Table 1. Estimated Quarterly U.S. Retail Sales: Total and E-commerce[1]

(Estimates are based on data from the Monthly Retail Trade Survey and administrative records.)

Quarter	Retail Sales (millions of dollars)		E-commerce as a Percent of Total	Percent Change From Prior Quarter		Percent Change From Same Quarter A Year Ago	
	Total	E-commerce		Total	E-commerce	Total	E-commerce
Adjusted[2]							
2nd quarter 2026(p)	1,986,488	340,244	17.1	2.9	3.8	6.7	12.2
1st quarter 2026(r)	1,929,759	327,861	17.0	1.5	3.1	3.9	10.1
4th quarter 2025	1,900,653	317,999	16.7	0.4	2.3	2.7	5.9
3rd quarter 2025	1,893,125	310,817	16.4	1.7	2.5	4.1	5.3
2nd quarter 2025(r)	1,861,603	303,284	16.3	0.2	1.9	3.7	5.0
Not Adjusted							
2nd quarter 2026(p)	2,011,977	329,530	16.4	11.5	9.4	6.6	12.4
1st quarter 2026(r)	1,804,536	301,242	16.7	-9.7	-17.5	4.0	9.3
4th quarter 2025	1,999,440	365,160	18.3	5.4	21.8	2.8	5.6
3rd quarter 2025	1,896,573	299,717	15.8	0.5	2.2	4.2	5.2
2nd quarter 2025	1,887,093	293,140	15.5	8.7	6.3	3.8	5.3

(p) Preliminary estimate. (r) Revised estimate.

[1] E-commerce sales are sales of goods and services where the buyer places an order, or the price and terms of the sale are negotiated over an Internet, mobile device (M-commerce), extranet, Electronic Data Interchange (EDI) network, electronic mail, or other comparable online system. Payment may or may not be made online. Estimates include data only for businesses with paid employees. Prior to the benchmark report released in April 2025, the Quarterly E-commerce estimates included nonemployers.

[2] Estimates are adjusted for seasonal variation, but not for price changes. Total sales estimates are also adjusted for trading-day differences and moving holidays.

Note: Table 2 provides estimated measures of sampling variability. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, see http://www.census.gov/retail/mrts/how_surveys_are_collected.html.

Table 2. Estimated Measures of Sampling Variability for Quarterly U.S. Retail Sales Estimates: Total and E-commerce

(Estimates are shown as percents and are based on data from the Monthly Retail Trade Survey.)

Quarter	Coefficient of Variation (CV)		Standard Error (SE) for E-commerce as a Percent of Total	SE for Percent Change From Prior Quarter		SE for Percent Change From Same Quarter A Year Ago	
	Total	E-commerce		Total	E-commerce	Total	E-commerce
2nd quarter 2026(p)	1.0	2.2	0.3	0.1	0.2	0.3	0.5
1st quarter 2026(r)	1.0	2.2	0.3	0.1	0.2	0.3	0.8
4th quarter 2025	0.9	2.2	0.3	0.1	0.3	0.3	1.0
3rd quarter 2025	0.9	2.1	0.3	0.1	0.2	0.2	0.7
2nd quarter 2025	0.9	2.1	0.3	0.2	0.5	0.2	0.7

(p) Preliminary estimate. (r) Revised estimate. (Z) Estimate is less than 0.05%.

Note: Estimated measures of sampling variability are based on data not adjusted for seasonal variation, trading-day differences, or moving holidays, and are used to make confidence statements about both adjusted and not adjusted estimates. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, see http://www.census.gov/retail/mrts/how_surveys_are_collected.html.