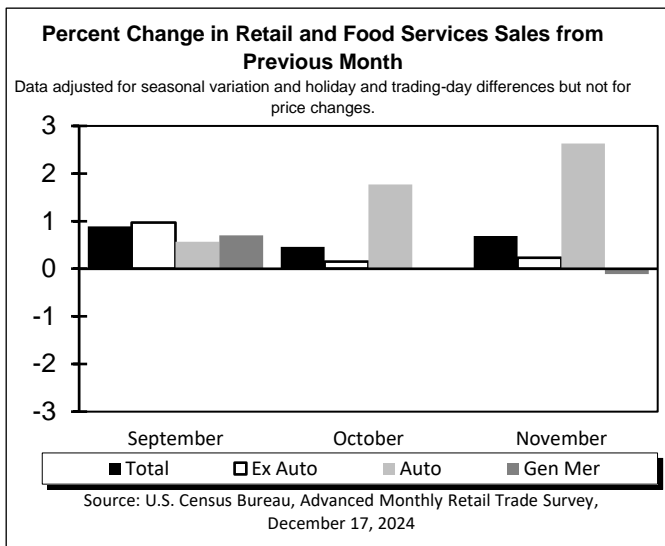


ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, NOVEMBER 2024

Release Number: CB24-201

December 17, 2024 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for November 2024:

ADVANCE MONTHLY SALES		
November 2024	\$724.6 billion	0.7%
October 2024 (revised)	\$719.7 billion	0.5%
Next release: January 16, 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, December 17, 2024</small>		



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for November 2024, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$724.6 billion, an increase of 0.7 percent (± 0.5 percent) from the previous month, and up 3.8 percent (± 0.5 percent) from November 2023. Total sales for the September 2024 through November 2024 period were up 2.9 percent (± 0.5 percent) from the same period a year ago. The September 2024 to October 2024 percent change was revised from up 0.4 percent (± 0.5 percent)* to up 0.5 percent (± 0.1 percent).

Retail trade sales were up 0.9 percent (± 0.5 percent) from October 2024, and up 4.1 percent (± 0.5 percent) from last year. Motor vehicle and parts dealers were up 6.5 percent (± 1.8 percent) from last year, while Nonstore retailers were up 9.8 percent (± 1.4 percent) from November 2023.

General Information

The December 2024 Advance Monthly Retail report is scheduled for release on January 16, 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/>.

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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.

