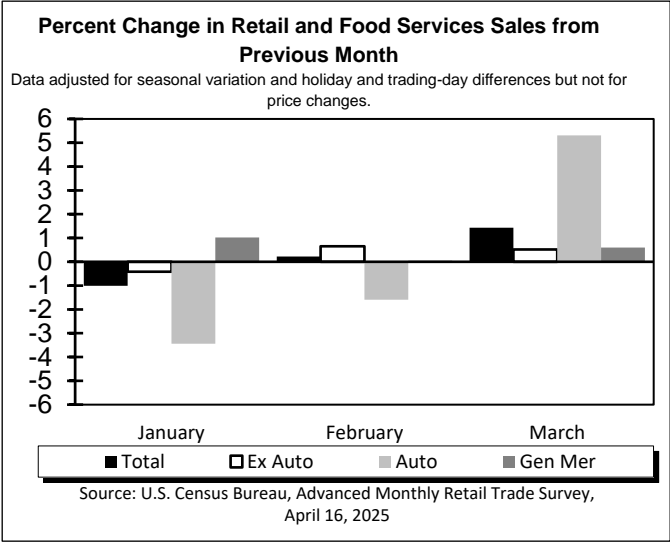


ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, MARCH 2025

Release Number: CB25-54

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

ADVANCE MONTHLY SALES		
March 2025	\$734.9 billion	1.4%
February 2025 (revised)	\$724.5 billion	0.2%*
Next release: May 15, 2025		
* 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, April 16, 2025		



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for March 2025, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$734.9 billion, up 1.4 percent (± 0.5 percent) from the previous month, and up 4.6 percent (± 0.5 percent) from March 2024. Total sales for the January 2025 through March 2025 period were up 4.1 percent (± 0.5 percent) from the same period a year ago. The January 2025 to February 2025 percent change was unrevised from up 0.2 percent (± 0.2 percent)*.

Retail trade sales were up 1.4 percent (± 0.5 percent) from February 2025, and up 4.6 percent (± 0.5 percent) from last year. Motor vehicle and parts dealers were up 8.8 percent (± 1.8 percent) from last year, while nonstore retailers were up 4.8 percent (± 1.4 percent) from March 2024.

General Information

The April 2025 Advance Monthly Retail report is scheduled for release on May 15, 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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Intention to Revise

Monthly retail sales estimates will be revised to reflect historical corrections and will reflect the restated results of the 2022 Annual Retail Trade Survey and the Service Annual Survey. Estimates will be restated to incorporate the 2017 North American Industry Classification System (NAICS) changes. In addition to the 2017 NAICS changes, the restated data will 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](#). Publication tables will be reformatted to incorporate the 2017 NAICS definitions. Revised not adjusted estimates and corresponding adjusted estimates are scheduled for release on April 25, 2025 at 10:00 a.m. EDT.

