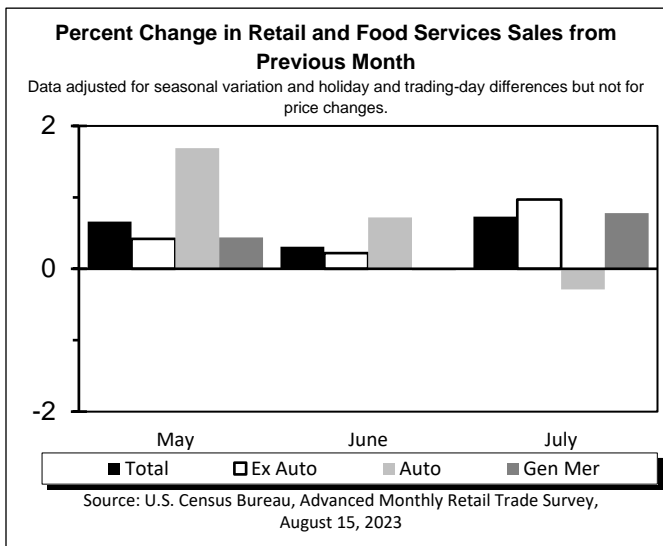


ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, JULY 2023

Release Number: CB23-127

August 15, 2023 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for July 2023:

ADVANCE MONTHLY SALES		
July 2023	\$696.4 billion	0.7%
June 2023 (revised)	\$691.3 billion	0.3%
Next release: September 14, 2023		
<p>* 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, August 15, 2023</p>		



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for July 2023, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$696.4 billion, up 0.7 percent (± 0.5 percent) from the previous month, and up 3.2 percent (± 0.7 percent) above July 2022. Total sales for the May 2023 through July 2023 period were up 2.3 percent (± 0.4 percent) from the same period a year ago. The May 2023 to June 2023 percent change was revised from up 0.2 percent (± 0.5 percent)* to up 0.3 percent (± 0.2 percent).

Retail trade sales were up 0.6 percent (± 0.5 percent) from June 2023, and up 2.0 percent (± 0.5 percent) above last year. Nonstore retailers were up 10.3 percent (± 1.6 percent) from last year, while food services and drinking places were up 11.9 percent (± 2.3 percent) from July 2022.

General Information

The August 2023 Advance Monthly Retail report is scheduled for release on September 14, 2023 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 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. 7504206, Disclosure Review Board (DRB) approval number: CBDRB-FY23-001).

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

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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.

Weather Information

For information on the impact of weather events 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 first quarter 2023 Quarterly Services Report was released on June 9, 2023 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.

