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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, OCTOBER 2026

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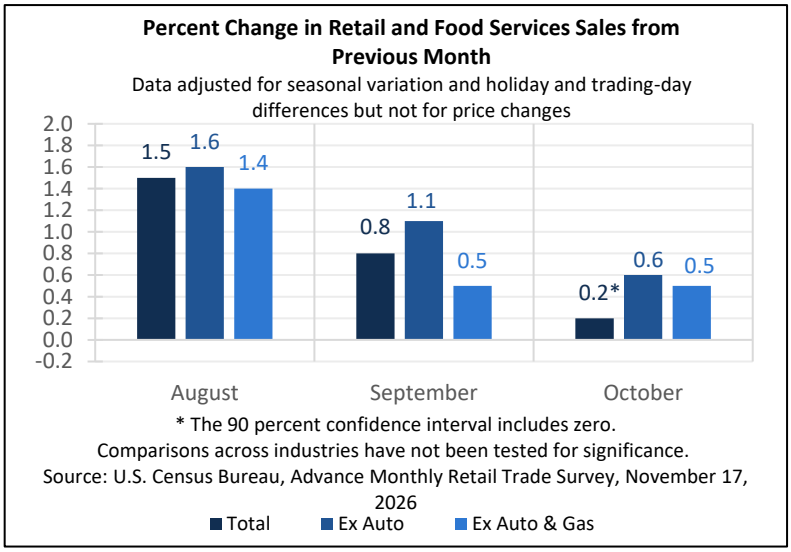
November 17, 2026 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for October 2026:

ADVANCE MONTHLY SALES

October 2026	**$748.2 billion**	**0.2%***
September 2026 (revised)	**$746.6 billion**	**0.8%**

Next release: December 16, 2026

* 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, Advance Monthly Retail Trade Survey, November 17, 2026



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for October 2026, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were $748.2 billion, up 0.2 percent (±0.4 percent)* from the previous month, and up 6.8 percent (±0.5 percent) from October 2025. Total sales for the August 2026 through October 2026 period were up 6.4 percent (±0.5 percent) from the same period a year ago. The August 2026 to September 2026 percent change was unrevised from up 0.8 percent (±0.2 percent).

GENERAL INFORMATION

Release Schedule

The November 2026 Advance Monthly Retail report is scheduled for release on December 16, 2026 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 <https://www.census.gov/retail/index.html>.

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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 (MARTS), 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 (MRTS). 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 Integrated Economic Survey (AIES) 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.

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.

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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/>