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>.](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 fourth quarter 2024 Quarterly Services Report was released on March 13, 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				
		3 Month Total		2025			2024		2025			2024	
		2025	% Chg. 2024	Mar. ³ (a)	Feb. (p)	Jan. (r)	Mar.	Feb.	Mar. ³ (a)	Feb. (p)	Jan. (r)	Mar. (r)	Feb. (r)
	Retail & food services,												
	total	2,044,747	2.8	737,329	641,915	665,503	707,637	644,825	734,870	724,535	722,944	702,520	699,739
	Total (excl. motor vehicle & parts) ...	1,641,039	2.2	582,981	517,572	540,486	567,110	518,529	590,942	587,869	584,070	570,235	566,146
	Total (excl. gasoline stations)	1,900,880	3.1	686,691	596,459	617,730	654,589	597,462	683,409	671,741	669,745	648,719	646,996
	Total (excl. motor vehicle & parts & gasoline stations)	1,497,172	2.7	532,343	472,116	492,713	514,062	471,166	539,481	535,075	530,871	516,434	513,403
	Retail	1,764,667	2.8	635,047	553,589	576,031	609,462	555,528	636,522	627,898	625,480	608,662	605,643
	GAFO⁴	(*)	(*)	(*)	114,303	116,817	129,000	115,707	(*)	134,241	134,178	129,488	131,026
441	Motor vehicle & parts dealers	403,708	4.9	154,348	124,343	125,017	140,527	126,296	143,928	136,666	138,874	132,285	133,593
4411, 4412	Auto & other motor veh. dealers .	370,653	5.2	142,279	114,089	114,285	128,903	115,944	132,107	124,961	127,408	120,922	122,304
44111	New car dealers	(*)	(*)	(*)	95,045	96,244	105,692	95,883	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	10,254	10,732	11,624	10,352	(*)	11,705	11,466	11,363	11,289
442	Furniture & home furn. stores	32,946	4.9	11,682	10,639	10,625	11,022	10,343	11,670	11,756	11,663	10,838	11,015
4421	Furniture stores	(*)	(*)	(*)	5,908	5,751	5,995	5,705	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	21,257	-1.9	7,319	6,756	7,182	7,208	7,267	7,737	7,677	7,640	7,603	7,933
444	Building material & garden eq. & supplies dealers.....	105,269	0.0	40,333	31,798	33,138	38,696	33,820	41,404	40,097	40,274	40,350	40,425
4441	Building mat. & sup. dealers	(*)	(*)	(*)	27,621	28,816	33,298	29,585	(*)	34,700	34,844	35,124	35,304
445	Food & beverage stores.....	244,575	1.9	83,781	77,016	83,778	83,248	76,955	85,233	85,055	84,877	82,290	81,956
4451	Grocery stores	221,402	2.2	75,527	69,546	76,329	74,795	69,307	76,367	76,257	76,101	73,617	73,263
4453	Beer, wine & liquor stores	(*)	(*)	(*)	5,140	5,153	5,876	5,360	(*)	6,076	6,091	6,083	6,105
446	Health & personal care stores	111,808	4.3	38,571	35,419	37,818	36,238	34,588	38,921	38,667	37,894	36,311	36,256
44611	Pharmacies & drug stores	(*)	(*)	(*)	29,965	32,324	29,894	28,883	(*)	32,571	31,784	30,226	30,181
447	Gasoline stations	143,867	-2.0	50,638	45,456	47,773	53,048	47,363	51,461	52,794	53,199	53,801	52,743
448	Clothing & clothing accessories stores	67,020	1.3	25,429	21,447	20,144	24,986	22,005	26,679	26,566	26,623	25,307	26,118
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	2,486	2,316	3,235	2,650	(*)	3,050	3,080	3,026	3,125
44814	Family clothing stores	(*)	(*)	(*)	8,719	8,425	10,454	8,566	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,444	2,129	3,179	2,774	(*)	3,082	3,081	3,008	3,354
451	Sporting goods, hobby, musical instrument, & book stores	21,429	-2.5	7,997	6,468	6,964	7,992	6,891	8,383	8,187	8,212	8,163	8,466
452	General merchandise stores.....	213,066	1.9	76,096	67,096	69,874	75,692	67,287	78,011	77,543	77,505	75,189	75,078
4521	Department stores	27,721	-4.0	9,906	8,800	9,015	10,485	9,513	10,660	10,697	10,876	10,937	11,128
4529	Other general merch. stores.....	(*)	(*)	(*)	58,296	60,859	65,207	57,774	(*)	66,846	66,629	64,252	63,950
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	50,375	52,647	56,073	49,609	(*)	57,571	57,350	55,190	54,817
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	7,921	8,212	9,134	8,165	(*)	9,275	9,279	9,062	9,133
453	Miscellaneous store retailers	43,916	6.2	15,937	13,889	14,090	14,938	13,391	16,218	16,104	15,872	15,483	14,935
454	Nonstore retailers	355,806	4.2	122,916	113,262	119,628	115,867	109,322	126,877	126,786	122,847	121,042	117,125
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	103,171	108,477	106,154	98,984	(*)	117,641	113,708	111,859	107,943
722	Food services & drinking places	280,080	2.8	102,282	88,326	89,472	98,175	89,297	98,348	96,637	97,464	93,858	94,096

