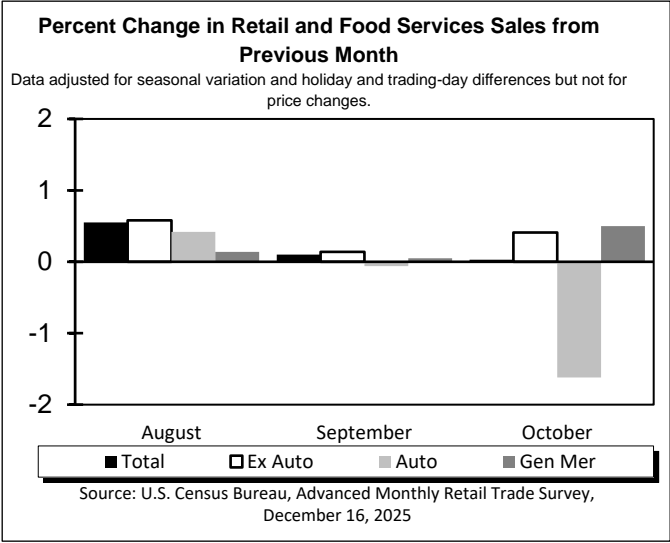# ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, OCTOBER 2025

Release Number: CB25-169

December 16, 2025 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for October 2025:

ADVANCE MONTHLY SALES		
October 2025	$732.6 billion	+0.0%*
September 2025 (revised)	$732.4 billion	+0.1%*

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, December 16, 2025

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, December 16, 2025

Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for October 2025, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were $732.6 billion, virtually unchanged (±0.5 percent)* from the previous month, and up 3.5 percent (±0.5 percent) from October 2024. Total sales for the August 2025 through October 2025 period were up 4.2 percent (±0.4 percent) from the same period a year ago. The August 2025 to September 2025 percent change was revised from up 0.2 percent (±0.4 percent)* to up 0.1 percent (±0.3 percent)*.

Retail trade sales were up 0.1 percent (±0.5 percent)* from September 2025, and up 3.4 percent (±0.5 percent) from last year. Nonstore retailers were up 9.0 percent (±1.2 percent) from last year, while food service and drinking places were up 4.1 percent (±1.8 percent) from October 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.

United States Census Bureau
U.S. Department of Commerce
U.S. CENSUS BUREAU
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, 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.

United States™ Census Bureau | U.S. Department of Commerce
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 ±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.

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/>

United States™ Census Bureau | U.S. Department of Commerce
U.S. CENSUS BUREAU
census.gov

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.

###

* The 90 percent confidence interval includes zero. There is insufficient statistical evidence to conclude that the actual change is different from zero.

