

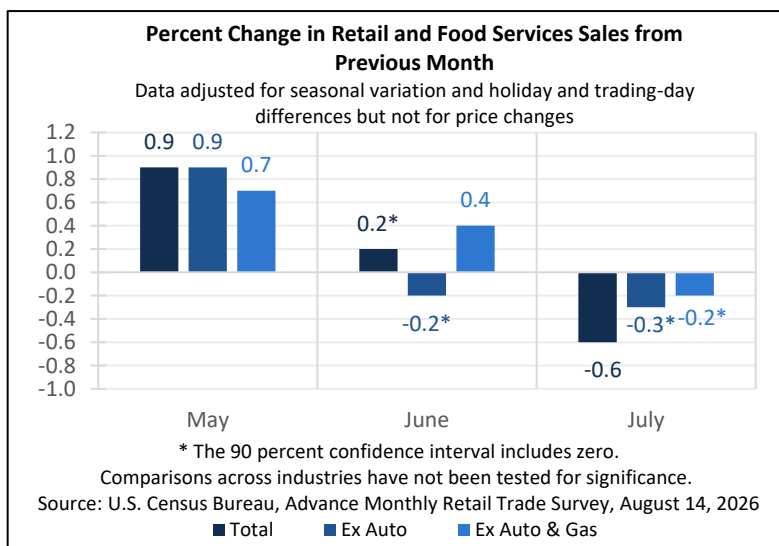
FOR RELEASE AT 8:30 AM EDT, FRIDAY, AUGUST 14, 2026

ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, JULY 2026

Release Number: CB26-131

August 14, 2026 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for July 2026:

ADVANCE MONTHLY SALES		
July 2026	\$763.6 billion	-0.6%
June 2026 (revised)	\$768.1 billion	0.2%*
Next release: September 16, 2026		
* 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, August 14, 2026		



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for July 2026, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$763.6 billion, down 0.6 percent (± 0.4 percent) from the previous month, but up 5.0 percent (± 0.5 percent) from July 2025. Total sales for the May 2026 through July 2026 period were up 6.3 percent (± 0.5 percent) from the same period a year ago. The May 2026 to June 2026 percent change was unrevised from up 0.2 percent (± 0.3 percent)*.

GENERAL INFORMATION

Release Schedule

The August 2026 Advance Monthly Retail report is scheduled for release on September 16, 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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Media Inquiries

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Intention to Revise

Monthly retail sales estimates are anticipated to be revised based on historical corrections and the results of the 2023 and 2024 Annual Integrated Economic Survey. Revised not adjusted estimates and corresponding adjusted estimates are tentatively scheduled for release on September 28, 2026 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 (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.

