



# Fiserv Small Business Index<sup>®</sup>

Monthly Overview | September 2025

Seasonally Adjusted Report

## Key Takeaways:

- **Consumers maintain caution through September.** The Fiserv Small Business Index held steady at 148 for the third straight month. Overall sales grew +2.3% YoY and a more modest +0.1% MoM. Small business areas facing growth challenges included Arts, Entertainment and Recreation (-1.8% MoM, -2.7% YoY), Transportation and Warehousing (-0.9% MoM, +0.9% YoY) and Retail (-0.3% MoM, +1.6% YoY).
- **Retail grows year over year; remains sluggish month to month.** Small business retail sales grew +1.6% YoY despite a slowdown of -0.3% MoM. Food and Beverage Retailers contributed most significantly to the near-term slowdown in Retail, contracting -1.5% MoM and -0.1% YoY. Core Retail (which does not include the volatile categories of Gasoline Stations, Motor Vehicle and Parts Dealers, and Building Materials) slowed by -0.6%.
- **Consumers continue to show pragmatism with Discretionary and Essential purchases.** Discretionary spending rose +1.5% YoY, but Essential sales growth remained at a faster pace of +2.9% YoY. The overall slowdown in momentum across small business sales is evident here as well, with discretionary purchases dropping to -0.1% MoM while spending on essentials rose modestly by +0.3%.
- **Retail deep dive: Ahead of the holiday season, hobby and game stores show positive movement.** Despite decreased foot traffic (-3.2% MoM), small business Hobby, Toy, and Game Retailers experienced a sales increase of +2.2%. Time will tell if this is a trend driven by tariff-induced price increases, or if consumers are simply spending more in anticipation of higher prices.
- **Restaurant deep dive: Drinking Places (Bars and Pubs) outperform full-service and limited-service establishments in September.** Bars and pubs saw an increase in foot traffic of +1.1% MoM, which drove increased sales growth of +1.6%. Full-service restaurants experienced much smaller sales growth (+0.3% MoM) and a slight increase in foot traffic (+0.2%). Limited-service restaurants saw increased foot traffic of 0.4% with 0.1% sales growth.

## Overall Fiserv Small Business Index Summary

Nationally, the Fiserv Small Business Index reached 147.8 in September 2025, reflecting steady growth (see Figure 1 and 2). Year-over-year (YoY) sales increased by +2.3% and month-over-month (MoM) sales rose slightly by +0.1%. The Fiserv Small Business Transaction Index also advanced to 115.0, with transactions growing +2.3% YoY and +0.3% MoM. The Real Fiserv Small Business Index, adjusted for inflation, stood at 114.5 in September 2025. YoY% declined by -0.6%, while MoM% decreased slightly by -0.1%.