U.S. Department of Commerce
U.S. CENSUS BUREAU
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]				
		10 Month Total	% Chg.	2025			2024		2025			2024	
		2025	2024	Oct.[3] (a)	Sep. (p)	Aug. (r)	Oct.	Sep.	Oct.[3] (a)	Sep. (p)	Aug. (r)	Oct. (r)	Sep. (r)
	Retail & food services, total	**7,149,041**	**4.0**	**745,244**	**708,441**	**745,232**	**718,256**	**670,818**	**732,633**	**732,444**	**731,700**	**708,070**	**703,055**
	Total (excl. motor vehicle & parts) ...	5,760,487	3.8	607,885	572,040	599,943	582,855	544,692	595,403	592,955	592,134	572,456	570,796
	Total (excl. gasoline stations)	6,625,720	4.5	690,564	655,199	689,297	664,415	619,558	680,358	679,729	679,956	656,793	651,846
	Total (excl. motor vehicle & parts & gasoline stations)	5,237,166	4.4	553,205	518,798	544,008	529,014	493,432	543,128	540,240	540,390	521,179	519,587
	Retail	6,164,178	3.7	644,948	611,255	640,803	622,738	579,083	633,232	632,664	632,149	612,552	608,774
	GAFO[4]	(*)	(*)	(*)	124,206	138,659	129,133	121,284	(*)	133,083	133,665	130,338	130,183
441	**Motor vehicle & parts dealers**	**1,388,554**	**4.7**	**137,359**	**136,401**	**145,289**	**135,401**	**126,126**	**137,230**	**139,489**	**139,566**	**135,614**	**132,259**
4411, 4412	Auto & other motor veh. dealers .	1,273,615	5.0	125,426	124,872	133,364	123,583	115,109	125,930	128,074	128,111	124,454	121,040
44111	New car dealers	(*)	(*)	(*)	105,667	112,991	104,905	96,459	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores............	(*)	(*)	(*)	11,529	11,925	11,818	11,017	(*)	11,415	11,455	11,160	11,219
442	**Furniture & home furn. stores**	**111,996**	**3.8**	**11,275**	**10,883**	**11,585**	**11,194**	**11,038**	**11,264**	**11,015**	**11,291**	**11,205**	**11,356**
4421	Furniture stores	(*)	(*)	(*)	5,726	6,207	5,942	6,006	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)
443	**Electronics & appliance stores**	**72,582**	**0.7**	**7,616**	**7,410**	**7,626**	**7,224**	**6,883**	**7,795**	**7,743**	**7,742**	**7,432**	**7,253**
444	**Building material & garden eq. & supplies dealers**....................................	**406,038**	**-1.4**	**42,407**	**40,218**	**40,324**	**44,693**	**40,035**	**39,671**	**40,018**	**40,055**	**41,525**	**41,140**
4441	Building mat. & sup. dealers	(*)	(*)	(*)	35,097	35,511	39,092	35,365	(*)	34,476	34,510	36,196	35,940
445	**Food & beverage stores**........................	**838,197**	**2.7**	**86,297**	**82,300**	**86,838**	**83,983**	**80,422**	**85,388**	**85,168**	**85,258**	**83,542**	**83,361**
4451	Grocery stores	757,833	2.9	78,059	74,484	78,291	75,667	72,532	77,133	76,867	76,831	75,141	74,930
4453	Beer, wine & liquor stores	(*)	(*)	(*)	5,564	6,143	5,987	5,658	(*)	5,925	5,999	6,060	6,077
446	**Health & personal care stores**	**391,166**	**7.1**	**42,015**	**40,831**	**39,797**	**39,647**	**37,708**	**40,399**	**40,628**	**40,118**	**38,232**	**38,360**
44611	Pharmacies & drug stores	(*)	(*)	(*)	35,424	34,223	34,481	32,488	(*)	35,073	34,674	32,714	32,916
447	**Gasoline stations**	**523,321**	**-2.0**	**54,680**	**53,242**	**55,935**	**53,841**	**51,260**	**52,275**	**52,715**	**51,744**	**51,277**	**51,209**
448	**Clothing & clothing accessories stores**	**247,360**	**5.2**	**25,896**	**23,889**	**28,215**	**24,359**	**22,259**	**27,128**	**26,895**	**27,140**	**25,661**	**25,330**
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	2,496	2,769	2,665	2,479	(*)	2,746	2,777	2,814	2,748
44814	Family clothing stores	(*)	(*)	(*)	11,038	13,051	11,072	9,852	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,707	4,343	2,855	2,743	(*)	3,137	3,305	3,137	3,146
451	**Sporting goods, hobby, musical instrument, & book stores**	**76,005**	**1.3**	**7,984**	**7,689**	**8,927**	**7,552**	**7,455**	**8,197**	**8,043**	**8,182**	**7,834**	**7,973**
452	**General merchandise stores**..................	**747,188**	**2.2**	**78,089**	**72,014**	**79,847**	**75,941**	**71,270**	**77,536**	**77,148**	**77,106**	**75,989**	**75,958**
4522	Department stores	28,882	-1.8	3,287	2,721	3,046	3,061	2,848	3,392	3,235	3,244	3,243	3,315
4523	Gen. merchandise stores incl. warehouse clubs & supercenters..................................	(*)	(*)	(*)	69,293	76,801	72,880	68,422	(*)	73,913	73,862	72,746	72,643
452311	Warehouse clubs & supercenters.................................	(*)	(*)	(*)	60,650	67,833	63,801	60,039	(*)	64,728	64,664	63,801	63,668
452319	All oth. gen. merch. stores............	(*)	(*)	(*)	8,643	8,968	9,079	8,383	(*)	9,185	9,198	8,945	8,975
453	**Miscellaneous store retailers**	**147,483**	**8.5**	**16,437**	**15,048**	**14,672**	**14,910**	**13,672**	**15,239**	**15,014**	**14,690**	**13,920**	**13,902**
454	**Nonstore retailers**	**1,214,288**	**7.2**	**134,893**	**121,330**	**121,748**	**123,993**	**110,955**	**131,110**	**128,788**	**129,257**	**120,321**	**120,673**
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	114,720	115,476	116,723	104,934	(*)	121,397	121,939	113,323	113,811
722	**Food services & drinking places**	**984,863**	**5.5**	**100,296**	**97,186**	**104,429**	**95,518**	**91,735**	**99,401**	**99,780**	**99,551**	**95,518**	**94,281**

(*) 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 stores (451), general merchandise (452), office supply, stationery, and gift stores (4532).

