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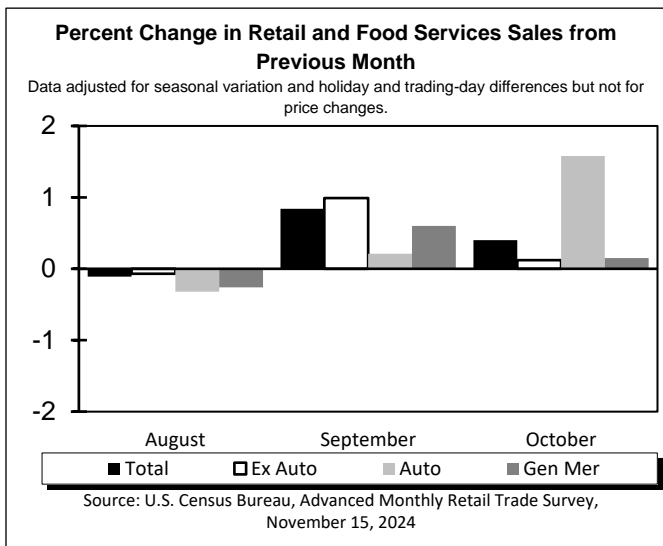
ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, OCTOBER 2024

Release Number: CB24-184

November 15, 2024 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for October 2024:

ADVANCE MONTHLY SALES		
October 2024	$718.9 billion	+0.4%*
September 2024 (revised)	$716.0 billion	+0.8%
Next release: December 17, 2024		

* 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, November 15, 2024

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, November 15, 2024

Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for October 2024, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were $718.9 billion, an increase of 0.4 percent (±0.5 percent)* from the previous month, and up 2.8 percent (±0.5 percent) from October 2023. Total sales for the August 2024 through October 2024 period were up 2.3 percent (±0.5 percent) from the same period a year ago. The August 2024 to September 2024 percent change was revised from up 0.4 percent (±0.5 percent)* to up 0.8 percent (±0.2 percent).

Retail trade sales were up 0.4 percent (±0.5 percent)* from September 2024, and up 2.6 percent (±0.5 percent) from last year. Nonstore retailers were up 7.0 percent (±1.4 percent) from last year, while food services and drinking places were up 4.3 percent (±2.1 percent) from October 2023.

General Information

The November 2024 Advance Monthly Retail report is scheduled for release on December 17, 2024 at 8:30 a.m. EST. 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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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>.

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>

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 second quarter 2024 Quarterly Services Report was released on August 19, 2024 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>

