

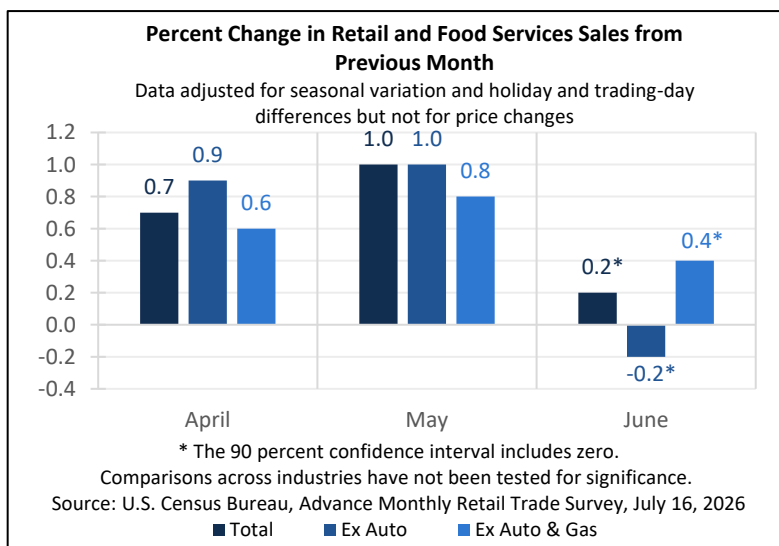
FOR RELEASE AT 8:30 AM EDT, THURSDAY, JULY 16, 2026

ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, JUNE 2026

Release Number: CB26-113

July 16, 2026 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for June 2026:

ADVANCE MONTHLY SALES		
June 2026	\$768.6 billion	0.2%*
May 2026 (revised)	\$766.9 billion	1.0%
Next release: August 14, 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, July 16, 2026		



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for June 2026, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$768.6 billion, up 0.2 percent (± 0.4 percent)* from the previous month, and up 6.7 percent (± 0.5 percent) from June 2025. Total sales for the April 2026 through June 2026 period were up 6.4 percent (± 0.5 percent) from the same period a year ago. The April 2026 to May 2026 percent change was revised from up 0.9 percent (± 0.4 percent) to up 1.0 percent (± 0.2 percent).