Figure 1: Fiserv Small Business Index

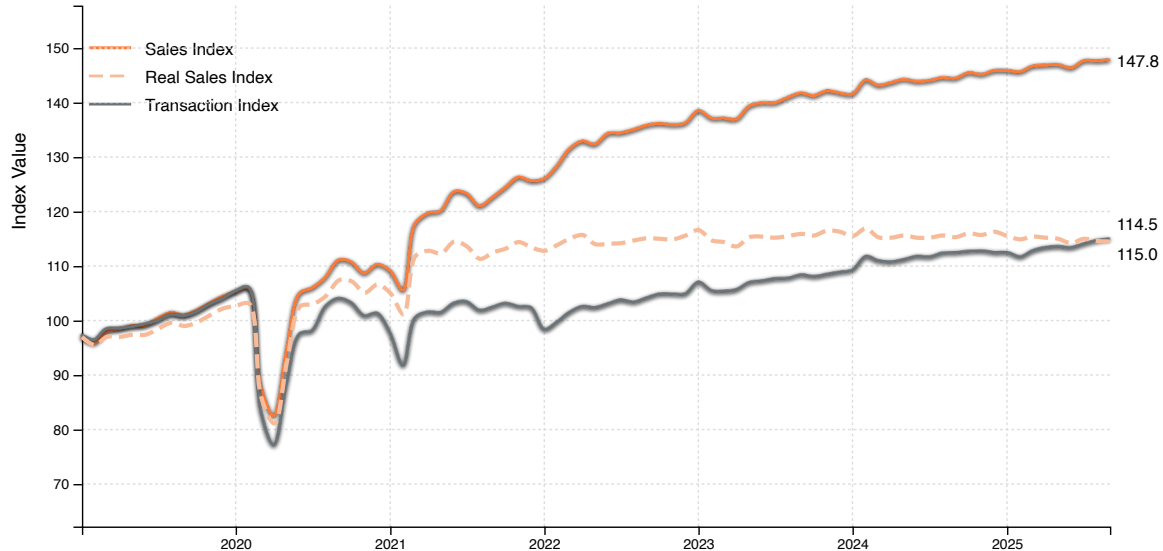


Figure 2: Fiserv Small Business Index – Latest 12 Months

Metric	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25	Jul 25	Aug 25	Sep 25
Sales Index	145	145	146	146	146	147	147	147	146	148	148	148
Transaction Index	113	113	113	113	112	113	113	114	113	114	115	115
Sales Index – MoM	0.7%	-0.3%	0.5%	0.0%	-0.1%	0.7%	0.1%	0.1%	-0.4%	0.9%	0.0%	0.1%
Sales Index – YoY	3.0%	2.1%	2.8%	3.0%	1.0%	2.5%	2.2%	1.9%	1.8%	2.5%	2.1%	2.3%
Transaction Index – MoM	0.2%	0.1%	-0.2%	0.0%	-0.8%	1.0%	0.5%	0.2%	-0.1%	0.6%	0.5%	0.3%
Transaction Index – YoY	4.3%	4.0%	3.4%	3.0%	-0.1%	1.6%	2.3%	2.1%	1.4%	2.2%	2.0%	2.3%
<b>Real Sales Index</b>	<b>116</b>	<b>116</b>	<b>116</b>	<b>116</b>	<b>115</b>	<b>115</b>	<b>115</b>	<b>115</b>	<b>114</b>	<b>115</b>	<b>115</b>	<b>115</b>
<b>Real Sales Index – MoM</b>	<b>0.6%</b>	<b>-0.2%</b>	<b>0.5%</b>	<b>-0.6%</b>	<b>-0.5%</b>	<b>0.5%</b>	<b>-0.2%</b>	<b>-0.1%</b>	<b>-0.7%</b>	<b>0.7%</b>	<b>-0.3%</b>	<b>-0.1%</b>
<b>Real Sales Index – YoY</b>	<b>0.4%</b>	<b>-0.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>-1.7%</b>	<b>0.1%</b>	<b>-0.1%</b>	<b>-0.5%</b>	<b>-0.9%</b>	<b>-0.2%</b>	<b>-0.8%</b>	<b>-0.6%</b>

Note: Real Sales Index 2019 US Dollar Prices. Refer Methodology for more details.

## Retail Spotlight: Fiserv Small Business Index Shows +1.6% YoY Growth

The Fiserv Small Business Index for the Retail sector showed a YoY increase of +1.6% in September 2025 (see Figure 3), while the Real Fiserv Small Business Index reflected a long-term change of -1.4% YoY. MoM, the Fiserv Small Business Index declined by -0.3%, with the Real Fiserv Small Business Index also showing a short-term trend of -0.6% MoM. Foot traffic, as measured by the Fiserv Small Business Transaction Index YoY%, grew by +1.9%, even though there was a MoM decline of -0.6%. In the Full Service Restaurant sector, the Fiserv Small Business Index recorded a MoM% decrease of -1.3%, while YoY% growth stayed unchanged at -0.0%.