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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 10 Month Total 2024	% Chg. 2023	Not Adjusted 2024 Oct.[3] (a)	Sep. (p)	Aug. (r)	Not Adjusted 2023 Oct.	Sep.	Adjusted[2] 2024 Oct.[3] (a)	Sep. (p)	Aug. (r)	Adjusted[2] 2023 Oct. (r)	Sep. (r)
	Retail & food services, total	7,009,152	2.8	730,037	683,242	733,560	697,816	681,679	718,867	716,026	710,038	698,956	702,109
	Total (excl. motor vehicle & parts) ...	5,660,656	3.1	592,583	554,961	590,123	568,837	548,817	582,521	581,804	576,099	567,104	567,782
	Total (excl. gasoline stations)	6,474,422	3.3	675,862	631,696	676,701	640,048	623,885	667,124	664,325	657,874	643,249	644,488
	Total (excl. motor vehicle & parts & gasoline stations)	5,125,926	3.7	538,408	503,415	533,264	511,069	491,023	530,778	530,103	523,935	511,397	510,161
	Retail	6,055,729	2.4	632,371	589,332	633,664	604,435	589,258	621,590	619,411	614,535	605,668	609,130
	GAFO[4]	(*)	(*)	(*)	123,115	137,230	127,192	123,919	(*)	131,835	131,292	129,095	129,525
441	Motor vehicle & parts dealers	1,348,496	1.5	137,454	128,281	143,437	128,979	132,862	136,346	134,222	133,939	131,852	134,327
4411, 4412	Auto & other motor veh. dealers .	1,232,469	1.3	125,441	116,948	131,084	117,155	121,541	125,066	122,716	122,394	120,406	123,017
44111	New car dealers	(*)	(*)	(*)	96,695	108,560	97,143	99,898	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores............	(*)	(*)	(*)	11,333	12,353	11,824	11,321	(*)	11,506	11,545	11,446	11,310
442	Furniture & home furn. stores	110,177	-3.9	11,306	11,250	11,941	10,894	11,462	11,183	11,329	11,254	11,015	11,226
4421	Furniture stores	(*)	(*)	(*)	6,089	6,333	5,752	6,474	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	73,254	0.2	7,362	7,010	7,655	7,441	7,533	7,590	7,418	7,640	7,767	7,798
444	Building material & garden eq. & supplies dealers.....................................	414,703	-1.0	44,901	40,359	42,930	41,941	39,883	41,895	41,683	41,274	40,763	40,975
4441	Building mat. & sup. dealers	(*)	(*)	(*)	35,698	38,245	36,331	34,782	(*)	36,464	36,114	35,136	35,276
445	Food & beverage stores.........................	823,895	2.2	84,616	81,186	85,262	81,437	80,681	84,226	84,108	83,305	82,048	81,966
4451	Grocery stores	739,589	2.0	75,793	72,878	76,348	73,031	72,346	75,341	75,287	74,559	73,472	73,448
4453	Beer, wine & liquor stores	(*)	(*)	(*)	5,766	6,324	5,847	5,894	(*)	6,173	6,122	6,040	6,002
446	Health & personal care stores	368,439	2.9	39,782	37,672	38,044	38,434	35,946	38,179	38,598	37,742	37,570	36,568
44611	Pharmacies & drug stores	(*)	(*)	(*)	31,854	31,834	32,912	30,101	(*)	32,438	31,739	31,525	30,559
447	Gasoline stations	534,730	-2.8	54,175	51,546	56,859	57,768	57,794	51,743	51,701	52,164	55,707	57,621
448	Clothing & clothing accessories stores	243,634	2.4	24,969	23,142	27,215	23,933	23,332	26,242	26,285	26,053	25,499	25,566
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	2,673	3,057	2,976	2,959	(*)	2,950	3,042	3,126	3,161
44814	Family clothing stores	(*)	(*)	(*)	9,954	11,808	10,246	9,739	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,728	4,067	3,003	3,078	(*)	3,069	3,131	3,322	3,338
451	Sporting goods, hobby, musical instrument, & book stores	77,917	-3.5	7,796	7,756	8,893	7,924	8,209	8,146	8,234	8,159	8,430	8,428
452	General merchandise stores..................	734,077	2.9	76,320	71,376	78,633	73,832	70,746	76,234	76,118	75,662	73,944	74,066
4521	Department stores	102,533	-1.2	10,448	9,871	11,398	10,342	10,112	10,867	10,887	10,839	10,871	11,020
4529	Other general merch. stores....	(*)	(*)	(*)	61,505	67,235	63,490	60,634	(*)	65,231	64,823	63,073	63,046
45291	Warehouse clubs & supercenters................................	(*)	(*)	(*)	52,904	58,183	54,658	52,218	(*)	56,042	55,624	54,170	54,168
45299	All oth. gen. merch. stores............	(*)	(*)	(*)	8,601	9,052	8,832	8,416	(*)	9,189	9,199	8,903	8,878
453	Miscellaneous store retailers	152,057	6.1	16,385	15,335	15,760	15,502	14,548	15,331	15,585	15,253	14,736	14,504
454	Nonstore retailers	1,174,350	8.1	127,305	114,419	117,035	116,350	106,262	124,475	124,130	122,090	116,337	116,085
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	106,549	109,273	106,703	97,306	(*)	115,313	113,589	106,810	105,998
722	Food services & drinking places	953,423	5.0	97,666	93,910	99,896	93,381	92,421	97,277	96,615	95,503	93,288	92,979