GENERAL INFORMATION

Release Schedule

The July 2026 Advance Monthly Retail report is scheduled for release on August 14, 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				
		6 Month Total		2026			2025		2026			2025	
		2026	% Chg. 2025	Jun. ³ (a)	May (p)	Apr. (r)	Jun.	May	Jun. ³ (a)	May (p)	Apr. (r)	Jun. (r)	May (r)
	Retail & food services,												
	total	4,420,287	5.1	776,915	796,039	755,742	716,698	753,313	768,553	766,876	759,097	720,164	714,513
	Total (excl. motor vehicle & parts) ...	3,581,862	6.0	630,725	648,153	610,745	581,726	608,383	625,024	625,987	619,754	584,414	580,042
	Total (excl. gasoline stations)	4,072,295	4.4	712,087	727,219	692,193	663,111	698,773	707,966	702,917	696,733	669,610	664,246
	Total (excl. motor vehicle & parts & gasoline stations)	3,233,870	5.1	565,897	579,333	547,196	528,139	553,843	564,437	562,028	557,390	533,860	529,775
	Retail	3,816,381	5.3	672,368	685,407	654,070	616,031	647,306	666,056	664,439	657,830	621,374	616,540
	GAFO⁴	(*)	(*)	(*)	142,730	129,793	129,088	137,385	(*)	138,162	137,355	132,677	132,181
441	Motor vehicle & parts dealers	838,425	1.6	146,190	147,886	144,997	134,972	144,930	143,529	140,889	139,343	135,750	134,471
4411, 4412	Auto & other motor veh. dealers .	768,561	1.5	133,871	135,856	132,766	123,358	132,807	131,763	129,141	127,537	124,353	122,969
44111	New car dealers	(*)	(*)	(*)	112,021	110,432	101,888	110,366	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	12,030	12,231	11,614	12,123	(*)	11,748	11,806	11,397	11,502
442	Furniture & home furn. stores	65,128	-2.0	11,300	11,519	10,840	11,053	11,766	11,323	11,326	11,152	11,325	11,335
4421	Furniture stores	(*)	(*)	(*)	6,256	5,678	5,903	6,362	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	45,238	7.0	7,894	7,896	7,429	7,147	7,437	8,249	8,182	8,200	7,595	7,628
444	Building material & garden eq. & supplies dealers.....	249,351	3.9	46,883	47,449	46,563	43,863	46,780	41,785	41,739	41,853	40,364	39,682
4441	Building mat. & sup. dealers	(*)	(*)	(*)	39,962	39,280	37,658	39,483	(*)	36,002	36,203	34,804	34,363
445	Food & beverage stores.....	500,298	0.9	84,320	88,769	83,200	83,344	87,339	85,449	85,612	85,455	84,585	83,772
4451	Grocery stores	453,232	1.0	75,706	80,112	75,343	75,009	78,580	76,937	77,254	77,117	76,229	75,413
4453	Beer, wine & liquor stores	(*)	(*)	(*)	6,257	5,617	5,950	6,310	(*)	5,993	5,988	5,944	5,953
446	Health & personal care stores	233,192	2.0	39,837	39,718	39,324	39,043	39,339	39,917	40,241	40,086	39,840	39,143
44611	Pharmacies & drug stores	(*)	(*)	(*)	34,074	33,929	33,477	33,826	(*)	34,699	34,516	34,125	33,792
447	Gasoline stations	347,992	14.8	64,828	68,820	63,549	53,587	54,540	60,587	63,959	62,364	50,554	50,267
448	Clothing & clothing accessories stores	151,087	5.9	26,377	29,211	25,869	24,976	27,920	27,864	27,952	27,706	26,576	26,307
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	2,920	2,736	2,613	3,034	(*)	2,674	2,693	2,768	2,738
44814	Family clothing stores	(*)	(*)	(*)	13,706	12,098	11,792	12,817	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	3,339	2,998	2,993	3,336	(*)	3,286	3,280	3,236	3,245
451	Sporting goods, hobby, musical instrument, & book stores	48,153	11.0	9,125	8,809	7,952	7,749	7,869	9,071	8,952	8,885	7,875	7,948
452	General merchandise stores.....	454,110	3.0	78,072	82,968	75,658	75,629	79,804	79,478	79,433	79,080	76,791	76,439
4522	Department stores	16,810	-0.7	2,976	3,421	3,062	2,909	3,333	3,325	3,321	3,289	3,207	3,230
4523	Gen. merchandise stores incl. warehouse clubs & supercenters.....	(*)	(*)	(*)	79,547	72,596	72,720	76,471	(*)	76,112	75,791	73,584	73,209
452311	Warehouse clubs & supercenters.....	(*)	(*)	(*)	69,389	63,406	63,736	66,749	(*)	66,592	66,394	64,445	64,182
452319	All oth. gen. merch. stores.....	(*)	(*)	(*)	10,158	9,190	8,984	9,722	(*)	9,520	9,397	9,139	9,027
453	Miscellaneous store retailers	94,358	10.2	17,378	17,482	15,508	15,883	16,248	16,139	16,188	15,671	15,228	14,762
454	Nonstore retailers	789,049	11.3	140,164	134,880	133,181	118,785	123,334	142,665	139,966	138,035	124,891	124,786
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	128,070	126,046	112,812	117,077	(*)	132,031	130,618	117,881	117,902
722	Food services & drinking places	603,906	3.8	104,547	110,632	101,672	100,667	106,007	102,497	102,437	101,267	98,790	97,973