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, December 16, 2025. (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]					
		Oct. 2025 Advance from --		Sep. 2025 Preliminary from --		Aug. 2025 through Oct. 2025 from --	
		Sep. 2025 (p)	Oct. 2024 (r)	Aug. 2025 (r)	Sep. 2024 (r)	May 2025 through Jul. 2025	Aug. 2024 through Oct. 2024
	Retail & food services, total	**0.0**	**3.5**	**0.1**	**4.2**	**1.4**	**4.2**
	Total (excl. motor vehicle & parts)	0.4	4.0	0.1	3.9	1.4	4.2
	Total (excl. gasoline stations)	0.1	3.6	0.0	4.3	1.3	4.4
	Total (excl. motor vehicle & parts & gasoline stations)	0.5	4.2	0.0	4.0	1.3	4.5
	Retail	0.1	3.4	0.1	3.9	1.4	4.0
441	**Motor vehicle & parts dealers**	**-1.6**	**1.2**	**-0.1**	**5.5**	**1.3**	**4.1**
4411, 4412	Auto & other motor veh. dealers ...	-1.7	1.2	0.0	5.8	1.4	4.3
442	**Furniture & home furn. stores**	**2.3**	**0.5**	**-2.4**	**-3.0**	**-2.9**	**-0.4**
443	**Electronics & appliance stores**	**0.7**	**4.9**	**0.0**	**6.8**	**1.2**	**4.9**
444	**Building material & garden eq. & supplies dealers**.....................................	**-0.9**	**-4.5**	**-0.1**	**-2.7**	**-0.2**	**-3.1**
445	**Food & beverage stores**...........................	**0.3**	**2.2**	**-0.1**	**2.2**	**1.0**	**2.6**
4451	Grocery stores	0.3	2.7	0.0	2.6	1.2	2.9
446	**Health & personal care stores**	**-0.6**	**5.7**	**1.3**	**5.9**	**2.0**	**6.0**
447	**Gasoline stations**	**-0.8**	**1.9**	**1.9**	**2.9**	**2.4**	**1.4**
448	**Clothing & clothing accessories stores**	**0.9**	**5.7**	**-0.9**	**6.2**	**1.9**	**6.9**
451	**Sporting goods, hobby, musical instrument, & book stores**	**1.9**	**4.6**	**-1.7**	**0.9**	**1.8**	**3.4**
452	**General merchandise stores**...................	**0.5**	**2.0**	**0.1**	**1.6**	**0.6**	**2.0**
4522	Department stores	4.9	4.6	-0.3	-2.4	2.1	0.8
453	**Miscellaneous store retailers**	**1.5**	**9.5**	**2.2**	**8.0**	**-0.1**	**8.5**
454	**Nonstore retailers**	**1.8**	**9.0**	**-0.4**	**6.7**	**2.9**	**8.4**
722	**Food services & drinking places**	**-0.4**	**4.1**	**0.2**	**5.8**	**0.9**	**5.5**

(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, December 16, 2025. (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 Oct. 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	0.3	0.1	0.3	0.0	0.1
	Total (excl. motor vehicle & parts)	1.3	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	0.3	0.2	0.3	0.0	0.1
	Retail, total	**0.9**	**0.3**	**0.2**	**0.3**	**0.0**	**0.1**
441	**Motor vehicle & parts dealers**	**1.7**	**0.8**	**0.4**	**0.8**	**-0.1**	**0.3**
4411, 4412	Auto & other motor veh. dealers	2.0	0.9	0.4	1.0	-0.1	0.3
442	**Furniture & home furn. stores**...............	**2.7**	**1.8**	**0.8**	**1.9**	**-0.3**	**0.5**
443	**Electronics & appliance stores**	**2.2**	**1.0**	**0.6**	**1.1**	**0.3**	**0.5**
444	**Building material & garden eq. & supplies dealers**.....................................	**3.5**	**0.9**	**0.6**	**1.1**	**-0.2**	**0.4**
445	**Food & beverage stores**...........................	**0.7**	**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**	**0.1**	**0.5**
451	**Sporting goods, hobby, musical instrument, & book stores**	**3.1**	**1.1**	**0.8**	**1.7**	**0.3**	**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	0.1	0.1
453	**Miscellaneous store retailers**	**4.4**	**2.6**	**1.5**	**3.0**	**0.2**	**0.7**
454	**Nonstore retailers**	**2.5**	**0.4**	**0.4**	**0.7**	**0.0**	**0.3**
722	**Food services & drinking places**	**3.3**	**0.9**	**0.6**	**1.0**	**0.2**	**0.5**

(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, December 16, 2025. (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>.