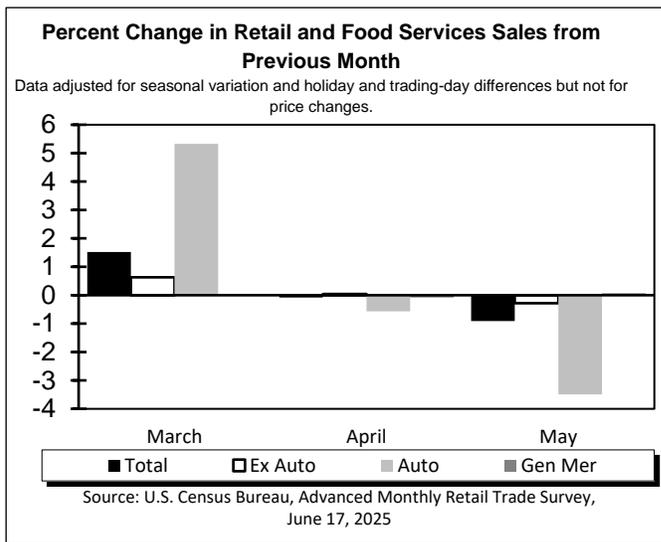


ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, MAY 2025

Release Number: CB25-87

June 17, 2025 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for May 2025:

ADVANCE MONTHLY SALES		
May 2025	\$715.4 billion	-0.9%
April 2025 (revised)	\$722.0 billion	-0.1%*
Next release: July 17, 2025		
<small>* 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, June 17, 2025</small>		



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for May 2025, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$715.4 billion, down 0.9 percent (± 0.5 percent) from the previous month, and up 3.3 percent (± 0.5 percent) from May 2024. Total sales for the March 2025 through May 2025 period were up 4.5 percent (± 0.4 percent) from the same period a year ago. The March 2025 to April 2025 percent change was revised from up 0.1 percent (± 0.5 percent)* to down 0.1 percent (± 0.2 percent)*.

Retail trade sales were down 0.9 percent (± 0.5 percent) from April 2025, and up 3.0 percent (± 0.5 percent) from last year. Nonstore retailers were up 8.3 percent (± 1.4 percent) from last year, while food service and drinking places were up 5.3 percent (± 1.8 percent) from May 2024.

General Information

The June 2025 Advance Monthly Retail report is scheduled for release on July 17, 2025 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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Notice of Revision

Monthly retail sales estimates were revised on April 25, 2025 to reflect historical corrections and the restated results of the 2022 Annual Retail Trade Survey and the Service Annual Survey. Estimates were restated to incorporate the 2017 North American Industry Classification System (NAICS) changes. In addition to the 2017 NAICS changes, the restated data represent employer-only firms to be aligned with the Annual Integrated Economic Survey (AIES) and the Economic Census. For a detailed description of these changes, please see the [Restatement Summary](https://www.census.gov/retail/mrts/historic_releases.html). Publication tables have been reformatted to incorporate the 2017 NAICS definitions. The Annual Revision of Monthly Retail and Food Services showing revised estimates can be found on our website at https://www.census.gov/retail/mrts/historic_releases.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, 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

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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.

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.

Weather Information

For information on the impact of weather events like Hurricanes Helene and Milton on the compilation of

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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 2025 Quarterly Services Report was released on June 12, 2025 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>>

