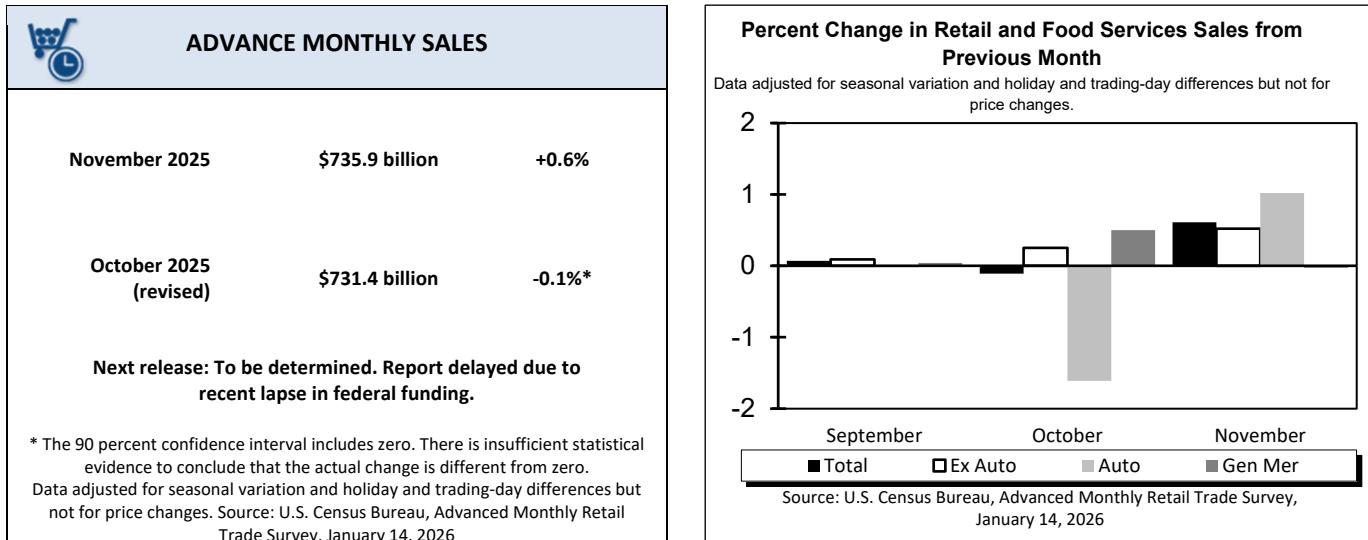


ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, NOVEMBER 2025

Release Number: CB26-04

January 14, 2026 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for November 2025:



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for November 2025, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$735.9 billion, up 0.6 percent (± 0.4 percent) from the previous month, and up 3.3 percent (± 0.5 percent) from November 2024. Total sales for the September 2025 through November 2025 period were up 3.6 percent (± 0.4 percent) from the same period a year ago. The September 2025 to October 2025 percent change was revised from virtually unchanged (± 0.5 percent)* to down 0.1 percent (± 0.2 percent)*.

