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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, DECEMBER 2024

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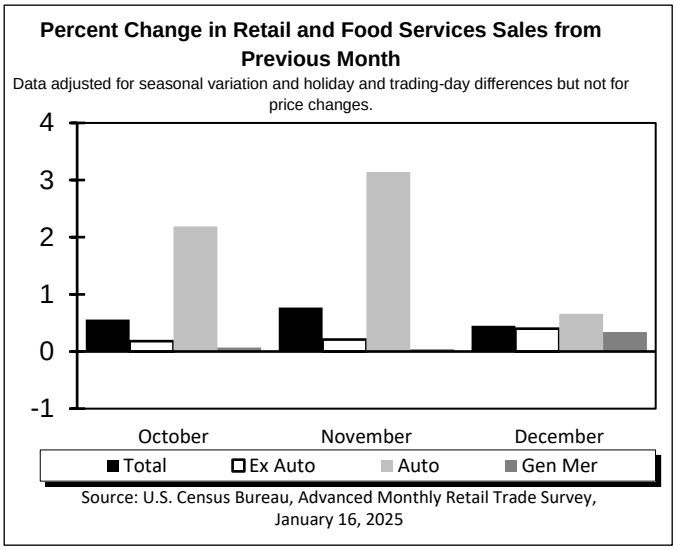
January 16, 2025 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for December 2024:

ADVANCE MONTHLY SALES

December 2024	**$729.2 billion**	**0.4%***
November 2024 (revised)	**$725.9 billion**	**0.8%**

Next release: February 14, 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, January 16, 2025



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for December 2024, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were $729.2 billion, an increase of 0.4 percent (±0.5 percent)* from the previous month, and up 3.9 percent (±0.5 percent) from December 2023. Total sales for the 12 months of 2024 were up 3.0 percent (±0.5 percent) from 2023. Total sales for the October 2024 through December 2024 period were up 3.7 percent (±0.5 percent) from the same period a year ago. The October 2024 to November 2024 percent change was revised from up 0.7 percent (±0.5 percent) to up 0.8 percent (±0.3 percent).

Retail trade sales were up 0.6 percent (±0.5 percent) from November 2024, and up 4.2 percent (±0.5 percent) from last year. Motor vehicle and parts dealers were up 8.4 percent (±1.8 percent) from last year, while Nonstore retailers were up 6.0 percent (±1.4 percent) from December 2023.

General Information

The January 2025 Advance Monthly Retail report is scheduled for release on February 14, 2025 at 8:30 a.m. EST. 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/>.

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

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

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>.

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 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>.

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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 ±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.