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/

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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				
		7 Month Total		2026			2025		2026			2025	
		2026	% Chg. 2025	Jul. ³ (a)	Jun. (p)	May (r)	Jul.	Jun.	Jul. ³ (a)	Jun. (p)	May (r)	Jul. (r)	Jun. (r)
	Retail & food services,												
	total	5,205,724	5.2	784,610	777,641	796,140	745,651	716,698	763,602	768,072	766,192	727,176	719,484
	Total (excl. motor vehicle & parts) ...	4,218,338	6.0	636,537	630,548	648,269	601,050	581,726	622,176	624,086	625,517	588,336	583,995
	Total (excl. gasoline stations)	4,792,814	4.4	719,222	713,283	727,320	689,311	663,111	703,723	707,642	702,054	675,630	668,739
	Total (excl. motor vehicle & parts & gasoline stations)	3,805,428	5.1	571,149	566,190	579,449	544,710	528,139	562,297	563,656	561,379	536,790	533,250
	Retail	4,493,944	5.3	677,431	672,357	685,550	644,493	616,031	660,047	665,054	663,604	628,581	620,791
	GAFO⁴	(*)	(*)	(*)	135,239	142,893	133,091	129,088	(*)	138,335	138,228	133,535	132,716
441	Motor vehicle & parts dealers	987,386	1.8	148,073	147,093	147,871	144,601	134,972	141,426	143,986	140,675	138,840	135,489
4411, 4412	Auto & other motor veh. dealers .	904,594	1.6	135,388	134,521	135,851	132,754	123,358	129,310	132,013	128,891	127,525	124,103
44111	New car dealers	(*)	(*)	(*)	110,417	112,013	111,378	101,888	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	12,572	12,020	11,847	11,614	(*)	11,973	11,784	11,315	11,386
442	Furniture & home furn. stores	76,887	-1.7	11,800	11,270	11,508	11,808	11,053	11,346	11,315	11,327	11,486	11,336
4421	Furniture stores	(*)	(*)	(*)	5,943	6,240	6,363	5,903	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	53,145	6.4	8,032	7,769	7,896	7,647	7,147	8,113	8,152	8,149	7,748	7,619
444	Building material & garden eq. & supplies dealers.....	296,107	4.6	45,701	47,822	47,565	43,162	43,863	42,583	42,456	41,956	39,912	40,251
4441	Building mat. & sup. dealers	(*)	(*)	(*)	41,116	39,947	37,667	37,658	(*)	36,645	36,118	34,305	34,740
445	Food & beverage stores.....	588,727	1.0	88,280	84,421	88,817	86,847	83,344	85,526	85,487	85,588	84,749	84,565
4451	Grocery stores	532,748	1.1	79,303	75,888	80,143	78,193	75,009	76,993	77,044	77,209	76,360	76,229
4453	Beer, wine & liquor stores	(*)	(*)	(*)	6,134	6,273	6,228	5,950	(*)	6,037	6,009	5,977	5,932
446	Health & personal care stores	274,093	2.1	40,586	40,184	39,686	39,981	39,043	40,505	40,224	40,372	40,061	39,799
44611	Pharmacies & drug stores	(*)	(*)	(*)	34,468	34,042	34,661	33,477	(*)	34,572	34,631	34,523	34,195
447	Gasoline stations	412,910	14.9	65,388	64,358	68,820	56,340	53,587	59,879	60,430	64,138	51,546	50,745
448	Clothing & clothing accessories stores	179,189	5.8	28,117	26,291	29,282	26,670	24,976	28,313	27,786	27,986	26,953	26,647
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	2,451	2,905	2,649	2,613	(*)	2,602	2,648	2,728	2,801
44814	Family clothing stores	(*)	(*)	(*)	12,864	13,806	12,756	11,792	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	3,059	3,328	3,569	2,993	(*)	3,303	3,272	3,305	3,253
451	Sporting goods, hobby, musical instrument, & book stores	56,769	10.4	8,909	8,877	8,764	8,024	7,749	8,936	8,940	8,897	8,113	7,940
452	General merchandise stores.....	534,070	3.3	79,823	78,201	82,976	76,422	75,629	79,761	79,558	79,432	76,919	76,764
4522	Department stores	19,854	0.1	3,023	2,981	3,437	2,898	2,909	3,329	3,327	3,327	3,249	3,207
4523	Gen. merchandise stores incl. warehouse clubs & supercenters.....	(*)	(*)	(*)	75,220	79,539	73,524	72,720	(*)	76,231	76,105	73,670	73,557
452311	Warehouse clubs & supercenters.....	(*)	(*)	(*)	65,826	69,389	64,628	63,736	(*)	66,761	66,592	64,499	64,445
452319	All oth. gen. merch. stores.....	(*)	(*)	(*)	9,394	10,150	8,896	8,984	(*)	9,470	9,513	9,171	9,112
453	Miscellaneous store retailers	112,636	11.2	17,489	18,051	17,598	15,673	15,883	16,760	16,673	16,324	15,144	15,062
454	Nonstore retailers	922,025	10.2	135,233	138,020	134,767	127,318	118,785	136,899	140,047	138,760	127,110	124,574
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	131,360	128,010	121,095	112,812	(*)	132,286	130,890	119,896	117,513
722	Food services & drinking places	711,780	4.2	107,179	105,284	110,590	101,158	100,667	103,555	103,018	102,588	98,595	98,693

