
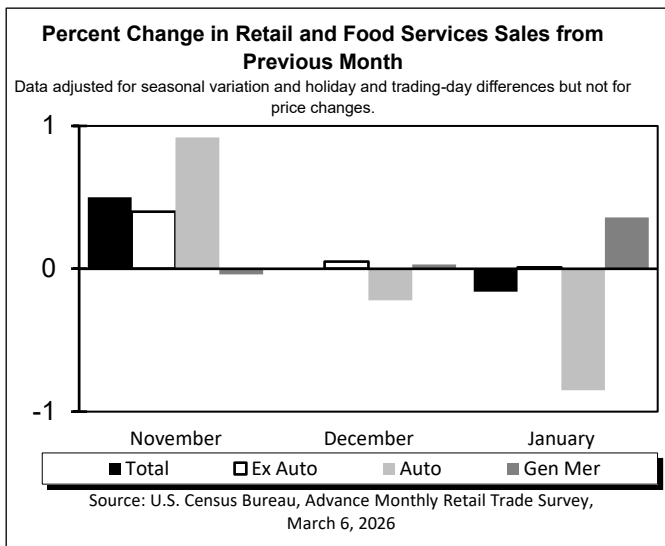


ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, JANUARY 2026

Release Number: CB26-40

March 6, 2026 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for January 2026:

 ADVANCE MONTHLY SALES		
January 2026	\$733.5 billion	-0.2%*
December 2025 (revised)	\$734.7 billion	0.0%*
<p>Next release: To be determined. Report delayed due to recent lapse in federal funding.</p>		
<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, Advance Monthly Retail Trade Survey, March 6, 2026</p>		



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for January 2026, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$733.5 billion, down 0.2 percent (± 0.4 percent)* from the previous month, and up 3.2 percent (± 0.5 percent) from January 2025. Total sales for the November 2025 through January 2026 period were up 2.9 percent (± 0.4 percent) from the same period a year ago. The November 2025 to December 2025 percent change was unrevised from virtually unchanged (± 0.3 percent)*.

Retail trade sales were down 0.2 percent (± 0.5 percent)* from December 2025, and up 3.0 percent (± 0.5 percent) from last year. Nonstore retailers were up 10.9 percent (± 1.4 percent) from last year, while food service and drinking places were up 3.9 percent (± 1.8 percent) from January 2025.

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.html>> as soon as it becomes available.

Data Inquiries

Economic Indicators Division, Retail Indicator Branch
301-763-2713
eid.retail.indicator.branch@census.gov

Media Inquiries

Public Information Office
301-763-3030
pio@census.gov

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 (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).

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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U.S. CENSUS BUREAU
census.gov

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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[census.gov](https://www.census.gov)