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 $\pm 1.753 \times 0.9$ 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 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				
		11 Month Total		2024			2023		2024			2023	
		2024	% Chg. 2023	Nov. ³ (a)	Oct. (p)	Sept. (r)	Nov.	Oct.	Nov. ³ (a)	Oct. (p)	Sept. (r)	Nov. (r)	Oct. (r)
	Retail & food services,												
	total	7,746,051	2.9	736,535	730,085	683,558	708,181	697,816	724,609	719,676	716,388	698,105	699,365
	Total (excl. motor vehicle & parts) ...	6,264,020	3.1	603,448	592,370	555,090	584,282	568,837	583,908	582,587	581,688	566,000	567,152
	Total (excl. gasoline stations)	7,162,297	3.4	687,299	676,039	632,095	656,750	640,048	673,107	668,204	664,976	644,531	643,819
	Total (excl. motor vehicle & parts & gasoline stations)	5,680,266	3.8	554,212	538,324	503,627	532,851	511,069	532,406	531,115	530,276	512,426	511,606
	Retail	6,699,502	2.6	643,322	632,377	589,777	619,189	604,435	627,915	622,551	620,104	603,231	606,170
	GAFO⁴	(*)	(*)	(*)	131,275	123,313	138,894	127,192	(*)	132,059	131,966	129,054	129,077
441	Motor vehicle & parts dealers	1,482,031	2.0	133,087	137,715	128,468	123,899	128,979	140,701	137,089	134,700	132,105	132,213
4411, 4412	Auto & other motor veh. dealers .	1,354,730	1.9	121,945	125,564	117,141	112,744	117,155	129,179	125,690	123,177	120,711	120,778
44111	New car dealers	(*)	(*)	(*)	105,294	96,915	94,960	97,143	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	12,151	11,327	11,155	11,824	(*)	11,399	11,523	11,394	11,435
442	Furniture & home furn. stores	122,665	-3.3	12,320	11,439	11,285	12,134	10,894	11,324	11,292	11,376	11,246	11,004
4421	Furniture stores	(*)	(*)	(*)	6,019	6,097	6,545	5,752	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	82,138	0.3	8,880	7,363	7,013	8,792	7,441	7,622	7,599	7,421	7,534	7,767
444	Building material & garden eq. & supplies dealers	455,584	-0.7	40,709	45,075	40,357	39,719	41,941	42,241	42,077	41,744	40,562	40,774
4441	Building mat. & sup. dealers	(*)	(*)	(*)	39,459	35,683	34,478	36,331	(*)	36,774	36,486	35,074	35,136
445	Food & beverage stores	909,164	2.2	85,682	84,273	81,116	83,365	81,437	83,722	83,877	83,962	82,264	82,041
4451	Grocery stores	815,586	2.0	76,344	75,513	72,811	74,319	73,031	74,921	75,063	75,140	73,656	73,472
4453	Beer, wine & liquor stores	(*)	(*)	(*)	6,110	5,768	6,288	5,847	(*)	6,190	6,182	6,040	6,028
446	Health & personal care stores	405,889	2.7	37,512	39,737	37,655	37,118	38,434	38,083	38,099	38,541	37,417	37,533
44611	Pharmacies & drug stores	(*)	(*)	(*)	34,010	31,867	31,133	32,912	(*)	32,024	32,451	31,352	31,646
447	Gasoline stations	583,754	-2.9	49,236	54,046	51,463	51,431	57,768	51,502	51,472	51,412	53,574	55,546
448	Clothing & clothing accessories stores	273,428	2.6	29,633	25,184	23,088	28,580	23,933	26,318	26,380	26,264	25,742	25,454
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	2,851	2,678	3,558	2,976	(*)	2,951	2,946	3,149	3,119
44814	Family clothing stores	(*)	(*)	(*)	11,185	9,956	12,470	10,246	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,829	2,720	3,383	3,003	(*)	3,082	3,077	3,272	3,326
451	Sporting goods, hobby, musical instrument, & book stores	87,587	-2.9	9,590	7,871	7,761	9,411	7,924	8,296	8,225	8,274	8,418	8,439
452	General merchandise stores	815,521	3.0	81,281	76,276	71,583	77,921	73,832	76,101	76,187	76,190	73,792	73,948
4521	Department stores	114,744	-1.1	12,212	10,448	9,870	12,301	10,342	10,818	10,881	10,887	10,671	10,884
4529	Other general merch. stores.....	(*)	(*)	(*)	65,828	61,713	65,620	63,490	(*)	65,306	65,303	63,121	63,064
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	56,508	53,107	55,979	54,658	(*)	56,060	56,079	54,243	54,170
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	9,320	8,606	9,641	8,832	(*)	9,246	9,224	8,878	8,894
453	Miscellaneous store retailers	166,941	5.6	14,644	16,611	15,349	14,692	15,502	14,910	15,453	15,582	14,789	14,759
454	Nonstore retailers	1,314,800	7.9	140,748	126,787	114,639	132,127	116,350	127,095	124,801	124,638	115,788	116,692
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	117,481	106,776	122,229	106,703	(*)	115,973	115,935	106,286	107,239
722	Food services & drinking places	1,046,549	4.9	93,213	97,708	93,781	88,992	93,381	96,694	97,125	96,284	94,874	93,195