Figure 3: Fiserv Small Business Index YoY% – Retail Sector

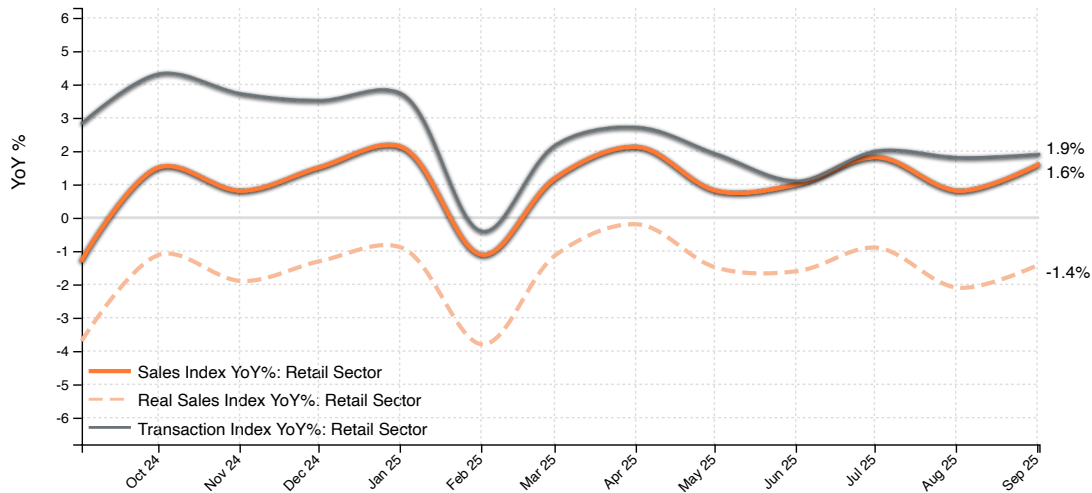


Figure 4: Fiserv Small Business Index YoY% – Retail Performance

Rank	NAICS Level 3 Retail Category – Ranked on Sales Volume	Sales % Chg. MoM	Sales % Chg. YoY	Real Sales % Chg. MoM	Real Sales % Chg. YoY	Transaction % Chg. MoM	Transaction % Chg. YoY
1	Food and Beverage Retailers	-1.5%	-0.1%	-1.9%	-2.8%	-0.7%	1.7%
2	Gasoline Stations and Fuel Dealers	1.0%	1.1%	6.4%	8.3%	0.3%	1.1%
3	Motor Vehicle and Parts Dealers	-0.5%	-1.2%	-1.4%	-4.5%	-1.2%	-3.4%
4	Sporting Goods, Hobby, Musical Instrument, Book, and Miscellaneous Retailers	-0.4%	5.3%	-0.6%	2.2%	-1.8%	4.9%
5	Building Material and Garden Equipment and Supplies Dealers	-0.4%	3.2%	-0.6%	0.2%	-1.1%	4.8%
6	Furniture, Home Furnishings, Electronics, and Appliance Retailers	0.5%	5.3%	0.2%	2.3%	-2.4%	0.7%
7	Clothing, Clothing Accessories, Shoe, and Jewelry Retailers	0.2%	5.1%	-2.6%	4.9%	-3.5%	-1.3%
8	Health and Personal Care Retailers	0.9%	-2.8%	0.6%	-6.1%	1.7%	3.3%
9	General Merchandise Retailers	-0.1%	2.9%	-0.3%	-0.1%	-1.2%	1.8%
10	Core Retail	-0.6%	2.1%	-0.9%	-0.9%	-0.9%	2.2%
	<b>Total Retail</b>	<b>-0.3%</b>	<b>1.6%</b>	<b>-0.6%</b>	<b>-1.4%</b>	<b>-0.6%</b>	<b>1.9%</b>
	<b>Total Small Business</b>	<b>0.1%</b>	<b>2.3%</b>	<b>-0.1%</b>	<b>-0.6%</b>	<b>0.3%</b>	<b>2.3%</b>

## Discretionary and Essential in Fiserv Small Business Index

The Fiserv Small Business Index indicates essential spending grew +2.9% YoY, while the Real Fiserv Small Business Index declined -0.1% YoY, highlighting long-term change in the sector (see Figure 5). MoM, essential spending increased by +0.3% in the Fiserv Small Business Index and +0.1% in the Real Fiserv Small Business Index, reflecting a short-term trend (see Figure 7). Additionally, the Fiserv Small Business Transaction Index shows essential foot traffic grew +2.4% YoY nationally.