(*) 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, November 15, 2024. (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 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]					
		Oct. 2024 Advance from --		Sep. 2024 Preliminary from --		Aug. 2024 through Oct. 2024 from --	
		Sep. 2024 (p)	Oct. 2023 (r)	Aug. 2024 (r)	Sep. 2023 (r)	May 2024 through Jul. 2024	Aug. 2023 through Oct. 2023
	Retail & food services, total	0.4	2.8	0.8	2.0	1.3	2.3
	Total (excl. motor vehicle & parts)	0.1	2.7	1.0	2.5	1.1	2.5
	Total (excl. gasoline stations)	0.4	3.7	1.0	3.1	1.5	3.2
	Total (excl. motor vehicle & parts & gasoline stations)	0.1	3.8	1.2	3.9	1.4	3.6
	Retail	0.4	2.6	0.8	1.7	1.2	2.0
441	Motor vehicle & parts dealers	1.6	3.4	0.2	-0.1	2.0	1.4
4411, 4412	Auto & other motor veh. dealers ...	1.9	3.9	0.3	-0.2	2.3	1.4
442	Furniture & home furn. stores	-1.3	1.5	0.7	0.9	1.1	0.8
443	Electronics & appliance stores	2.3	-2.3	-2.9	-4.9	-4.0	-2.4
444	Building material & garden eq. & supplies dealers.....................................	0.5	2.8	1.0	1.7	2.2	1.6
445	Food & beverage stores...........................	0.1	2.7	1.0	2.6	0.9	2.3
4451	Grocery stores	0.1	2.5	1.0	2.5	1.0	2.2
446	Health & personal care stores	-1.1	1.6	2.3	5.6	3.0	3.4
447	Gasoline stations	0.1	-7.1	-0.9	-10.3	-1.8	-7.9
448	Clothing & clothing accessories stores	-0.2	2.9	0.9	2.8	-0.2	2.1
451	Sporting goods, hobby, musical instrument, & book stores	-1.1	-3.4	0.9	-2.3	-0.2	-3.2
452	General merchandise stores...................	0.2	3.1	0.6	2.8	0.7	2.6
4521	Department stores	-0.2	0.0	0.4	-1.2	-0.9	-1.1
453	Miscellaneous store retailers	-1.6	4.0	2.2	7.5	1.9	7.1
454	Nonstore retailers	0.3	7.0	1.7	6.9	1.8	6.8
722	Food services & drinking places	0.7	4.3	1.2	3.9	2.1	4.0

(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, November 15, 2024. (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 Oct. 2024

(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	0.1	0.3	0.0	0.2
	Total (excl. motor vehicle & parts)	1.1	0.2	0.2	0.3	0.1	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**	**0.1**	**0.2**
441	**Motor vehicle & parts dealers ....**	**1.6**	**0.8**	**0.4**	**1.0**	**0.0**	**0.4**
4411, 4412	Auto & other motor veh. dealers	1.7	0.9	0.5	1.1	0.0	0.4
442	**Furniture & home furn. stores................**	**2.9**	**1.6**	**0.8**	**1.9**	**0.6**	**1.3**
443	**Electronics & appliance stores ....**	**2.1**	**0.8**	**0.5**	**1.1**	**-0.2**	**0.6**
444	**Building material & garden eq. & supplies dealers....................................**	**3.1**	**0.8**	**0.6**	**1.2**	**0.1**	**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 ....**	**3.5**	**0.4**	**0.4**	**0.9**	**0.0**	**0.3**
447	**Gasoline stations ....**	**1.5**	**0.5**	**0.3**	**0.5**	**0.2**	**0.5**
448	**Clothing & clothing accessories stores ....**	**3.1**	**0.9**	**0.6**	**1.1**	**-0.1**	**0.3**
451	**Sporting goods, hobby, musical instrument, & book stores ....**	**2.5**	**1.0**	**0.9**	**1.4**	**-0.2**	**0.4**
452	**General merchandise stores...................**	**1.1**	**0.1**	**0.1**	**0.1**	**0.0**	**0.1**
4521	Department stores	0.0	0.0	0.0	0.0	0.0	0.2
453	**Miscellaneous store retailers ....**	**5.0**	**2.7**	**1.4**	**2.9**	**0.2**	**1.4**
454	**Nonstore retailers ....**	**2.2**	**0.5**	**0.4**	**0.8**	**0.2**	**0.3**
722	**Food services & drinking places ....**	**3.3**	**0.8**	**0.5**	**1.2**	**-0.1**	**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, November 15, 2024. (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>.