(*) 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, April 16, 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 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					
		Mar. 2025 Advance from --		Feb. 2025 Preliminary from --		Jan. 2025 through Mar. 2025 from --	
		Feb. 2025 (p)	Mar. 2024 (r)	Jan. 2025 (r)	Feb. 2024 (r)	Oct. 2024 through Dec. 2024	Jan. 2024 through Mar. 2024
	Retail & food services,						
	total	1.4	4.6	0.2	3.5	0.3	4.1
	Total (excl. motor vehicle & parts)	0.5	3.6	0.7	3.8	0.6	3.7
	Total (excl. gasoline stations)	1.7	5.3	0.3	3.8	0.2	4.5
	Total (excl. motor vehicle & parts & gasoline stations)	0.8	4.5	0.8	4.2	0.6	4.2
	Retail	1.4	4.6	0.4	3.7	0.3	4.1
441	Motor vehicle & parts dealers	5.3	8.8	-1.6	2.3	-0.9	5.7
4411, 4412	Auto & other motor veh. dealers ...	5.7	9.2	-1.9	2.2	-1.1	5.9
442	Furniture & home furn. stores	-0.7	7.7	0.8	6.7	0.9	6.3
443	Electronics & appliance stores	0.8	1.8	0.5	-3.2	0.3	-0.4
444	Building material & garden eq. & supplies dealers.....	3.3	2.6	-0.4	-0.8	-1.6	1.1
445	Food & beverage stores.....	0.2	3.6	0.2	3.8	0.8	3.7
4451	Grocery stores	0.1	3.7	0.2	4.1	0.9	3.9
446	Health & personal care stores	0.7	7.2	2.0	6.6	0.7	6.0
447	Gasoline stations	-2.5	-4.3	-0.8	0.1	1.1	-0.7
448	Clothing & clothing accessories stores	0.4	5.4	-0.2	1.7	0.3	3.5
451	Sporting goods, hobby, musical instrument, & book stores	2.4	2.7	-0.3	-3.3	-0.3	-0.7
452	General merchandise stores.....	0.6	3.8	0.0	3.3	1.6	3.9
4521	Department stores	-0.3	-2.5	-1.6	-3.9	-0.7	-2.6
453	Miscellaneous store retailers	0.7	4.7	1.5	7.8	4.6	6.9
454	Nonstore retailers	0.1	4.8	3.2	8.2	0.3	5.6
722	Food services & drinking places	1.8	4.8	-0.8	2.7	0.2	4.0

(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, April 16, 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 Mar. 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
441 4411, 4412 442 443 444 445 4451 446 447 448 451 452 4521 453 454 722	Retail & food services,						
	total	0.9	0.3	0.1	0.3	0.0	0.2
	Total (excl. motor vehicle & parts)	1.2	0.2	0.2	0.3	0.1	0.2
	Total (excl. gasoline stations)	0.9	0.3	0.2	0.3	0.0	0.2
	Total (excl. motor vehicle & parts & gasoline stations)	1.2	0.2	0.2	0.4	0.1	0.2
	Retail, total	0.9	0.3	0.2	0.3	0.0	0.2
	Motor vehicle & parts dealers	1.7	0.9	0.4	1.0	-0.1	0.3
	Auto & other motor veh. dealers	1.8	1.0	0.5	1.1	-0.2	0.4
	Furniture & home furn. stores.....	2.8	1.4	0.8	1.9	0.8	0.8
	Electronics & appliance stores	2.1	0.8	0.5	1.2	-0.1	0.5
	Building material & garden eq. & supplies dealers.....	3.4	0.9	0.6	1.2	-0.1	0.3
	Food & beverage stores.....	0.7	0.2	0.1	0.4	0.0	0.1
	Grocery stores	0.8	0.1	0.2	0.4	0.0	0.1
	Health & personal care stores	3.7	0.4	0.4	0.9	0.2	0.3
	Gasoline stations	1.6	0.6	0.4	0.6	0.2	0.4
	Clothing & clothing accessories stores	3.2	0.9	0.6	1.0	0.0	0.5
	Sporting goods, hobby, musical instrument, & book stores	2.6	1.0	1.0	1.5	-0.1	0.6
	General merchandise stores.....	0.9	0.1	0.1	0.1	-0.1	0.2
	Department stores	0.0	0.0	0.0	0.0	0.0	0.1
	Miscellaneous store retailers	4.5	2.8	1.4	3.1	0.0	1.4
	Nonstore retailers	2.2	0.5	0.4	0.8	0.1	0.5
	Food services & drinking places	3.3	0.8	0.5	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, April 16, 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
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