(*) 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, July 16, 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					
		Jun. 2026 Advance from --		May 2026 Preliminary from --		Apr. 2026 through Jun. 2026 from --	
		May 2026 (p)	Jun. 2025 (r)	Apr. 2026 (r)	May 2025 (r)	Jan. 2026 through Mar. 2026	Apr. 2025 through Jun. 2025
	Retail & food services,						
	total	0.2	6.7	1.0	7.3	2.9	6.4
	Total (excl. motor vehicle & parts)	-0.2	6.9	1.0	7.9	3.2	7.2
	Total (excl. gasoline stations)	0.7	5.7	0.9	5.8	2.1	5.1
	Total (excl. motor vehicle & parts & gasoline stations)	0.4	5.7	0.8	6.1	2.1	5.6
	Retail	0.2	7.2	1.0	7.8	3.0	6.8
441	Motor vehicle & parts dealers	1.9	5.7	1.1	4.8	1.7	3.0
4411, 4412	Auto & other motor veh. dealers ...	2.0	6.0	1.3	5.0	1.8	3.0
442	Furniture & home furn. stores	0.0	0.0	1.6	-0.1	1.3	-1.1
443	Electronics & appliance stores	0.8	8.6	-0.2	7.3	3.1	8.0
444	Building material & garden eq. & supplies dealers.....	0.1	3.5	-0.3	5.2	1.0	3.8
445	Food & beverage stores.....	-0.2	1.0	0.2	2.2	1.0	1.5
4451	Grocery stores	-0.4	0.9	0.2	2.4	1.0	1.6
446	Health & personal care stores	-0.8	0.2	0.4	2.8	1.2	1.7
447	Gasoline stations	-5.3	19.8	2.6	27.2	13.6	23.2
448	Clothing & clothing accessories stores	-0.3	4.8	0.9	6.3	1.0	5.6
451	Sporting goods, hobby, musical instrument, & book stores	1.3	15.2	0.8	12.6	4.8	13.7
452	General merchandise stores.....	0.1	3.5	0.4	3.9	1.4	3.6
4522	Department stores	0.1	3.7	1.0	2.8	4.8	3.1
453	Miscellaneous store retailers	-0.3	6.0	3.3	9.7	0.4	8.5
454	Nonstore retailers	1.9	14.2	1.4	12.2	4.3	12.6
722	Food services & drinking places	0.1	3.8	1.2	4.6	2.1	3.8

(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, July 16, 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 Jun. 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
441 4411, 4412 442 443 444 445 4451 446 447 448 451 452 4522 453 454 722	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)	1.1	0.2	0.1	0.3	0.0	0.1
	Total (excl. motor vehicle & parts & gasoline stations)	1.3	0.2	0.1	0.4	0.0	0.1
	Retail, total	1.0	0.2	0.1	0.3	0.0	0.1
	Motor vehicle & parts dealers	1.8	0.7	0.4	0.9	0.0	0.1
	Auto & other motor veh. dealers	2.1	0.7	0.4	1.0	0.0	0.2
	Furniture & home furn. stores.....	2.8	1.7	0.9	1.9	-0.3	0.5
	Electronics & appliance stores	2.3	1.2	0.7	1.3	0.4	0.5
	Building material & garden eq. & supplies dealers.....	3.7	0.8	0.5	1.1	0.0	0.1
	Food & beverage stores.....	0.6	0.2	0.2	0.3	0.0	0.2
	Grocery stores	0.7	0.1	0.1	0.3	0.0	0.1
	Health & personal care stores	3.9	0.4	0.3	0.6	0.1	0.1
	Gasoline stations	1.5	0.4	0.3	0.5	-0.2	0.4
	Clothing & clothing accessories stores	3.2	1.1	0.6	1.1	0.4	0.5
	Sporting goods, hobby, musical instrument, & book stores	3.4	1.4	0.9	1.5	0.1	0.6
	General merchandise stores.....	1.0	0.1	0.1	0.2	0.0	0.1
	Department stores	0.0	0.0	0.0	0.0	0.3	0.4
	Miscellaneous store retailers	4.7	2.3	1.5	3.0	0.0	0.9
	Nonstore retailers	2.8	0.3	0.4	1.1	-0.1	0.3
	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, July 16, 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>.