Figure 5: Fiserv Small Business Index YoY% – Discretionary and Essential

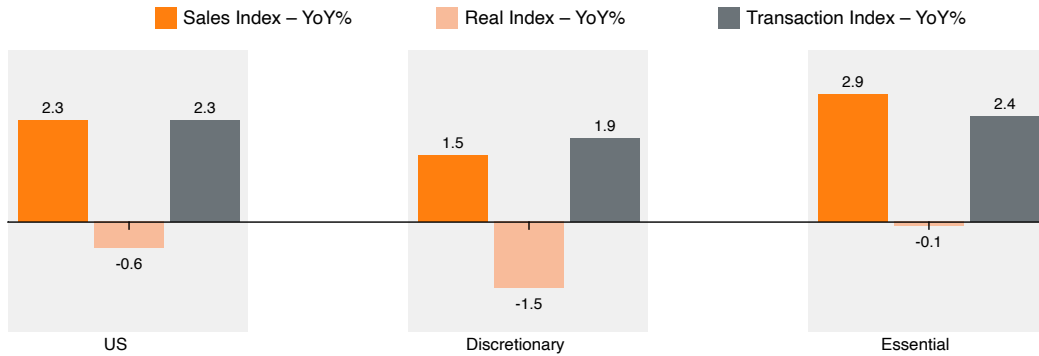


Figure 6: Fiserv Small Business Index – Discretionary and Essential YoY%: Last 12 Months

% Chg. YoY	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25	Jul 25	Aug 25	Sep 25
Discretionary – Sales Index	3.6%	2.3%	2.6%	2.5%	-0.6%	1.5%	1.2%	0.8%	0.7%	1.5%	1.4%	1.5%
Discretionary – Transaction Index	3.7%	3.2%	2.4%	2.6%	-1.1%	1.4%	1.5%	1.6%	0.9%	1.9%	2.1%	1.9%
Essential – Sales Index	1.9%	1.1%	2.3%	3.3%	2.1%	3.5%	3.0%	2.3%	2.4%	3.2%	2.6%	2.9%
Essential – Transaction Index	2.4%	2.1%	2.3%	2.3%	-0.6%	1.9%	2.3%	1.2%	1.1%	1.9%	2.0%	2.4%
Discretionary – Real Sales Index	1.0%	-0.4%	-0.3%	-0.5%	-3.3%	-0.8%	-1.1%	-1.5%	-1.9%	-1.2%	-1.5%	-1.5%
Essential – Real Sales Index	-0.7%	-1.6%	-0.6%	0.3%	-0.7%	1.0%	0.7%	-0.1%	-0.3%	0.5%	-0.3%	-0.1%

Figure 7: Fiserv Small Business Index MoM% – Discretionary and Essential

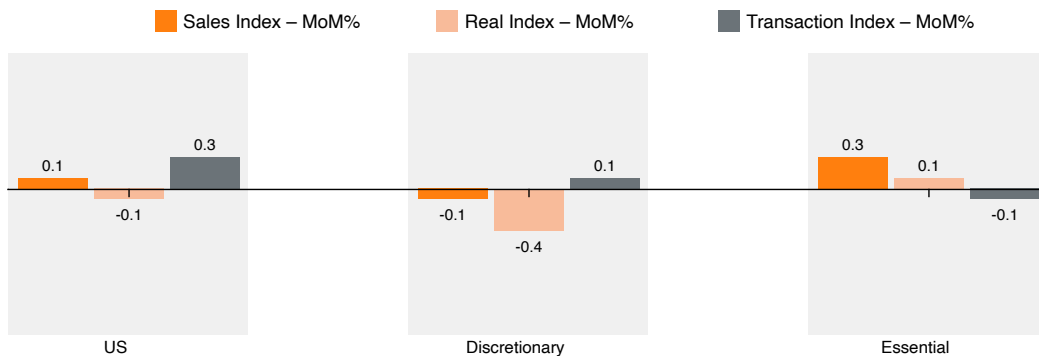


Figure 8: Fiserv Small Business Index – Discretionary and Essential MoM%: Last 12 Months

% Chg. MoM	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25	Jul 25	Aug 25	Sep 25
Discretionary – Sales Index	1.0%	-0.4%	0.1%	-0.2%	-0.9%	1.2%	0.0%	0.1%	-0.5%	0.9%	0.4%	-0.1%
Discretionary – Transaction Index	0.3%	0.0%	-0.3%	0.2%	-1.3%	1.4%	0.2%	0.2%	-0.3%	0.7%	0.7%	0.1%
Essential – Sales Index	0.6%	-0.3%	0.7%	0.6%	0.5%	0.4%	-0.1%	-0.1%	-0.2%	0.8%	-0.3%	0.3%
Essential – Transaction Index	0.6%	0.0%	-0.1%	0.6%	-0.2%	1.2%	0.1%	-0.4%	0.2%	0.2%	0.2%	-0.1%
Discretionary – Real Sales Index	0.9%	-0.4%	0.1%	-0.8%	-1.4%	1.0%	-0.3%	-0.1%	-0.9%	0.7%	0.1%	-0.4%
Essential – Real Sales Index	0.5%	-0.3%	0.7%	-0.1%	0.1%	0.2%	-0.5%	-0.3%	-0.6%	0.6%	-0.6%	0.1%

