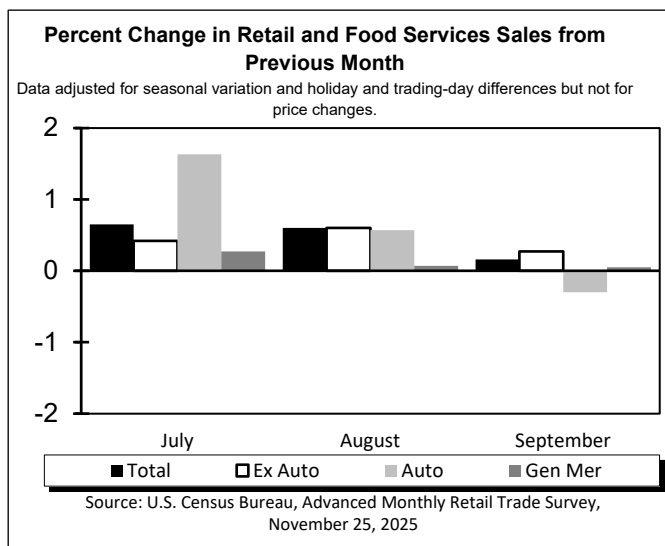


ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, SEPTEMBER 2025

Release Number: CB25-158

November 25, 2025 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for September 2025:

ADVANCE MONTHLY SALES		
September 2025	\$733.3 billion	+0.2%*
August 2025 (revised)	\$732.1 billion	+0.6%
Next release: To be determined. Report delayed due to recent lapse in federal funding.		
* 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 25, 2025		



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for September 2025, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$733.3 billion, up 0.2 percent (± 0.4 percent)* from the previous month, and up 4.3 percent (± 0.5 percent) from September 2024. Total sales for the July 2025 through September 2025 period were up 4.5 percent (± 0.4 percent) from the same period a year ago. The July 2025 to August 2025 percent change was unrevised from up 0.6 percent (± 0.2 percent).

Retail trade sales were up 0.1 percent (± 0.5 percent)* from August 2025, and up 3.9 percent (± 0.5 percent) from last year. Nonstore retailers were up 6.0 percent (± 1.2 percent) from last year, while food service and drinking places were up 6.7 percent (± 1.8 percent) from September 2024.

General Information

The U.S. Census Bureau is updating its economic indicator release calendar in coordination with other agencies and the Office of Management and Budget to address the impacts of the recent lapse in federal funding. We will provide the updated release schedule at <<https://www.census.gov/economic-indicators/calendar-listview-2025.html>> as soon as it becomes available.

Data Inquiries

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The full text and tables of this release can be found at <https://www.census.gov/retail/index.html>.

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, letters 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.