(*) 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, December 17, 2024. (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					
		Nov. 2024 Advance from --		Oct. 2024 Preliminary from --		Sep. 2024 through Nov. 2024 from --	
		Oct. 2024 (p)	Nov. 2023 (r)	Sep. 2024 (r)	Oct. 2023 (r)	Jun. 2024 through Aug. 2024	Sep. 2023 through Nov. 2023
	Retail & food services,						
	total	0.7	3.8	0.5	2.9	1.8	2.9
	Total (excl. motor vehicle & parts)	0.2	3.2	0.2	2.7	1.3	2.8
	Total (excl. gasoline stations)	0.7	4.4	0.5	3.8	2.0	3.8
	Total (excl. motor vehicle & parts & gasoline stations)	0.2	3.9	0.2	3.8	1.6	3.9
	Retail	0.9	4.1	0.4	2.7	1.7	2.9
441	Motor vehicle & parts dealers	2.6	6.5	1.8	3.7	3.9	3.5
4411, 4412	Auto & other motor veh. dealers ...	2.8	7.0	2.0	4.1	4.3	3.7
442	Furniture & home furn. stores	0.3	0.7	-0.7	2.6	1.1	1.5
443	Electronics & appliance stores	0.3	1.2	2.4	-2.2	-2.8	-2.0
444	Building material & garden eq. & supplies dealers	0.4	4.1	0.8	3.2	2.3	3.1
445	Food & beverage stores	-0.2	1.8	-0.1	2.2	0.7	2.1
4451	Grocery stores	-0.2	1.7	-0.1	2.2	0.7	2.1
446	Health & personal care stores	0.0	1.8	-1.1	1.5	2.2	2.9
447	Gasoline stations	0.1	-3.9	0.1	-7.3	-1.7	-7.4
448	Clothing & clothing accessories stores	-0.2	2.2	0.4	3.6	0.5	2.9
451	Sporting goods, hobby, musical instrument, & book stores	0.9	-1.4	-0.6	-2.5	1.2	-1.9
452	General merchandise stores	-0.1	3.1	0.0	3.0	0.8	3.0
4521	Department stores	-0.6	1.4	-0.1	0.0	-0.6	0.0
453	Miscellaneous store retailers	-3.5	0.8	-0.8	4.7	0.8	4.3
454	Nonstore retailers	1.8	9.8	0.1	6.9	2.7	8.0
722	Food services & drinking places	-0.4	1.9	0.9	4.2	1.9	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, December 17, 2024. (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 Nov. 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 ⁽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	0.1	0.3	0.0	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	0.0	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	0.2
441	Motor vehicle & parts dealers	1.7	0.9	0.4	1.0	0.0	0.4
4411, 4412	Auto & other motor veh. dealers	1.8	1.0	0.5	1.1	0.0	0.4
442	Furniture & home furn. stores	2.8	1.6	0.8	1.9	0.5	1.2
443	Electronics & appliance stores	2.1	0.8	0.5	1.2	-0.1	0.6
444	Building material & garden eq. & supplies dealers	3.3	0.8	0.6	1.2	0.1	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	3.6	0.4	0.4	0.9	0.1	0.3
447	Gasoline stations	1.6	0.6	0.3	0.6	0.2	0.4
448	Clothing & clothing accessories stores	3.1	0.9	0.6	1.1	-0.1	0.3
451	Sporting goods, hobby, musical instrument, & book stores	2.5	1.0	0.9	1.4	-0.2	0.5
452	General merchandise stores	1.0	0.1	0.1	0.1	0.0	0.1
4521	Department stores	0.0	0.0	0.0	0.0	0.0	0.1
453	Miscellaneous store retailers	5.0	2.7	1.5	3.0	0.1	1.4
454	Nonstore retailers	2.2	0.5	0.4	0.8	0.1	0.3
722	Food services & drinking places	3.3	0.9	0.5	1.2	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, December 17, 2024. (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>.