Retail trade sales were up 0.6 percent (± 0.5 percent) from October 2025, and up 3.1 percent (± 0.5 percent) from last year. Nonstore retailers were up 7.2 percent (± 1.2 percent) from last year, while food service and drinking places were up 4.9 percent (± 1.8 percent) from November 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.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-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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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>](http://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/>](http://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				
		11 Month Total		2025			2024		2025			
		2025	% Chg. 2024	Nov. ³ (a)	Oct. (p)	Sept. (r)	Nov.	Oct.	Nov. ³ (a)	Oct. (p)	Sept. (r)	
	Retail & food services, total	7,884,033	3.7	737,035	743,263	708,379	722,947	718,256	735,904	731,412	732,192	
	Total (excl. motor vehicle & parts) ...	6,367,318	3.7	608,961	605,847	571,948	590,881	582,855	597,199	594,113	592,652	
	Total (excl. gasoline stations)	7,310,928	4.2	687,096	688,804	655,071	673,923	664,415	683,003	679,248	679,412	
	Total (excl. motor vehicle & parts & gasoline stations)	5,794,213	4.2	559,022	551,388	518,640	541,857	529,014	544,298	541,949	539,872	
	Retail	6,802,835	3.5	640,993	642,590	611,277	630,399	622,738	635,651	631,736	632,395	
	GAFO ⁴	(*)	(*)	(*)	134,148	124,175	141,622	129,133	(*)	134,351	133,131	130,468
441	Motor vehicle & parts dealers	1,516,715	4.0	128,074	137,416	136,431	132,066	135,401	138,705	137,299	139,540	139,690
4411, 4412	Auto & other motor veh. dealers .	1,390,649	4.3	116,974	125,506	124,852	121,093	123,583	127,008	126,010	128,053	128,413
4411	New car dealers	(*)	(*)	(*)	106,608	105,645	104,010	104,905	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores	(*)	(*)	(*)	11,910	11,579	10,973	11,818	(*)	11,289	11,487	11,277
442	Furniture & home furn. stores	123,818	3.0	11,844	11,248	10,888	12,345	11,194	11,205	11,214	11,020	11,367
4421	Furniture stores	(*)	(*)	(*)	5,783	5,731	6,628	5,942	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	81,307	0.6	8,845	7,493	7,413	8,772	7,224	7,711	7,709	7,698	7,510
444	Building material & garden eq. & supplies dealers	443,661	-1.8	37,854	42,162	40,232	39,856	44,693	40,058	39,542	40,045	41,227
4441	Building mat. & sup. dealers	(*)	(*)	(*)	36,715	35,099	35,115	39,092	(*)	34,249	34,478	35,942
445	Food & beverage stores	924,612	2.5	86,520	86,237	82,255	85,222	83,983	85,349	85,304	85,111	83,341
4451	Grocery stores	835,571	2.8	77,923	77,923	74,435	76,232	75,667	77,075	76,999	76,816	74,884
4453	Beer, wine & liquor stores	(*)	(*)	(*)	5,964	5,563	6,453	5,987	(*)	5,946	5,924	6,066
446	Health & personal care stores	430,309	6.9	38,969	42,220	40,800	37,285	39,647	40,677	40,557	40,637	38,124
44611	Pharmacies & drug stores	(*)	(*)	(*)	36,825	35,393	31,695	34,481	(*)	34,839	35,008	32,575
447	Gasoline stations	573,105	-1.7	49,939	54,459	53,308	49,024	53,841	52,901	52,164	52,780	51,280
448	Clothing & clothing accessories stores	278,363	5.5	30,847	26,073	23,868	28,716	24,359	27,493	27,254	26,921	25,565
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	2,510	2,500	3,249	2,665	(*)	2,673	2,759	2,858
44814	Family clothing stores	(*)	(*)	(*)	12,480	11,038	13,575	11,072	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,939	2,707	3,303	2,855	(*)	3,233	3,129	3,167
451	Sporting goods, hobby, musical instrument, & book stores	85,479	1.8	9,489	7,977	7,681	8,959	7,552	8,412	8,258	8,102	7,804
452	General merchandise stores	829,232	2.2	82,020	78,115	72,012	80,808	75,941	77,496	77,520	77,135	75,931
4522	Department stores	33,159	-1.5	4,274	3,290	2,721	4,264	3,061	3,283	3,381	3,224	3,272
4523	Gen. merchandise stores incl. warehouse clubs & supercenters	(*)	(*)	(*)	74,825	69,291	76,544	72,880	(*)	74,139	73,911	72,659
452311	Warehouse clubs & supercenters	(*)	(*)	(*)	65,365	60,650	66,677	63,801	(*)	64,846	64,728	63,623
452319	All oth. gen. merch. stores	(*)	(*)	(*)	9,460	8,641	9,867	9,079	(*)	9,293	9,183	9,036
453	Miscellaneous store retailers	162,426	9.1	14,867	16,534	15,027	12,975	14,910	15,525	15,265	15,037	13,349
454	Nonstore retailers	1,353,808	6.9	141,725	132,656	121,362	134,371	123,993	130,119	129,650	128,369	121,380
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	124,805	114,749	127,836	116,723	(*)	122,118	120,916	114,960
722	Food services & drinking places	1,081,198	5.4	96,042	100,673	97,102	92,548	95,518	100,253	99,676	99,797	95,518

(*) 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 (453).