## Goods and Services Spending in Fiserv Small Business Index

The Fiserv Small Business Index for Services shows a YoY growth of +2.3%, while the Real Fiserv Small Business Index for Services reflects a long-term YoY decline of -0.7% (see Figure 9). MoM, the Fiserv Small Business Index indicates changes of -0.2% for Goods and +0.2% for Services, whereas the Real Fiserv Small Business Index shows MoM shifts of -0.4% for Goods and -0.0% for Services (see Figure 11). Foot traffic, as measured by the Fiserv Small Business Transactions Index for Services, grew +2.2% YoY.

Figure 9: Fiserv Small Business Index YoY% – Goods and Services



Figure 10: Fiserv Small Business Index – Goods and Services YoY%: Last 12 Months

% Chg. YoY	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25	Jul 25	Aug 25	Sep 25
Goods – Sales Index	1.6%	0.4%	1.4%	2.0%	-0.5%	1.5%	2.2%	1.1%	1.0%	1.9%	1.0%	1.7%
Goods – Transaction Index	4.3%	3.8%	3.6%	3.8%	-0.4%	2.2%	2.8%	2.1%	1.1%	2.0%	1.6%	1.8%
Services – Sales Index	3.3%	2.3%	2.9%	3.3%	1.3%	2.9%	2.0%	1.7%	1.7%	2.5%	2.4%	2.3%
Services – Transaction Index	2.8%	2.3%	1.8%	1.9%	-1.2%	1.3%	1.3%	1.1%	0.9%	1.8%	2.3%	2.2%
Goods – Real Sales Index	-1.0%	-2.2%	-1.5%	-1.0%	-3.3%	-0.9%	-0.2%	-1.2%	-1.6%	-0.8%	-1.9%	-1.2%
Services – Real Sales Index	0.7%	-0.4%	0.0%	0.3%	-1.5%	0.5%	-0.3%	-0.6%	-1.0%	-0.3%	-0.5%	-0.7%