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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		2023			2022		2023			2022	
		2023	% Chg. 2022	Jul. ³ (a)	Jun. (p)	May (r)	Jul.	Jun.	Jul. ³ (a)	Jun. (p)	May (r)	Jul. (r)	Jun. (r)
	Retail & food services,												
	total	4,746,465	3.1	702,904	705,873	725,602	685,483	693,577	696,354	691,312	689,158	674,932	680,515
	Total (excl. motor vehicle & parts) ...	3,814,033	3.1	566,505	565,426	582,544	557,906	561,127	562,809	557,383	556,182	550,859	554,293
	Total (excl. gasoline stations)	4,370,218	5.0	645,803	649,560	668,869	613,183	620,064	644,016	639,170	636,334	608,844	612,258
	Total (excl. motor vehicle & parts & gasoline stations)	3,437,786	5.4	509,404	509,113	525,811	485,606	487,614	510,471	505,241	503,358	484,771	486,036
	Retail	4,121,476	1.9	608,298	612,848	631,496	599,929	609,743	605,211	601,433	599,958	593,452	598,405
	GAFO⁴	(*)	(*)	(*)	127,141	130,154	126,879	126,292	(*)	128,369	128,244	127,693	128,741
441	Motor vehicle & parts dealers	932,432	3.4	136,399	140,447	143,058	127,577	132,450	133,545	133,929	132,976	124,073	126,222
4411, 4412	Auto & other motor veh. dealers .	855,577	3.1	124,910	128,615	131,343	117,126	121,672	122,102	122,607	121,840	113,715	115,878
44111	New car dealers	(*)	(*)	(*)	102,851	104,362	92,334	95,625	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	11,832	11,715	10,451	10,778	(*)	11,322	11,136	10,358	10,344
442	Furniture & home furn. stores	77,532	-3.8	10,741	11,294	11,283	11,628	11,695	11,039	11,238	11,083	11,781	11,777
4421	Furniture stores	(*)	(*)	(*)	6,461	6,204	6,742	6,768	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	49,962	-2.1	7,209	7,379	7,250	7,472	7,319	7,694	7,792	7,737	7,940	7,786
444	Building material & garden eq. & supplies dealers	295,266	-2.3	42,308	46,507	50,940	43,860	48,588	41,594	41,307	41,937	43,016	42,904
4441	Building mat. & sup. dealers	(*)	(*)	(*)	39,712	42,679	38,435	41,913	(*)	35,362	35,955	37,028	37,223
445	Food & beverage stores	565,154	3.5	83,902	81,829	83,999	82,655	80,700	82,152	81,491	81,788	80,114	80,479
4451	Grocery stores	509,712	3.5	75,272	73,293	75,470	74,277	72,532	73,724	73,147	73,414	72,044	72,387
4453	Beer, wine & liquor stores	(*)	(*)	(*)	6,158	6,185	6,118	5,940	(*)	5,973	6,028	5,810	5,846
446	Health & personal care stores	245,194	8.1	35,031	36,077	36,718	32,344	33,394	36,226	35,969	35,928	33,517	33,427
44611	Pharmacies & drug stores	(*)	(*)	(*)	29,936	30,623	27,170	27,820	(*)	29,876	29,847	27,981	27,876
447	Gasoline stations	376,247	-14.2	57,101	56,313	56,733	72,300	73,513	52,338	52,142	52,824	66,088	68,257
448	Clothing & clothing accessories stores	166,432	0.9	25,124	24,746	26,557	24,904	24,701	25,964	25,695	25,697	25,406	25,930
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,158	3,663	3,305	3,333	(*)	3,262	3,312	3,446	3,475
44814	Family clothing stores	(*)	(*)	(*)	10,438	10,733	10,442	10,123	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,996	3,244	3,291	3,061	(*)	3,218	3,228	3,137	3,306
451	Sporting goods, hobby, musical instrument, & book stores	55,748	1.3	8,482	8,629	8,350	8,524	8,637	8,682	8,552	8,599	8,593	8,603
452	General merchandise stores	487,768	3.2	72,725	72,555	74,209	71,573	71,400	73,077	72,510	72,524	71,300	72,032
4521	Department stores	71,809	-1.5	10,560	10,373	10,965	10,980	10,987	10,975	10,881	11,137	11,361	11,474
4529	Other general merch. stores.....	(*)	(*)	(*)	62,182	63,244	60,593	60,413	(*)	61,629	61,387	59,939	60,558
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	53,310	54,001	52,520	52,034	(*)	52,939	52,684	51,693	52,295
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	8,872	9,243	8,073	8,379	(*)	8,690	8,703	8,246	8,263
453	Miscellaneous store retailers	105,883	3.5	15,629	16,653	16,998	15,459	16,247	15,499	15,549	15,339	15,139	15,309
454	Nonstore retailers	763,858	8.4	113,647	110,419	115,401	101,633	101,099	117,401	115,259	113,526	106,485	105,679
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	100,832	105,757	92,990	91,617	(*)	105,143	103,683	96,163	95,236
722	Food services & drinking places	624,989	12.5	94,606	93,025	94,106	85,554	83,834	91,143	89,879	89,200	81,480	82,110