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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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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				
		9 Month Total		2025			2024		2025			2024	
		2025	% Chg. 2024	Sep. ³ (a)	Aug. (p)	Jul. (r)	Sep.	Aug.	Sep. ³ (a)	Aug. (p)	Jul. (r)	Sep. (r)	Aug. (r)
	Retail & food services,												
	total	6,404,446	4.0	708,950	745,372	745,651	670,818	720,251	733,258	732,059	727,727	703,285	697,039
	Total (excl. motor vehicle & parts) ...	5,154,027	3.7	573,276	600,132	601,050	544,692	579,418	593,905	592,282	588,742	570,714	564,844
	Total (excl. gasoline stations)	5,935,644	4.5	655,568	689,416	689,311	619,558	663,381	680,405	680,248	676,134	652,025	644,913
	Total (excl. motor vehicle & parts & gasoline stations)	4,685,225	4.4	519,894	544,176	544,710	493,432	522,548	541,052	540,471	537,149	519,454	512,718
	Retail	5,519,020	3.7	610,952	640,896	644,493	579,083	622,421	632,541	632,082	628,747	608,907	603,601
	GAFO⁴	(*)	(*)	(*)	138,789	133,091	121,284	134,695	(*)	133,730	133,697	130,049	128,989
441	Motor vehicle & parts dealers	1,250,419	5.1	135,674	145,240	144,601	126,126	140,833	139,353	139,777	138,985	132,571	132,195
4411, 4412	Auto & other motor veh. dealers .	1,147,577	5.4	124,309	133,315	132,754	115,109	128,817	128,022	128,311	127,648	121,295	120,955
44111	New car dealers	(*)	(*)	(*)	112,936	111,378	96,459	108,124	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	11,925	11,847	11,017	12,016	(*)	11,466	11,337	11,276	11,240
442	Furniture & home furn. stores	101,252	4.7	11,407	11,592	11,808	11,038	11,679	11,418	11,354	11,588	11,286	11,144
4421	Furniture stores	(*)	(*)	(*)	6,220	6,363	6,006	6,239	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	64,939	0.1	7,381	7,628	7,647	6,883	7,512	7,689	7,728	7,748	7,230	7,504
444	Building material & garden eq. & supplies dealers.....	363,751	-0.9	40,360	40,302	43,162	40,035	42,578	40,153	40,090	39,989	41,152	40,896
4441	Building mat. & sup. dealers	(*)	(*)	(*)	35,503	37,667	35,365	37,893	(*)	34,536	34,399	35,940	35,748
445	Food & beverage stores.....	752,305	2.7	82,725	86,818	86,847	80,422	84,417	85,516	85,341	84,791	83,240	82,540
4451	Grocery stores	680,099	2.9	74,828	78,272	78,193	72,532	75,923	77,142	76,888	76,360	74,852	74,216
4453	Beer, wine & liquor stores	(*)	(*)	(*)	6,144	6,228	5,658	6,203	(*)	6,012	6,000	6,051	6,005
446	Health & personal care stores	349,017	7.1	40,665	39,829	39,981	37,708	38,017	40,584	40,150	40,182	38,438	37,678
44611	Pharmacies & drug stores	(*)	(*)	(*)	34,223	34,661	32,488	32,405	(*)	34,604	34,523	33,016	32,148
447	Gasoline stations	468,802	-2.4	53,382	55,956	56,340	51,260	56,870	52,853	51,811	51,593	51,260	52,126
448	Clothing & clothing accessories stores	221,727	5.2	24,024	28,343	26,670	22,259	26,262	27,043	27,240	26,978	25,356	24,957
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	2,750	2,649	2,479	2,836	(*)	2,775	2,742	2,761	2,833
44814	Family clothing stores	(*)	(*)	(*)	13,195	12,756	9,852	11,621	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	4,343	3,569	2,743	4,100	(*)	3,320	3,308	3,124	3,123
451	Sporting goods, hobby, musical instrument, & book stores	67,936	0.7	7,609	8,922	8,024	7,455	8,550	7,951	8,155	8,072	7,965	7,801
452	General merchandise stores.....	669,126	2.2	72,041	79,847	76,422	71,270	78,018	77,097	77,056	77,002	75,913	75,258
4522	Department stores	25,591	-2.9	2,717	3,046	2,898	2,848	3,106	3,181	3,203	3,231	3,289	3,239
4523	Gen. merchandise stores incl. warehouse clubs & supercenters.....	(*)	(*)	(*)	76,801	73,524	68,422	74,912	(*)	73,853	73,771	72,624	72,019
452311	Warehouse clubs & supercenters.....	(*)	(*)	(*)	67,833	64,628	60,039	66,086	(*)	64,664	64,628	63,668	63,059
452319	All oth. gen. merch. stores.....	(*)	(*)	(*)	8,968	8,896	8,383	8,826	(*)	9,189	9,143	8,956	8,960
453	Miscellaneous store retailers	131,155	8.4	15,151	14,678	15,673	13,672	14,077	15,083	14,655	15,092	13,940	13,594
454	Nonstore retailers	1,078,591	7.0	120,533	121,741	127,318	110,955	113,608	127,801	128,725	126,727	120,556	117,908
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	115,472	121,095	104,934	107,648	(*)	121,422	119,541	113,688	111,207
722	Food services & drinking places	885,426	5.7	97,998	104,476	101,158	91,735	97,830	100,717	99,977	98,980	94,378	93,438