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				
		1 Month Total		2026	2025			2024	2026	2025			2024
		2026	% Chg. 2025	Jan. ³ (a)	Dec. (p)	Nov. (r)	Jan.	Dec.	Jan. ³ (a)	Dec. (p)	Nov. (r)	Jan. (r)	Dec. (r)
	Retail & food services,												
	total	674,641	3.1	674,641	816,616	736,533	654,511	786,673	733,537	734,685	734,718	711,095	717,265
	Total (excl. motor vehicle & parts) ...	551,987	3.8	551,987	676,285	608,110	531,784	648,793	596,320	596,287	596,008	574,058	577,232
	Total (excl. gasoline stations)	628,570	3.6	628,570	767,342	686,431	606,934	738,414	682,347	681,986	681,979	657,936	665,149
	Total (excl. motor vehicle & parts & gasoline stations)	505,916	4.5	505,916	627,011	558,008	484,207	600,534	545,130	543,588	543,269	520,899	525,116
	Retail	582,400	2.8	582,400	717,004	640,201	566,662	691,312	633,709	634,673	634,477	614,980	621,713
	GAFO⁴	(*)	(*)	(*)	173,109	144,865	115,118	169,748	(*)	134,008	134,451	131,740	131,966
441	Motor vehicle & parts dealers	122,654	-0.1	122,654	140,331	128,423	122,727	137,880	137,217	138,398	138,710	137,037	140,033
4411, 4412	Auto & other motor veh. dealers .	111,950	-0.3	111,950	129,193	117,471	112,289	127,279	125,645	126,784	127,133	125,885	128,695
44111	New car dealers	(*)	(*)	(*)	112,150	100,962	95,762	110,693	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	11,138	10,952	10,438	10,601	(*)	11,614	11,577	11,152	11,338
442	Furniture & home furn. stores	10,052	-3.5	10,052	11,757	11,855	10,414	12,455	11,070	10,998	11,163	11,469	11,873
4421	Furniture stores	(*)	(*)	(*)	5,832	6,119	5,664	6,674	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	7,164	1.6	7,164	10,693	8,894	7,050	10,330	7,678	7,721	7,727	7,524	7,507
444	Building material & garden eq. & supplies dealers	33,676	2.3	33,676	38,189	37,873	32,904	36,876	41,040	40,795	40,320	39,360	40,542
4441	Building mat. & sup. dealers	(*)	(*)	(*)	32,653	32,957	28,596	31,874	(*)	35,111	34,765	33,962	35,181
445	Food & beverage stores	84,698	1.9	84,698	91,278	85,954	83,142	89,736	85,305	85,099	84,854	84,152	84,191
4451	Grocery stores	77,479	1.9	77,479	80,206	77,345	76,065	78,601	76,940	76,752	76,579	75,837	75,724
4453	Beer, wine & liquor stores	(*)	(*)	(*)	7,694	6,139	5,055	7,854	(*)	5,896	5,920	5,947	6,074
446	Health & personal care stores	37,821	1.3	37,821	45,678	38,653	37,352	42,257	38,910	40,104	40,222	37,806	37,831
44611	Pharmacies & drug stores	(*)	(*)	(*)	38,251	33,024	32,403	34,925	(*)	34,901	34,762	32,082	32,458
447	Gasoline stations	46,071	-3.2	46,071	49,274	50,102	47,577	48,259	51,190	52,699	52,739	53,159	52,116
448	Clothing & clothing accessories stores	20,248	4.0	20,248	41,968	30,762	19,461	39,876	26,732	27,200	27,393	25,944	25,890
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,469	3,017	2,238	3,756	(*)	2,608	2,672	3,008	2,828
44814	Family clothing stores	(*)	(*)	(*)	19,031	15,262	8,342	16,880	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	4,614	3,417	2,150	4,580	(*)	3,256	3,276	3,134	3,241
451	Sporting goods, hobby, musical instrument, & book stores	6,869	2.8	6,869	12,291	9,342	6,683	11,543	8,168	8,266	8,311	7,918	7,950
452	General merchandise stores	71,888	3.2	71,888	93,545	81,888	69,627	92,765	77,724	77,442	77,419	76,544	76,401
4522	Department stores	2,009	-9.8	2,009	5,962	4,467	2,227	5,946	3,035	3,228	3,359	3,309	3,244
4523	Gen. merchandise stores incl. warehouse clubs & supercenters.....	(*)	(*)	(*)	87,583	77,421	67,400	86,819	(*)	74,214	74,060	73,235	73,157
452311	Warehouse clubs & supercenters.....	(*)	(*)	(*)	76,147	67,390	59,400	75,748	(*)	64,916	64,798	64,286	64,193
452319	All oth. gen. merch. stores.....	(*)	(*)	(*)	11,436	10,031	8,000	11,071	(*)	9,298	9,262	8,949	8,964
453	Miscellaneous store retailers	14,017	11.4	14,017	16,280	14,823	12,581	14,668	15,754	15,452	15,445	14,223	14,093
454	Nonstore retailers	127,242	8.6	127,242	165,720	141,632	117,144	154,667	132,921	130,499	130,174	119,844	123,286
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	156,581	134,177	107,763	146,567	(*)	122,809	122,648	112,487	116,323
722	Food services & drinking places	92,241	5.0	92,241	99,612	96,332	87,849	95,361	99,828	100,012	100,241	96,115	95,552