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

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, August 14, 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					
		Jul. 2026 Advance from --		Jun. 2026 Preliminary from --		May 2026 through Jul. 2026 from --	
		Jun. 2026 (p)	Jul. 2025 (r)	May 2026 (r)	Jun. 2025 (r)	Feb. 2026 through Apr. 2026	May 2025 through Jul. 2025
	Retail & food services,						
	total	-0.6	5.0	0.2	6.8	1.9	6.3
	Total (excl. motor vehicle & parts)	-0.3	5.8	-0.2	6.9	1.9	6.8
	Total (excl. gasoline stations)	-0.6	4.2	0.8	5.8	1.6	5.2
	Total (excl. motor vehicle & parts & gasoline stations)	-0.2	4.8	0.4	5.7	1.6	5.5
	Retail	-0.8	5.0	0.2	7.1	1.8	6.6
441	Motor vehicle & parts dealers	-1.8	1.9	2.4	6.3	1.9	4.2
4411, 4412	Auto & other motor veh. dealers ...	-2.0	1.4	2.4	6.4	1.9	4.2
442	Furniture & home furn. stores	0.3	-1.2	-0.1	-0.2	1.6	-0.5
443	Electronics & appliance stores	-0.5	4.7	0.0	7.0	0.8	6.2
444	Building material & garden eq. & supplies dealers.....	0.3	6.7	1.2	5.5	1.6	6.0
445	Food & beverage stores.....	0.0	0.9	-0.1	1.1	0.8	1.4
4451	Grocery stores	-0.1	0.8	-0.2	1.1	0.7	1.4
446	Health & personal care stores	0.7	1.1	-0.4	1.1	1.0	1.8
447	Gasoline stations	-0.9	16.2	-5.8	19.1	5.3	20.9
448	Clothing & clothing accessories stores	1.9	5.0	-0.7	4.3	0.9	5.2
451	Sporting goods, hobby, musical instrument, & book stores	0.0	10.1	0.5	12.6	2.3	11.5
452	General merchandise stores.....	0.3	3.7	0.2	3.6	1.2	3.7
4522	Department stores	0.1	2.5	0.0	3.7	2.7	3.1
453	Miscellaneous store retailers	0.5	10.7	2.1	10.7	4.5	10.6
454	Nonstore retailers	-2.2	7.7	0.9	12.4	1.6	10.4
722	Food services & drinking places	0.5	5.0	0.4	4.4	2.5	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, August 14, 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 Jul. 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	1.1	0.2	0.1	0.3	0.0	0.1
	Total (excl. motor vehicle & parts)	1.3	0.2	0.1	0.4	0.0	0.1
	Total (excl. gasoline stations)	1.1	0.2	0.1	0.4	0.0	0.1
	Total (excl. motor vehicle & parts & gasoline stations)	1.4	0.2	0.1	0.4	0.0	0.1
	Retail, total	1.0	0.2	0.1	0.3	0.0	0.1
441	Motor vehicle & parts dealers	1.8	0.7	0.4	0.9	0.0	0.1
4411, 4412	Auto & other motor veh. dealers	2.1	0.7	0.4	1.0	0.0	0.2
442	Furniture & home furn. stores.....	2.6	1.7	0.9	1.9	-0.3	0.5
443	Electronics & appliance stores	2.3	1.2	0.7	1.3	0.1	0.5
444	Building material & garden eq. & supplies dealers.....	3.7	0.8	0.6	1.1	0.1	0.2
445	Food & beverage stores.....	0.6	0.2	0.2	0.3	0.0	0.2
4451	Grocery stores	0.7	0.1	0.1	0.3	0.0	0.2
446	Health & personal care stores	3.9	0.4	0.3	0.6	0.1	0.2
447	Gasoline stations	1.5	0.4	0.2	0.5	-0.3	0.4
448	Clothing & clothing accessories stores	3.3	1.0	0.6	1.1	0.3	0.4
451	Sporting goods, hobby, musical instrument, & book stores	3.6	1.4	0.9	1.5	0.0	0.6
452	General merchandise stores.....	1.0	0.1	0.1	0.2	0.0	0.1
4522	Department stores	0.0	0.0	0.0	0.0	0.3	0.4
453	Miscellaneous store retailers	4.8	2.2	1.5	3.2	0.1	0.9
454	Nonstore retailers	2.8	0.3	0.4	1.1	-0.2	0.4
722	Food services & drinking places	3.2	0.9	0.6	1.0	0.2	0.2

(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, August 14, 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
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