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				
		5 Month Total		2025			2024		2025			2024	
		2025	% Chg. 2024	May ³ (a)	Apr. (p)	Mar. (r)	May	Apr.	May ³ (a)	Apr. (p)	Mar. (r)	May (r)	Apr. (r)
	Retail & food services,												
	total	3,487,398	3.6	753,158	722,097	726,888	730,332	686,711	715,417	721,983	722,572	692,635	687,602
	Total (excl. motor vehicle & parts) ...	2,796,723	3.3	607,427	574,490	574,454	587,999	550,302	579,615	581,263	581,041	560,118	558,388
	Total (excl. gasoline stations)	3,238,745	4.3	699,398	670,652	676,367	672,706	631,759	665,639	671,198	671,437	639,179	633,032
	Total (excl. motor vehicle & parts & gasoline stations)	2,548,070	4.0	553,667	523,045	523,933	530,373	495,350	529,837	530,478	529,906	506,662	503,818
	Retail	3,007,528	3.4	648,397	623,545	624,954	631,832	593,774	618,055	623,726	625,121	600,147	595,676
	GAFO⁴	(*)	(*)	(*)	125,748	128,550	132,511	119,815	(*)	132,045	132,449	128,977	128,294
441	Motor vehicle & parts dealers	690,675	5.1	145,731	147,607	152,434	142,333	136,409	135,802	140,720	141,531	132,517	129,214
4411, 4412	Auto & other motor veh. dealers .	634,401	5.4	133,472	135,751	140,668	130,492	124,949	124,160	129,164	130,007	121,388	118,099
44111	New car dealers	(*)	(*)	(*)	113,624	118,056	107,993	103,570	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	11,856	11,766	11,841	11,460	(*)	11,556	11,524	11,129	11,115
442	Furniture & home furn. stores	55,803	6.8	12,175	11,221	11,549	11,186	10,388	11,752	11,616	11,537	10,797	10,743
4421	Furniture stores	(*)	(*)	(*)	6,076	6,352	5,918	5,480	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	35,148	-1.9	7,415	6,854	7,199	7,504	6,847	7,605	7,650	7,642	7,752	7,667
444	Building material & garden eq. & supplies dealers	195,896	-0.7	46,691	44,963	39,789	48,136	44,528	39,682	40,774	40,640	40,111	39,930
4441	Building mat. & sup. dealers	(*)	(*)	(*)	38,120	33,963	41,009	37,865	(*)	35,428	35,195	34,901	34,675
445	Food & beverage stores	412,537	2.8	87,231	82,683	83,083	85,100	78,180	83,763	84,348	84,357	81,982	82,119
4451	Grocery stores	373,668	3.0	78,429	74,623	75,242	76,465	70,496	75,340	75,914	75,925	73,666	73,818
4453	Beer, wine & liquor stores	(*)	(*)	(*)	5,626	5,613	6,264	5,539	(*)	5,998	5,997	5,994	5,982
446	Health & personal care stores	189,248	6.5	39,117	38,463	38,832	36,676	35,349	38,807	38,852	38,988	36,028	35,778
44611	Pharmacies & drug stores	(*)	(*)	(*)	33,188	33,126	31,177	30,135	(*)	33,355	33,461	30,506	30,470
447	Gasoline stations	248,653	-4.2	53,760	51,445	50,521	57,626	54,952	49,778	50,785	51,135	53,456	54,570
448	Clothing & clothing accessories stores	117,800	3.9	28,040	24,705	24,941	26,511	23,150	26,175	25,972	25,966	25,246	24,923
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	2,804	3,081	3,160	2,866	(*)	2,754	2,923	2,894	2,875
44814	Family clothing stores	(*)	(*)	(*)	11,286	11,191	11,420	9,964	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,974	3,222	3,252	2,924	(*)	3,160	3,196	3,160	3,206
451	Sporting goods, hobby, musical instrument, & book stores	35,702	-0.6	7,934	7,159	7,721	7,718	7,056	7,998	7,893	8,136	7,859	7,857
452	General merchandise stores	365,434	2.6	80,050	73,889	75,038	77,335	70,405	76,756	76,700	76,761	75,079	74,834
4522	Department stores	14,012	-2.8	3,324	3,003	2,933	3,418	3,060	3,224	3,236	3,273	3,318	3,400
4523	Gen. merchandise stores incl. warehouse clubs & supercenters.....	(*)	(*)	(*)	70,886	72,105	73,917	67,345	(*)	73,464	73,488	71,761	71,434
452311	Warehouse clubs & supercenters.....	(*)	(*)	(*)	61,974	63,421	64,427	58,757	(*)	64,489	64,452	62,917	62,507
452319	All oth. gen. merch. stores.....	(*)	(*)	(*)	8,912	8,684	9,490	8,588	(*)	8,975	9,036	8,844	8,927
453	Miscellaneous store retailers	69,430	6.1	15,936	14,084	14,440	14,787	13,684	14,445	14,039	14,581	13,434	13,582
454	Nonstore retailers	591,202	6.4	124,317	120,472	119,407	116,920	112,826	125,492	124,377	123,847	115,886	114,459
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	113,546	111,839	110,378	105,800	(*)	117,179	116,864	108,962	107,194
722	Food services & drinking places	479,870	4.7	104,761	98,552	101,934	98,500	92,937	97,362	98,257	97,451	92,488	91,926

(*) 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 nonemployees.