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]				
		10 Month Total		2026			2025		2026			2025	
		2026	% Chg. 2025	Oct.[3] (a)	Sep. (p)	Aug. (r)	Oct.	Sep.	Oct.[3] (a)	Sep. (p)	Aug. (r)	Oct. (r)	Sep. (r)
	Retail & food services, total	**7,209,494**	**5.0**	**761,378**	**728,961**	**751,781**	**712,145**	**680,630**	**748,220**	**746,637**	**740,502**	**700,427**	**700,614**
	Total (excl. motor vehicle & parts)	5,822,426	5.8	625,226	591,586	606,305	577,544	546,894	611,226	607,409	601,001	565,211	564,269
	Total (excl. gasoline stations)	6,579,701	3.9	689,408	659,826	683,408	656,823	626,396	679,612	679,056	676,721	647,790	647,495
	Total (excl. motor vehicle & parts & gasoline stations)	5,192,633	4.5	553,256	522,451	537,932	522,222	492,660	542,618	539,828	537,220	512,574	511,150
	Retail	6,306,386	5.0	665,298	637,194	656,992	623,604	595,443	655,299	653,943	648,652	613,622	613,777
	GAFO[4]	**(*)**	**(*)**	**(*)**	**130,444**	**141,752**	**132,346**	**122,502**	**(*)**	**138,330**	**137,946**	**132,746**	**130,792**
441	**Motor vehicle & parts dealers**	**1,387,068**	**1.9**	**136,152**	**137,375**	**145,476**	**134,601**	**133,736**	**136,994**	**139,228**	**139,501**	**135,216**	**136,345**
4411, 4412	Auto & other motor veh. dealers	1,268,895	1.6	123,531	125,098	132,940	122,966	122,420	124,905	127,132	127,459	124,208	125,174
44111	New car dealers	(*)	(*)	(*)	102,736	109,717	102,762	101,640	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores	(*)	(*)	(*)	12,277	12,536	11,635	11,316	(*)	12,096	12,042	11,008	11,171
442	**Furniture & home furn. stores**	**104,218**	**-0.8**	**10,706**	**11,106**	**10,745**	**10,475**	**10,232**	**10,685**	**10,931**	**10,555**	**10,423**	**10,151**
4421	Furniture stores	(*)	(*)	(*)	6,087	5,609	5,534	5,483	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)
443	**Electronics & appliance stores**	**72,504**	**7.0**	**7,537**	**7,519**	**7,757**	**7,005**	**6,942**	**7,818**	**7,816**	**7,796**	**7,259**	**7,179**
444	**Building material & garden eq. & supplies dealers**	**444,256**	**4.4**	**45,914**	**43,898**	**44,578**	**44,245**	**42,128**	**44,164**	**43,959**	**44,305**	**41,826**	**42,241**
4441	Building mat. & sup. dealers	(*)	(*)	(*)	38,710	39,677	38,856	37,090	(*)	38,289	38,672	36,553	36,723
445	**Food & beverage stores**	**838,211**	**0.9**	**86,408**	**83,208**	**85,435**	**85,352**	**81,532**	**85,057**	**85,211**	**84,709**	**84,309**	**84,230**
4451	Grocery stores	762,037	1.0	78,470	75,670	77,619	77,532	74,160	77,158	77,293	76,774	76,462	76,375
4453	Beer, wine & liquor stores	(*)	(*)	(*)	5,442	5,635	5,639	5,273	(*)	5,681	5,703	5,633	5,622
446	**Health & personal care stores**	**382,588**	**-1.6**	**41,940**	**40,096**	**38,645**	**41,871**	**40,289**	**40,327**	**39,738**	**39,353**	**39,915**	**40,128**
44611	Pharmacies & drug stores	(*)	(*)	(*)	34,561	32,728	36,372	34,759	(*)	33,883	33,294	34,281	34,178
447	**Gasoline stations**	**629,793**	**18.3**	**71,970**	**69,135**	**68,373**	**55,322**	**54,234**	**68,608**	**67,581**	**63,781**	**52,637**	**53,119**
448	**Clothing & clothing accessories stores**	**244,147**	**5.3**	**25,724**	**23,723**	**27,309**	**24,528**	**22,369**	**26,377**	**26,575**	**26,505**	**25,576**	**25,130**
44811	Men's clothing stores	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	2,143	2,314	2,323	2,301	(*)	2,342	2,349	2,469	2,518
44814	Family clothing stores	(*)	(*)	(*)	12,417	14,187	12,457	11,012	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,500	3,784	2,627	2,407	(*)	2,894	2,922	2,896	2,779
451	**Sporting goods, hobby, musical instrument, & book stores**	**81,124**	**9.1**	**8,228**	**8,267**	**9,503**	**7,694**	**7,456**	**8,670**	**8,730**	**8,734**	**8,099**	**7,873**
452	**General merchandise stores**	**787,361**	**3.7**	**83,489**	**77,139**	**83,624**	**79,499**	**73,234**	**81,828**	**81,718**	**81,825**	**79,029**	**78,297**
4522	Department stores	34,664	0.7	3,897	3,470	3,646	3,919	3,241	3,972	3,975	3,933	4,036	3,742
4523	Gen. merchandise stores incl. warehouse clubs & supercenters	(*)	(*)	(*)	73,669	79,978	75,580	69,993	(*)	77,743	77,892	74,993	74,555
452311	Warehouse clubs & supercenters	(*)	(*)	(*)	64,936	71,159	66,628	61,822	(*)	68,570	68,753	66,165	65,908
452319	All oth. gen. merch. stores	(*)	(*)	(*)	8,733	8,819	8,952	8,171	(*)	9,173	9,139	8,828	8,647
453	**Miscellaneous store retailers**	**156,561**	**11.6**	**18,066**	**15,755**	**16,466**	**15,733**	**14,314**	**16,539**	**15,795**	**16,288**	**14,598**	**14,335**
454	**Nonstore retailers**	**1,178,555**	**8.5**	**129,164**	**119,973**	**119,081**	**117,279**	**108,977**	**128,232**	**126,661**	**125,300**	**114,735**	**114,749**
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	113,238	113,182	110,171	102,970	(*)	118,947	118,021	107,905	107,935
722	**Food services & drinking places**	**903,108**	**4.8**	**96,080**	**91,767**	**94,789**	**88,541**	**85,187**	**92,921**	**92,694**	**91,850**	**86,805**	**86,837**