Weather Information

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

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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 third quarter 2024 Quarterly Services Report was released on November 19, 2024 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]				
		12 Month Total		2024			2023		2024			2023	
		2024	% Chg. 2023	Dec.[3] (a)	Nov. (p)	Oct. (r)	Dec.	Nov.	Dec.[3] (a)	Nov. (p)	Oct. (r)	Dec. (r)	Nov. (r)
	Retail & food services, total	**8,544,433**	**3.0**	**794,912**	**739,370**	**730,720**	**765,846**	**708,181**	**729,191**	**725,925**	**720,393**	**701,672**	**697,167**
	Total (excl. motor vehicle & parts)	6,921,340	3.1	655,013	605,193	592,932	635,671	584,282	586,274	583,946	582,737	569,792	564,944
	Total (excl. gasoline stations)	7,912,579	3.5	746,827	690,103	676,690	717,154	656,750	676,811	674,337	668,887	648,631	643,593
	Total (excl. motor vehicle & parts & gasoline stations)	6,289,486	3.8	606,928	555,926	538,902	586,979	532,851	533,894	532,358	531,231	516,751	511,370
	Retail	7,400,068	2.8	698,358	644,894	633,013	668,957	619,189	632,249	628,727	623,269	606,961	602,896
	GAFO[4]	**(*)**	**(*)**	**(*)**	**144,342**	**131,388**	**169,911**	**138,894**	**(*)**	**132,585**	**132,487**	**129,559**	**129,088**
441	**Motor vehicle & parts dealers**	**1,623,093**	**2.5**	**139,899**	**134,177**	**137,788**	**130,175**	**123,899**	**142,917**	**141,979**	**137,656**	**131,880**	**132,223**
4411, 4412	Auto & other motor veh. dealers	1,484,682	2.4	128,925	122,898	125,638	119,701	112,744	131,155	130,327	126,269	120,545	120,840
44111	New car dealers	(*)	(*)	(*)	104,341	105,358	102,704	94,960	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores	(*)	(*)	(*)	11,279	12,150	10,474	11,155	(*)	11,652	11,387	11,335	11,383
442	**Furniture & home furn. stores**	**135,672**	**-2.2**	**12,754**	**12,566**	**11,446**	**11,847**	**12,134**	**11,864**	**11,592**	**11,446**	**10,949**	**11,277**
4421	Furniture stores	(*)	(*)	(*)	6,732	6,033	6,240	6,545	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)
443	**Electronics & appliance stores**	**92,767**	**0.9**	**10,557**	**8,952**	**7,363**	**10,014**	**8,792**	**7,745**	**7,711**	**7,646**	**7,320**	**7,553**
444	**Building material & garden eq. & supplies dealers**	**491,071**	**-0.8**	**36,279**	**40,005**	**44,987**	**36,580**	**39,719**	**40,451**	**41,284**	**41,622**	**41,177**	**40,437**
4441	Building mat. & sup. dealers	(*)	(*)	(*)	35,303	39,378	31,709	34,478	(*)	36,060	36,360	35,789	34,861
445	**Food & beverage stores**	**1,000,084**	**2.1**	**90,206**	**85,982**	**84,687**	**89,248**	**83,365**	**84,708**	**84,046**	**84,228**	**82,153**	**82,254**
4451	Grocery stores	894,847	2.0	78,665	76,522	75,931	77,799	74,319	75,858	75,169	75,403	73,465	73,656
4453	Beer, wine & liquor stores	(*)	(*)	(*)	6,579	6,104	8,023	6,288	(*)	6,207	6,191	6,143	6,040
446	**Health & personal care stores**	**448,467**	**2.9**	**42,477**	**37,657**	**39,693**	**40,663**	**37,118**	**38,062**	**38,153**	**38,057**	**36,799**	**37,342**
44611	Pharmacies & drug stores	(*)	(*)	(*)	31,439	33,963	32,852	31,133	(*)	31,983	31,980	30,674	31,384
447	**Gasoline stations**	**631,854**	**-2.8**	**48,085**	**49,267**	**54,030**	**48,692**	**51,431**	**52,380**	**51,588**	**51,506**	**53,041**	**53,574**
448	**Clothing & clothing accessories stores**	**315,099**	**2.6**	**41,385**	**29,785**	**25,318**	**40,684**	**28,580**	**26,741**	**26,341**	**26,544**	**26,109**	**25,699**
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,574	2,933	4,319	3,558	(*)	3,049	3,024	3,169	3,110
44814	Family clothing stores	(*)	(*)	(*)	13,735	11,185	16,144	12,470	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	3,278	2,833	4,669	3,383	(*)	3,149	3,093	3,302	3,281
451	**Sporting goods, hobby, musical instrument, & book stores**	**99,321**	**-2.7**	**11,990**	**9,338**	**7,867**	**11,911**	**9,411**	**8,426**	**8,213**	**8,238**	**8,277**	**8,486**
452	**General merchandise stores**	**908,913**	**2.8**	**93,179**	**81,494**	**76,276**	**92,667**	**77,921**	**76,530**	**76,271**	**76,244**	**74,574**	**73,773**
4521	Department stores	130,925	-1.3	16,186	12,207	10,448	16,629	12,301	10,811	10,798	10,845	11,010	10,669
4529	Other general merch. stores	(*)	(*)	(*)	69,287	65,828	76,038	65,620	(*)	65,473	65,399	63,564	63,104
45291	Warehouse clubs & supercenters	(*)	(*)	(*)	59,231	56,508	64,794	55,979	(*)	56,196	56,171	54,540	54,243
45299	All oth. gen. merch. stores	(*)	(*)	(*)	10,056	9,320	11,244	9,641	(*)	9,277	9,228	9,024	8,861
453	**Miscellaneous store retailers**	**182,912**	**5.5**	**16,028**	**14,525**	**16,673**	**15,328**	**14,692**	**15,462**	**14,823**	**15,431**	**14,906**	**14,852**
454	**Nonstore retailers**	**1,470,815**	**8.2**	**155,519**	**141,146**	**126,885**	**141,148**	**132,127**	**126,963**	**126,726**	**124,651**	**119,776**	**115,426**
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	132,876	117,553	131,126	122,229	(*)	118,428	115,702	110,468	105,918
722	**Food services & drinking places**	**1,144,365**	**4.6**	**96,554**	**94,476**	**97,707**	**96,889**	**88,992**	**96,942**	**97,198**	**97,124**	**94,711**	**94,271**