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, June 17, 2025. (Project No. P-7504206 / Approval CDBRB-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					
		May 2025 Advance from --		Apr. 2025 Preliminary from --		Mar. 2025 through May 2025 from --	
		Apr. 2025 (p)	May 2024 (r)	Mar. 2025 (r)	Apr. 2024 (r)	Dec. 2024 through Feb. 2025	Mar. 2024 through May 2024
	Retail & food services,						
	total	-0.9	3.3	-0.1	5.0	0.9	4.5
	Total (excl. motor vehicle & parts)	-0.3	3.5	0.0	4.1	0.7	3.9
	Total (excl. gasoline stations)	-0.8	4.1	0.0	6.0	1.3	5.4
	Total (excl. motor vehicle & parts & gasoline stations)	-0.1	4.6	0.1	5.3	1.2	5.0
	Retail	-0.9	3.0	-0.2	4.7	0.6	4.2
441	Motor vehicle & parts dealers	-3.5	2.5	-0.6	8.9	1.6	6.7
4411, 4412	Auto & other motor veh. dealers ...	-3.9	2.3	-0.6	9.4	1.5	6.9
442	Furniture & home furn. stores	1.2	8.8	0.7	8.1	0.9	8.6
443	Electronics & appliance stores	-0.6	-1.9	0.1	-0.2	1.6	0.1
444	Building material & garden eq. & supplies dealers	-2.7	-1.1	0.3	2.1	0.5	0.7
445	Food & beverage stores	-0.7	2.2	0.0	2.7	-0.1	2.8
4451	Grocery stores	-0.8	2.3	0.0	2.8	-0.1	2.9
446	Health & personal care stores	-0.1	7.7	-0.3	8.6	2.4	8.6
447	Gasoline stations	-2.0	-6.9	-0.7	-6.9	-4.0	-6.2
448	Clothing & clothing accessories stores	0.8	3.7	0.0	4.2	1.1	5.0
451	Sporting goods, hobby, musical instrument, & book stores	1.3	1.8	-3.0	0.5	0.8	1.8
452	General merchandise stores	0.1	2.2	-0.1	2.5	0.0	2.5
4522	Department stores	-0.4	-2.8	-1.1	-4.8	-1.0	-2.6
453	Miscellaneous store retailers	2.9	7.5	-3.7	3.4	1.2	6.2
454	Nonstore retailers	0.9	8.3	0.4	8.7	1.7	7.8
722	Food services & drinking places	-0.9	5.3	0.8	6.9	2.5	6.2

(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, June 17, 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 May 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	0.9	0.3	0.2	0.3	0.0	0.2
	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	0.2	0.3	0.0	0.2
	Total (excl. motor vehicle & parts & gasoline stations)	1.3	0.2	0.2	0.3	0.1	0.1
	Retail, total	0.9	0.3	0.2	0.3	0.0	0.2
441	Motor vehicle & parts dealers	1.7	0.9	0.4	1.0	-0.2	0.4
4411, 4412	Auto & other motor veh. dealers	1.8	0.9	0.5	1.0	-0.2	0.4
442	Furniture & home furn. stores	2.8	1.4	0.8	1.9	0.6	0.5
443	Electronics & appliance stores	2.2	0.8	0.5	1.3	-0.1	0.5
444	Building material & garden eq. & supplies dealers	3.5	0.9	0.6	1.2	-0.2	0.4
445	Food & beverage stores	0.7	0.2	0.1	0.4	0.0	0.1
4451	Grocery stores	0.8	0.1	0.2	0.4	0.0	0.1
446	Health & personal care stores	3.8	0.4	0.4	0.9	0.1	0.4
447	Gasoline stations	1.6	0.5	0.4	0.7	0.3	0.4
448	Clothing & clothing accessories stores	3.2	1.0	0.6	1.1	0.0	0.5
451	Sporting goods, hobby, musical instrument, & book stores	2.8	1.0	1.0	1.7	0.3	0.5
452	General merchandise stores	0.9	0.1	0.1	0.1	0.0	0.2
4522	Department stores	0.0	0.0	0.0	0.0	0.1	0.1
453	Miscellaneous store retailers	4.5	2.7	1.3	2.9	0.2	1.4
454	Nonstore retailers	2.2	0.5	0.4	0.8	0.1	0.3
722	Food services & drinking places	3.4	0.8	0.5	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, June 17, 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>.