(*) 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, August 15, 2023. 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. 2023 Advance from --		Jun. 2023 Preliminary from --		May 2023 through Jul. 2023 from --	
		Jun. 2023 (p)	Jul. 2022 (r)	May 2023 (r)	Jun. 2022 (r)	Feb. 2023 through Apr. 2023	May 2022 through Jul. 2022
	Retail & food services,						
	total	0.7	3.2	0.3	1.6	1.1	2.3
	Total (excl. motor vehicle & parts)	1.0	2.2	0.2	0.6	0.8	1.4
	Total (excl. gasoline stations)	0.8	5.8	0.4	4.4	1.6	4.9
	Total (excl. motor vehicle & parts & gasoline stations)	1.0	5.3	0.4	4.0	1.4	4.6
	Retail	0.6	2.0	0.2	0.5	0.8	1.2
441	Motor vehicle & parts dealers	-0.3	7.6	0.7	6.1	2.2	6.3
4411, 4412	Auto & other motor veh. dealers ...	-0.4	7.4	0.6	5.8	2.0	6.1
442	Furniture & home furn. stores	-1.8	-6.3	1.4	-4.6	-2.8	-6.2
443	Electronics & appliance stores	-1.3	-3.1	0.7	0.1	0.8	-2.2
444	Building material & garden eq. & supplies dealers.....	0.7	-3.3	-1.5	-3.7	-0.6	-3.0
445	Food & beverage stores.....	0.8	2.5	-0.4	1.3	-0.2	2.2
4451	Grocery stores	0.8	2.3	-0.4	1.0	-0.4	2.0
446	Health & personal care stores	0.7	8.1	0.1	7.6	2.1	8.3
447	Gasoline stations	0.4	-20.8	-1.3	-23.6	-4.6	-21.7
448	Clothing & clothing accessories stores	1.0	2.2	0.0	-0.9	0.2	0.4
451	Sporting goods, hobby, musical instrument, & book stores	1.5	1.0	-0.5	-0.6	0.1	0.4
452	General merchandise stores.....	0.8	2.5	0.0	0.7	0.3	1.7
4521	Department stores	0.9	-3.4	-2.3	-5.2	-3.3	-4.1
453	Miscellaneous store retailers	-0.3	2.4	1.4	1.6	0.7	2.3
454	Nonstore retailers	1.9	10.3	1.5	9.1	3.7	9.0
722	Food services & drinking places	1.4	11.9	0.8	9.5	2.9	10.4

(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 15, 2023. 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. 2023

(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 Current Mo. (%)	Median standard error Percent change			Revision for month-to-month change	
			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	0.8	0.3	0.2	0.4	0.0	0.1
	Total (excl. motor vehicle & parts)	1.1	0.2	0.2	0.3	0.0	0.1
	Total (excl. gasoline stations)	0.9	0.3	0.2	0.4	0.0	0.2
	Total (excl. motor vehicle & parts & gasoline stations)	1.1	0.2	0.2	0.4	0.0	0.2
	Retail, total	0.7	0.3	0.2	0.3	0.0	0.1
441	Motor vehicle & parts dealers	1.6	1.0	0.4	1.2	0.2	0.3
4411, 4412	Auto & other motor veh. dealers	1.8	1.1	0.4	1.2	0.2	0.3
442	Furniture & home furn. stores	2.7	1.6	0.7	1.7	-0.1	0.9
443	Electronics & appliance stores	2.2	0.9	0.5	1.0	0.3	0.6
444	Building material & garden eq. & supplies dealers	2.5	0.7	0.5	1.1	-0.2	0.3
445	Food & beverage stores	0.7	0.2	0.2	0.5	-0.1	0.2
4451	Grocery stores	0.7	0.2	0.2	0.5	-0.1	0.3
446	Health & personal care stores	3.2	0.4	0.3	0.7	0.2	0.3
447	Gasoline stations	1.3	0.4	0.4	0.6	-0.4	0.8
448	Clothing & clothing accessories stores	2.9	0.9	0.6	1.4	-0.1	0.4
451	Sporting goods, hobby, musical instrument, & book stores	2.4	1.1	0.9	1.7	0.4	0.2
452	General merchandise stores	1.2	0.1	0.2	0.2	0.0	0.1
4521	Department stores	0.0	0.0	0.0	0.0	0.2	0.1
453	Miscellaneous store retailers	5.3	2.5	1.2	2.8	0.0	0.9
454	Nonstore retailers	1.8	0.5	0.4	0.9	0.0	0.4
722	Food services & drinking places	3.6	0.9	0.7	1.3	0.0	0.7

(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 15, 2023. 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>.