(*) 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, March 6, 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					
		Jan. 2026 Advance from --		Dec. 2025 Preliminary from --		Nov. 2025 through Jan. 2026 from --	
		Dec. 2025 (p)	Jan. 2025 (r)	Nov. 2025 (r)	Dec. 2024 (r)	Aug. 2025 through Oct. 2025	Nov. 2024 through Jan. 2025
	Retail & food services,						
	total	-0.2	3.2	0.0	2.4	0.4	2.9
	Total (excl. motor vehicle & parts)	0.0	3.9	0.0	3.3	0.6	3.8
	Total (excl. gasoline stations)	0.1	3.7	0.0	2.5	0.4	3.2
	Total (excl. motor vehicle & parts & gasoline stations)	0.3	4.7	0.1	3.5	0.6	4.1
	Retail	-0.2	3.0	0.0	2.1	0.4	2.7
441	Motor vehicle & parts dealers	-0.9	0.1	-0.2	-1.2	-0.5	-0.6
4411, 4412	Auto & other motor veh. dealers ...	-0.9	-0.2	-0.3	-1.5	-0.7	-0.9
442	Furniture & home furn. stores	0.7	-3.5	-1.5	-7.4	-0.8	-4.2
443	Electronics & appliance stores	-0.6	2.0	-0.1	2.9	-0.1	2.7
444	Building material & garden eq. & supplies dealers	0.6	4.3	1.2	0.6	1.9	0.7
445	Food & beverage stores	0.2	1.4	0.3	1.1	-0.1	1.4
4451	Grocery stores	0.2	1.5	0.2	1.4	-0.1	1.7
446	Health & personal care stores	-3.0	2.9	-0.3	6.0	-1.6	4.8
447	Gasoline stations	-2.9	-3.7	-0.1	1.1	0.0	0.1
448	Clothing & clothing accessories stores	-1.7	3.0	-0.7	5.1	0.0	5.2
451	Sporting goods, hobby, musical instrument, & book stores	-1.2	3.2	-0.5	4.0	0.8	4.4
452	General merchandise stores	0.4	1.5	0.0	1.4	0.4	1.6
4522	Department stores	-6.0	-8.3	-3.9	-0.5	-2.3	-2.0
453	Miscellaneous store retailers	2.0	10.8	0.0	9.6	3.6	12.2
454	Nonstore retailers	1.9	10.9	0.2	5.9	1.7	8.0
722	Food services & drinking places	-0.2	3.9	-0.2	4.7	0.3	4.5

(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, March 6, 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 Jan. 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	1.0	0.2	0.1	0.3	0.0	0.1
	Total (excl. motor vehicle & parts)	1.2	0.2	0.1	0.3	0.0	0.1
	Total (excl. gasoline stations)	1.0	0.2	0.1	0.3	0.0	0.1
	Total (excl. motor vehicle & parts & gasoline stations)	1.3	0.3	0.1	0.3	0.0	0.1
	Retail, total	0.9	0.3	0.1	0.3	0.0	0.1
441	Motor vehicle & parts dealers	1.7	0.8	0.3	0.8	-0.1	0.1
4411, 4412	Auto & other motor veh. dealers	2.0	0.8	0.4	1.0	-0.1	0.2
442	Furniture & home furn. stores	2.9	1.8	0.8	1.9	-0.5	0.5
443	Electronics & appliance stores	2.3	1.1	0.7	1.2	0.3	0.5
444	Building material & garden eq. & supplies dealers	3.5	0.9	0.5	1.0	-0.2	0.3
445	Food & beverage stores	0.6	0.2	0.1	0.4	0.0	0.2
4451	Grocery stores	0.6	0.1	0.1	0.3	0.0	0.2
446	Health & personal care stores	3.8	0.4	0.3	0.7	0.1	0.1
447	Gasoline stations	1.5	0.4	0.3	0.6	0.1	0.3
448	Clothing & clothing accessories stores	3.2	1.1	0.7	1.0	0.1	0.4
451	Sporting goods, hobby, musical instrument, & book stores	3.3	1.2	0.8	1.6	0.0	0.8
452	General merchandise stores	1.0	0.1	0.1	0.1	0.0	0.1
4522	Department stores	0.0	0.0	0.0	0.0	-0.2	0.1
453	Miscellaneous store retailers	4.3	2.4	1.5	2.9	0.2	0.9
454	Nonstore retailers	2.6	0.4	0.4	0.8	-0.1	0.3
722	Food services & drinking places	3.2	0.9	0.6	1.0	0.2	0.3

(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, March 6, 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>.