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, January 14, 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					
		Nov. 2025 Advance from --		Oct. 2025 Preliminary from --		Sep. 2025 through Nov. 2025 from --	
		Oct. 2025 (p)	Nov. 2024 (r)	Sep. 2025 (r)	Oct. 2024 (r)	Jun. 2025 through Aug. 2025	Sep. 2024 through Nov. 2024
	Retail & food services, total	0.6	3.3	-0.1	3.3	0.8	3.6
	Total (excl. motor vehicle & parts)	0.5	4.3	0.2	3.7	1.0	4.0
	Total (excl. gasoline stations)	0.6	3.3	0.0	3.4	0.7	3.7
	Total (excl. motor vehicle & parts & gasoline stations)	0.4	4.4	0.4	3.9	0.8	4.1
	Retail	0.6	3.1	-0.1	3.1	0.8	3.4
441	Motor vehicle & parts dealers	1.0	-0.7	-1.6	1.3	0.1	2.0
4411, 4412	Auto & other motor veh. dealers ...	0.8	-1.1	-1.6	1.3	0.0	1.9
442	Furniture & home furn. stores	-0.1	-1.4	1.8	0.2	-2.7	-1.4
443	Electronics & appliance stores	0.0	2.7	0.1	3.4	-0.1	4.1
444	Building material & garden eq. & supplies dealers	1.3	-2.8	-1.3	-4.9	-0.6	-3.5
445	Food & beverage stores	0.1	2.4	0.2	2.1	0.5	2.2
4451	Grocery stores	0.1	2.9	0.2	2.5	0.7	2.6
446	Health & personal care stores	0.3	6.7	-0.2	6.2	1.7	6.3
447	Gasoline stations	1.4	3.2	-1.2	1.6	2.3	2.6
448	Clothing & clothing accessories stores	0.9	7.5	1.2	6.8	1.3	6.9
451	Sporting goods, hobby, musical instrument, & book stores	1.9	7.8	1.9	4.9	2.3	4.7
452	General merchandise stores	0.0	2.1	0.5	2.0	0.5	1.9
4522	Department stores	-2.9	0.3	4.9	4.5	2.2	0.7
453	Miscellaneous store retailers	1.7	16.3	1.5	10.3	1.9	11.5
454	Nonstore retailers	0.4	7.2	1.0	7.5	1.5	7.0
722	Food services & drinking places	0.6	4.9	-0.1	4.4	0.8	5.0

(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, January 14, 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 Nov. 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
	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	0.0	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	0.3	0.2	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	1.6	0.8	0.4	0.8	-0.1	0.2
4411, 4412	Auto & other motor veh. dealers	1.8	0.8	0.4	0.9	-0.1	0.3
442	Furniture & home furn. stores.....	2.9	1.9	1.0	1.9	-0.5	0.5
443	Electronics & appliance stores	2.2	1.0	0.6	1.1	0.2	0.5
444	Building material & garden eq. & supplies dealers.....	3.5	0.9	0.5	1.1	-0.2	0.4
445	Food & beverage stores.....	0.6	0.2	0.1	0.4	0.0	0.2
4451	Grocery stores	0.7	0.1	0.1	0.4	0.0	0.2
446	Health & personal care stores	3.8	0.4	0.3	0.8	0.1	0.2
447	Gasoline stations	1.6	0.5	0.4	0.6	0.2	0.3
448	Clothing & clothing accessories stores	3.2	1.1	0.7	1.0	0.2	0.5
451	Sporting goods, hobby, musical instrument, & book stores	3.2	1.1	0.8	1.6	0.4	0.6
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	0.1	0.1
453	Miscellaneous store retailers	4.3	2.5	1.4	2.9	0.2	0.7
454	Nonstore retailers	2.5	0.4	0.4	0.7	-0.1	0.4
722	Food services & drinking places	3.3	0.9	0.6	1.0	0.2	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, January 14, 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.