,112	125,401	165,766	109,862	117,144	132,846	131,936	130,162	123,560	120,343
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	116,136	156,635	101,494	107,763	(*)	124,343	122,467	116,259	112,959
722	Food services & drinking places	183,272	5.0	91,129	92,143	99,487	86,774	87,849	100,142	99,722	99,887	95,147	96,115

(*) 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 nonemployees.

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, April 1, 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					
		Feb. 2026 Advance from --		Jan. 2026 Preliminary from --		Dec. 2025 through Feb. 2026 from --	
		Jan. 2026 (p)	Feb. 2025 (r)	Dec. 2025 (r)	Jan. 2025 (r)	Sep. 2025 through Nov. 2025	Dec. 2024 through Feb. 2025
	Retail & food services,						
	total	0.6	3.7	-0.1	3.2	0.4	3.1
	Total (excl. motor vehicle & parts)	0.5	3.6	0.0	3.9	0.5	3.6
	Total (excl. gasoline stations)	0.6	4.1	0.0	3.6	0.5	3.4
	Total (excl. motor vehicle & parts & gasoline stations)	0.4	4.1	0.2	4.5	0.6	4.0
	Retail	0.6	3.5	-0.1	3.1	0.5	2.9
441	Motor vehicle & parts dealers	1.2	4.0	-0.7	0.4	0.0	1.1
4411, 4412	Auto & other motor veh. dealers ...	1.2	4.1	-0.7	0.1	-0.1	0.9
442	Furniture & home furn. stores	-1.0	-5.6	0.4	-4.0	-1.5	-5.8
443	Electronics & appliance stores	0.5	4.7	0.8	4.6	1.4	4.3
444	Building material & garden eq. & supplies dealers	0.4	3.8	0.6	4.4	2.4	2.9
445	Food & beverage stores	-1.0	-0.3	0.1	1.3	-0.3	0.7
4451	Grocery stores	-1.0	-0.2	0.1	1.3	-0.4	0.8
446	Health & personal care stores	2.3	2.6	-2.9	3.0	-2.0	3.9
447	Gasoline stations	0.9	-0.7	-1.9	-2.4	-0.2	-0.5
448	Clothing & clothing accessories stores	2.0	7.2	-0.6	4.1	0.1	5.4
451	Sporting goods, hobby, musical instrument, & book stores	1.3	11.3	-0.2	6.9	2.8	8.1
452	General merchandise stores	0.0	1.2	0.3	1.6	0.3	1.3
4522	Department stores	3.0	-5.4	-6.0	-8.3	-5.7	-4.8
453	Miscellaneous store retailers	1.1	10.2	1.6	11.5	3.0	10.6
454	Nonstore retailers	0.7	7.5	1.4	9.6	1.8	7.6
722	Food services & drinking places	0.4	5.2	-0.2	3.8	0.0	4.5

(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, April 1, 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 Feb. 2026

(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)	1.3	0.2	0.1	0.3	0.0	0.1
	Total (excl. gasoline stations)	1.0	0.2	0.1	0.3	0.0	0.1
	Total (excl. motor vehicle & parts & gasoline stations)	1.3	0.3	0.1	0.3	0.0	0.1
	Retail, total	0.9	0.3	0.1	0.3	0.0	0.1
441	Motor vehicle & parts dealers	1.7	0.7	0.3	0.8	0.0	0.1
4411, 4412	Auto & other motor veh. dealers	2.0	0.8	0.3	1.0	0.0	0.2
442	Furniture & home furn. stores	2.8	1.8	0.8	1.9	-0.6	0.5
443	Electronics & appliance stores	2.3	1.1	0.7	1.2	0.3	0.5
444	Building material & garden eq. & supplies dealers	3.6	0.9	0.5	1.0	-0.1	0.1
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	0.3	0.0	0.2
446	Health & personal care stores	3.8	0.4	0.3	0.7	0.1	0.1
447	Gasoline stations	1.5	0.4	0.3	0.5	0.2	0.3
448	Clothing & clothing accessories stores	3.2	1.1	0.6	1.0	0.2	0.4
451	Sporting goods, hobby, musical instrument, & book stores	3.4	1.2	0.8	1.5	0.1	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	-0.2	0.1
453	Miscellaneous store retailers	4.6	2.4	1.5	2.9	0.0	0.7
454	Nonstore retailers	2.6	0.4	0.4	0.9	-0.1	0.3
722	Food services & drinking places	3.2	0.9	0.6	1.0	0.2	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, April 1, 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>.