Figure 11: Fiserv Small Business Index MoM% – Goods and Services

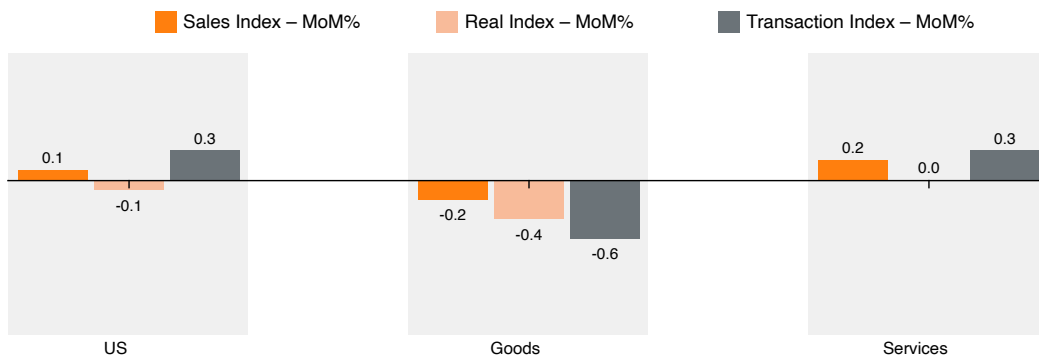


Figure 12: Fiserv Small Business Index – Goods and Services MoM%: Last 12 Months

% Chg. MoM	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25	Jul 25	Aug 25	Sep 25
Goods – Sales Index	1.4%	-0.7%	0.1%	0.4%	-0.2%	0.7%	0.8%	-0.5%	-1.1%	1.1%	-0.1%	-0.2%
Goods – Transaction Index	0.7%	0.0%	-0.5%	1.0%	-0.8%	1.6%	0.0%	0.0%	-0.1%	0.2%	0.4%	-0.6%
Services – Sales Index	0.5%	-0.2%	0.5%	0.1%	-0.2%	0.9%	-0.5%	0.3%	0.0%	0.7%	0.1%	0.2%
Services – Transaction Index	0.3%	0.0%	-0.1%	0.0%	-1.0%	1.3%	0.2%	0.0%	-0.1%	0.7%	0.6%	0.3%
Goods – Real Sales Index	1.3%	-0.6%	0.0%	-0.2%	-0.7%	0.5%	0.5%	-0.7%	-1.5%	0.9%	-0.4%	-0.4%
Services – Real Sales Index	0.4%	-0.2%	0.4%	-0.6%	-0.6%	0.6%	-0.7%	0.1%	-0.4%	0.5%	-0.2%	0.0%

## Key Subsectors in Fiserv Small Business Index

The Fiserv Small Business Index YoY for Professional, Scientific, and Technical Services in the U.S. increased by +7.2%, while the Real Fiserv Small Business Index YoY% rose by +4.1%, indicating steady long-term growth (see Figure 13). MoM, the Fiserv Small Business Index for Food and Beverage Retailers decreased by -1.5%, and the Real Fiserv Small Business Index MoM% declined by -1.9%, highlighting a short-term trend (see Figure 14). The Fiserv Small Business Transaction Index YoY% for Professional, Scientific, and Technical Services increased by +9.1%, reflecting significant growth in foot traffic.

