ROY MORGAN

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Roy Morgan forecasts Australian Retail Sales to hit $40 billion a month for the first time in August

New retail sales forecasts from Roy Morgan show Australian Retail Sales are set to hit $40 billion a month for the first time in August, up 6% on a year ago.

The three categories driving growth are **Household Goods**, forecast to grow 8.8% to almost $6.7 billion, **Hospitality**, set to grow 6.2% to over $5.9 billion, and **Other Retailing** projected to grow 7.5% to over $7 billion.

The **Clothing** category is forecast to grow 5.7% to over $3 billion while the slowest growth is predicted for **Department Stores**, up 2.3% to $1.66 billion.

The largest category is **Food** with expected sales of over $15.6 billion in August, up 4.6% on a year ago and representing 39% of all forecast retail sales in August.

Overall, **Non-Food** categories are projected to grow by 6.9% to over $24.3 billion in sales for August, driven by the large increases for **Household Goods** (+8.8%) and **Other Retailing** (+7.5%).

Roy Morgan's Forecast Retail Sales for August 2026 by Category

August 2026	2025	2026	Growth % vs 2025
	Seasonally adjusted ($m)	Seasonally adjusted ($m)	Seasonally adjusted (%)
Australia	**$37,730**	**$40,000**	**6.0%**
Categories			
Food	$14,933	$15,623	4.6%
Household Goods	$6,140	$6,678	**8.8%**
Clothing	$2,902	$3,067	5.7%
Department Stores	$1,625	$1,662	2.3%
Other Retailing	$6,557	$7,051	**7.5%**
Hospitality	$5,573	$5,918	**6.2%**
TOTAL	**$37,730**	**$40,000**	**6.0%**
Food vs. Non-Food			
Food	$14,933	$15,623	4.6%
Non-Food categories	$22,797	$24,376	6.9%
TOTAL	**$37,730**	**$40,000**	**6.0%**

New South Wales, Western Australia, and South Australia set for fastest retail sales growth

The fastest retail sales growth by State is set to be in Western Australia with an increase of 7.2% on a year ago to total retail sales of over $4.8 billion in August, just ahead of South Australia, up 6.4% to over $2.6 billion.

Australia's largest State of New South Wales is also set to enjoy faster than average growth, with retail sales projected to increase 6.1% to over $12 billion for the first time in a single month.

There is also solid growth projected for Victoria, up 5.9% to over $9.9 billion, Queensland, up 5.5% to $8.8 billion, and Tasmania, up 4.7% to over $820 million.

The Northern Territory, with estimated annual growth of 7.6% to over $350 million, is set to grow faster than anywhere else. In contrast, projected growth for the ACT, at only 4.6% to almost $660 million, is the lowest of any State or Territory.

Roy Morgan's Forecast Retail Sales for August 2026 by State & Territory

August 2026	2025 Seasonally adjusted ($m)	2026 Seasonally adjusted ($m)	Growth % vs 2025 Seasonally adjusted (%)
Australia	**$37,730**	**$40,000**	**6.0%**
States & Territories			
New South Wales	$11,322	$12,007	**6.1%**
Victoria	$9,368	$9,925	5.9%
Queensland	$8,344	$8,800	5.5%
Western Australia	$4,497	$4,821	**7.2%**
South Australia	$2,453	$2,609	**6.4%**
Tasmania	$787	$824	4.7%
Northern Territory	$331	$356	**7.6%**
Australian Capital Territory	$629	$658	4.6%
TOTAL	**$37,730**	**$40,000**	**6.0%**

How does Roy Morgan forecast retail sales?

Roy Morgan has forecast retail sales for decades, based on a proprietary statistical predictive model that draws on a range of different inputs that influence spending.

These inputs include historical spending data from the Australian Bureau of Statistics (ABS) over the last 25 years and incorporate critical factors such as population growth, income, unemployment, inflation (current and the RBA's annual inflation forecast released quarterly forecast), and interest rates.

The Roy Morgan Retail Sales forecasting model is updated every month with the latest data inputs available, including the latest monthly ABS Retail Sales data – now drawn from the ABS MHSI (Monthly Household Spending Indicator), which allow for the continual adjustment of the Roy Morgan Retail Sales forecast figures.

To understand more about how Roy Morgan forecasts monthly retail sales as well as the underlying research and data behind that power these forecasts, ask Roy Morgan.

To learn more about Roy Morgan Single Source and Roy Morgan's Retail Sales forecasts, call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com.

Please click on this link to the Roy Morgan Online Store to view additional in-depth reports and profiles on consumer data in the retail industry.

About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full-service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 80 years' experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
60,000	±0.4	±0.4	±0.2	±0.2