(*) 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, January 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]					
		Dec. 2024 Advance from --		Nov. 2024 Preliminary from --		Oct. 2024 through Dec. 2024 from --	
		Nov. 2024 (p)	Dec. 2023 (r)	Oct. 2024 (r)	Nov. 2023 (r)	Jul. 2024 through Sep. 2024	Oct. 2023 through Dec. 2023
	Retail & food services, total	**0.4**	**3.9**	**0.8**	**4.1**	**1.8**	**3.7**
	Total (excl. motor vehicle & parts)	0.4	2.9	0.2	3.4	1.1	3.0
	Total (excl. gasoline stations)	0.4	4.3	0.8	4.8	2.0	4.3
	Total (excl. motor vehicle & parts & gasoline stations)	0.3	3.3	0.2	4.1	1.2	3.8
	Retail	0.6	4.2	0.9	4.3	1.8	3.8
441	**Motor vehicle & parts dealers**	**0.7**	**8.4**	**3.1**	**7.4**	**4.9**	**6.6**
4411, 4412	Auto & other motor veh. dealers	0.6	8.8	3.2	7.9	5.3	7.1
442	**Furniture & home furn. stores**	**2.3**	**8.4**	**1.3**	**2.8**	**3.0**	**5.0**
443	**Electronics & appliance stores**	**0.4**	**5.8**	**0.9**	**2.1**	**0.9**	**2.0**
444	**Building material & garden eq. & supplies dealers**	**-2.0**	**-1.8**	**-0.8**	**2.1**	**-0.7**	**0.8**
445	**Food & beverage stores**	**0.8**	**3.1**	**-0.2**	**2.2**	**0.8**	**2.7**
4451	Grocery stores	0.9	3.3	-0.3	2.1	0.8	2.6
446	**Health & personal care stores**	**-0.2**	**3.4**	**0.3**	**2.2**	**0.3**	**2.3**
447	**Gasoline stations**	**1.5**	**-1.2**	**0.2**	**-3.7**	**-0.5**	**-4.1**
448	**Clothing & clothing accessories stores**	**1.5**	**2.4**	**-0.8**	**2.5**	**1.3**	**3.1**
451	**Sporting goods, hobby, musical instrument, & book stores**	**2.6**	**1.8**	**-0.3**	**-3.2**	**1.3**	**-1.3**
452	**General merchandise stores**	**0.3**	**2.6**	**0.0**	**3.4**	**0.6**	**3.0**
4521	Department stores	0.1	-1.8	-0.4	1.2	-0.7	-0.3
453	**Miscellaneous store retailers**	**4.3**	**3.7**	**-3.9**	**-0.2**	**-0.5**	**2.7**
454	**Nonstore retailers**	**0.2**	**6.0**	**1.7**	**9.8**	**2.6**	**7.5**
722	**Food services & drinking places**	**-0.3**	**2.4**	**0.1**	**3.1**	**1.6**	**3.2**

(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, January 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 Dec. 2024

(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 Current Mo. (%)	Median standard error Percent change			Revision for month-to-month change	
			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	0.1	0.3	0.1	0.2
	Total (excl. motor vehicle & parts)	1.1	0.2	0.2	0.3	0.1	0.2
	Total (excl. gasoline stations)	0.9	0.3	0.2	0.4	0.1	0.2
	Total (excl. motor vehicle & parts & gasoline stations)	1.2	0.2	0.2	0.4	0.0	0.2
	Retail, total	**0.8**	**0.3**	**0.2**	**0.3**	**0.1**	**0.1**
441	**Motor vehicle & parts dealers**	**1.6**	**0.9**	**0.4**	**1.0**	**0.1**	**0.4**
4411, 4412	Auto & other motor veh. dealers	1.7	1.0	0.5	1.1	0.1	0.4
442	**Furniture & home furn. stores**	**2.8**	**1.8**	**0.8**	**1.9**	**0.5**	**1.2**
443	**Electronics & appliance stores**	**2.1**	**0.8**	**0.5**	**1.2**	**0.0**	**0.6**
444	**Building material & garden eq. & supplies dealers**	**3.3**	**0.8**	**0.6**	**1.2**	**0.0**	**0.2**
445	**Food & beverage stores**	**0.7**	**0.2**	**0.2**	**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**	**3.7**	**0.5**	**0.4**	**0.9**	**0.1**	**0.3**
447	**Gasoline stations**	**1.6**	**0.6**	**0.3**	**0.6**	**0.2**	**0.3**
448	**Clothing & clothing accessories stores**	**3.1**	**0.9**	**0.6**	**1.0**	**-0.1**	**0.5**
451	**Sporting goods, hobby, musical instrument, & book stores**	**2.6**	**1.0**	**0.9**	**1.4**	**-0.2**	**0.5**
452	**General merchandise stores**	**1.0**	**0.1**	**0.1**	**0.1**	**0.0**	**0.2**
4521	Department stores	0.0	0.0	0.0	0.0	0.0	0.1
453	**Miscellaneous store retailers**	**4.8**	**2.7**	**1.5**	**3.0**	**0.2**	**1.4**
454	**Nonstore retailers**	**2.2**	**0.5**	**0.4**	**0.8**	**0.1**	**0.3**
722	**Food services & drinking places**	**3.3**	**0.8**	**0.5**	**1.1**	**0.0**	**0.2**

(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 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 <www.census.gov/retail/how_surveys_are_collected.html>.