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

Source: U.S. Census Bureau, Advance Monthly Retail Trade Survey, November 17, 2026. (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. 2026 Advance from --		Sep. 2026 Preliminary from --		Aug. 2026 through Oct. 2026 from --	
		Sep. 2026 (p)	Oct. 2025 (r)	Aug. 2026 (r)	Sep. 2025 (r)	May 2026 through Jul. 2026	Aug. 2025 through Oct. 2025
	Retail & food services, total	**0.2**	**6.8**	**0.8**	**6.6**	**1.9**	**6.4**
	Total (excl. motor vehicle & parts)	0.6	8.1	1.1	7.6	2.4	7.4
	Total (excl. gasoline stations)	0.1	4.9	0.3	4.9	1.5	4.8
	Total (excl. motor vehicle & parts & gasoline stations)	0.5	5.9	0.5	5.6	2.0	5.5
	Retail	0.2	6.8	0.8	6.5	1.8	6.4
441	**Motor vehicle & parts dealers**	**-1.6**	**1.3**	**-0.2**	**2.1**	**-0.4**	**1.9**
4411, 4412	Auto & other motor veh. dealers	-1.8	0.6	-0.3	1.6	-0.8	1.3
442	**Furniture & home furn. stores**	**-2.3**	**2.5**	**3.6**	**7.7**	**1.3**	**3.2**
443	**Electronics & appliance stores**	**0.0**	**7.7**	**0.3**	**8.9**	**2.4**	**8.2**
444	**Building material & garden eq. & supplies dealers**	**0.5**	**5.6**	**-0.8**	**4.1**	**0.0**	**5.0**
445	**Food & beverage stores**	**-0.2**	**0.9**	**0.6**	**1.2**	**0.3**	**0.8**
4451	Grocery stores	-0.2	0.9	0.7	1.2	0.4	0.8
446	**Health & personal care stores**	**1.5**	**1.0**	**1.0**	**-1.0**	**3.2**	**-0.2**
447	**Gasoline stations**	**1.5**	**30.3**	**6.0**	**27.2**	**6.2**	**26.1**
448	**Clothing & clothing accessories stores**	**-0.7**	**3.1**	**0.3**	**5.8**	**1.3**	**4.4**
451	**Sporting goods, hobby, musical instrument, & book stores**	**-0.7**	**7.1**	**0.0**	**10.9**	**0.7**	**9.1**
452	**General merchandise stores**	**0.1**	**3.5**	**-0.1**	**4.4**	**1.0**	**4.2**
4522	Department stores	-0.1	-1.6	1.1	6.2	-0.2	1.9
453	**Miscellaneous store retailers**	**4.7**	**13.3**	**-3.0**	**10.2**	**3.5**	**13.7**
454	**Nonstore retailers**	**1.2**	**11.8**	**1.1**	**10.4**	**3.6**	**10.4**
722	**Food services & drinking places**	**0.2**	**7.0**	**0.9**	**6.7**	**2.7**	**6.5**

(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, November 17, 2026. (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. 2026

(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**	**0.2**	**0.1**	**0.3**	**0.0**	**0.1**
	Total (excl. motor vehicle & parts)	1.3	0.2	0.1	0.3	0.1	0.1
	Total (excl. gasoline stations)	1.0	0.2	0.2	0.4	0.1	0.1
	Total (excl. motor vehicle & parts & gasoline stations)	1.3	0.2	0.2	0.4	0.1	0.1
	Retail, total	**1.0**	**0.2**	**0.1**	**0.3**	**0.0**	**0.1**
441	**Motor vehicle & parts dealers**	**1.8**	**0.7**	**0.4**	**0.9**	**0.0**	**0.2**
4411, 4412	Auto & other motor veh. dealers	2.0	0.7	0.5	1.0	0.0	0.2
442	**Furniture & home furn. stores**	**2.8**	**1.5**	**0.8**	**1.9**	**0.2**	**0.5**
443	**Electronics & appliance stores**	**2.3**	**1.1**	**0.7**	**1.3**	**0.2**	**0.3**
444	**Building material & garden eq. & supplies dealers**	**3.7**	**0.8**	**0.5**	**1.1**	**0.1**	**0.2**
445	**Food & beverage stores**	**0.6**	**0.2**	**0.2**	**0.3**	**0.0**	**0.2**
4451	Grocery stores	0.7	0.1	0.1	0.3	0.0	0.2
446	**Health & personal care stores**	**3.9**	**0.3**	**0.3**	**0.6**	**0.1**	**0.1**
447	**Gasoline stations**	**1.5**	**0.4**	**0.2**	**0.6**	**-0.1**	**0.5**
448	**Clothing & clothing accessories stores**	**3.4**	**0.9**	**0.6**	**1.1**	**0.2**	**0.5**
451	**Sporting goods, hobby, musical instrument, & book stores**	**3.9**	**1.4**	**0.9**	**1.7**	**-0.1**	**0.5**
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	0.2	0.5
453	**Miscellaneous store retailers**	**4.8**	**2.2**	**1.5**	**3.2**	**0.4**	**0.9**
454	**Nonstore retailers**	**2.9**	**0.3**	**0.4**	**1.0**	**0.0**	**0.3**
722	**Food services & drinking places**	**3.2**	**0.9**	**0.6**	**1.0**	**0.2**	**0.1**

(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, November 17, 2026. (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>.