(*) 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, November 25, 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 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					
		Sep. 2025 Advance from --		Aug. 2025 Preliminary from --		Jul. 2025 through Sep. 2025 from --	
		Aug. 2025 (p)	Sep. 2024 (r)	Jul. 2025 (r)	Aug. 2024 (r)	Apr. 2025 through Jun. 2025	Jul. 2024 through Sep. 2024
441 4411, 4412 442 443 444 445 4451 446 447 448 451 452 4522 453 454 722	Retail & food services, total	0.2	4.3	0.6	5.0	1.5	4.5
	Total (excl. motor vehicle & parts)	0.3	4.1	0.6	4.9	1.5	4.3
	Total (excl. gasoline stations)	0.0	4.4	0.6	5.5	1.4	4.8
	Total (excl. motor vehicle & parts & gasoline stations)	0.1	4.2	0.6	5.4	1.4	4.7
	Retail	0.1	3.9	0.5	4.7	1.5	4.1
	Motor vehicle & parts dealers	-0.3	5.1	0.6	5.7	1.4	5.2
	Auto & other motor veh. dealers ...	-0.2	5.5	0.5	6.1	1.6	5.5
	Furniture & home furn. stores	0.6	1.2	-2.0	1.9	-0.4	2.5
	Electronics & appliance stores	-0.5	6.3	-0.3	3.0	1.1	3.4
	Building material & garden eq. & supplies dealers.....	0.2	-2.4	0.3	-2.0	-0.6	-2.2
	Food & beverage stores.....	0.2	2.7	0.6	3.4	1.2	2.8
	Grocery stores	0.3	3.1	0.7	3.6	1.2	3.0
	Health & personal care stores	1.1	5.6	-0.1	6.6	2.9	6.4
	Gasoline stations	2.0	3.1	0.4	-0.6	2.5	0.1
	Clothing & clothing accessories stores	-0.7	6.7	1.0	9.1	3.2	7.5
	Sporting goods, hobby, musical instrument, & book stores	-2.5	-0.2	1.0	4.5	1.5	2.8
	General merchandise stores.....	0.1	1.6	0.1	2.4	0.4	1.9
	Department stores	-0.7	-3.3	-0.9	-1.1	-0.6	-1.9
	Miscellaneous store retailers	2.9	8.2	-2.9	7.8	1.9	9.4
	Nonstore retailers	-0.7	6.0	1.6	9.2	2.1	7.5
	Food services & drinking places	0.7	6.7	1.0	7.0	1.5	6.7

(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, November 25, 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 Sep. 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
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)	1.2	0.2	0.2	0.3	0.1	0.1
	Total (excl. gasoline stations)	1.0	0.3	0.1	0.3	0.0	0.1
	Total (excl. motor vehicle & parts & gasoline stations)	1.3	0.2	0.2	0.3	0.0	0.1
	Retail, total	0.9	0.3	0.1	0.3	0.0	0.1
	Motor vehicle & parts dealers	1.6	0.8	0.4	0.9	-0.1	0.3
	Auto & other motor veh. dealers	1.8	0.9	0.4	1.0	-0.1	0.3
	Furniture & home furn. stores.....	2.8	1.6	0.8	1.9	0.0	0.5
	Electronics & appliance stores	2.2	1.0	0.6	1.1	0.2	0.4
	Building material & garden eq. & supplies dealers.....	3.5	0.9	0.6	1.2	-0.2	0.4
	Food & beverage stores.....	0.7	0.2	0.2	0.4	0.0	0.2
	Grocery stores	0.7	0.1	0.2	0.4	0.0	0.2
	Health & personal care stores	3.8	0.4	0.3	0.8	0.1	0.2
	Gasoline stations	1.6	0.5	0.4	0.6	0.3	0.3
	Clothing & clothing accessories stores	3.2	1.1	0.7	1.0	0.2	0.5
	Sporting goods, hobby, musical instrument, & book stores	2.9	1.1	0.8	1.7	0.2	0.6
	General merchandise stores.....	1.0	0.1	0.1	0.1	0.0	0.2
	Department stores	0.0	0.0	0.0	0.0	0.1	0.1
	Miscellaneous store retailers	4.4	2.6	1.4	2.9	0.3	0.8
	Nonstore retailers	2.4	0.4	0.4	0.7	-0.1	0.3
	Food services & drinking places	3.3	0.9	0.6	1.0	0.3	0.4

(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 25, 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>.