Figure 13: Fiserv Small Business Index YoY% – Key Subsectors

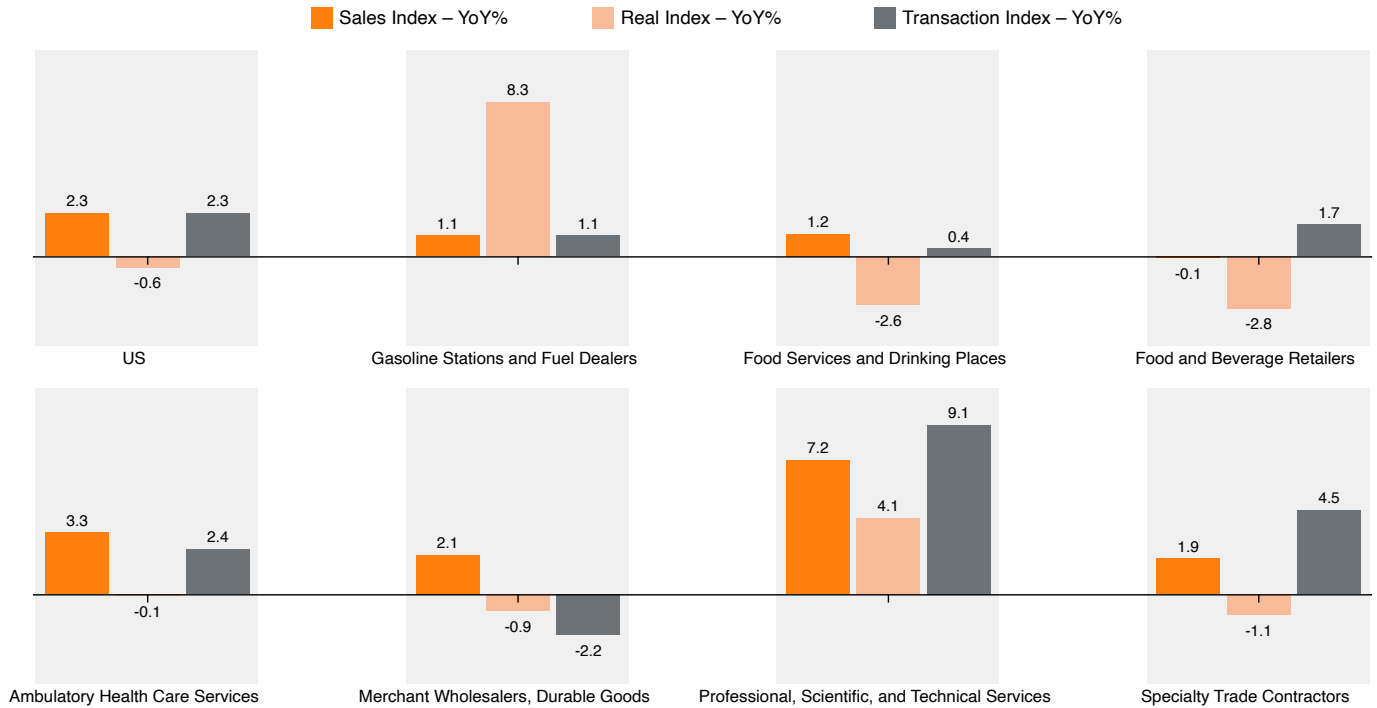
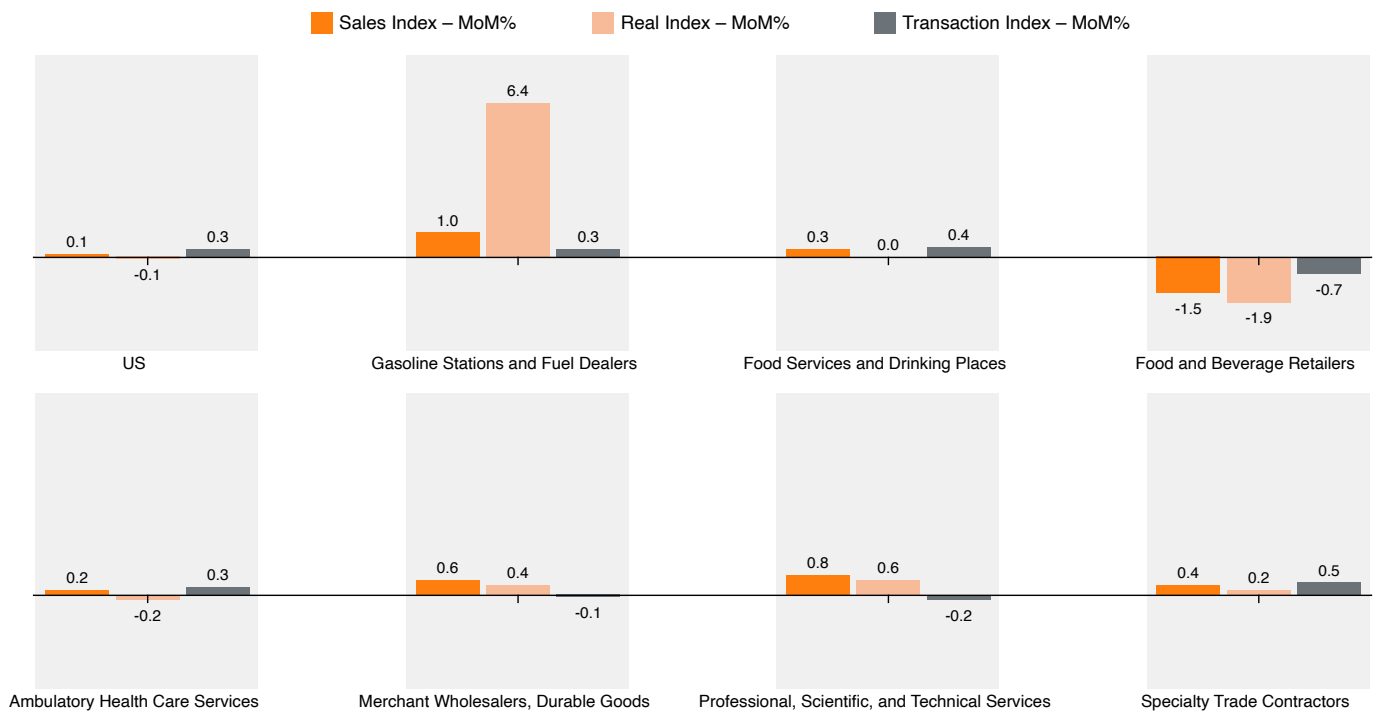


Figure 14: Fiserv Small Business Index MoM% – Key Subsectors



## Key States in Fiserv Small Business Index

The Fiserv Small Business Index YoY for Illinois shows a long-term change of +6.3% (see Figure 15), while the Real Fiserv Small Business Index YoY% indicates a +3.4% increase for the same period. For the month-over-month in North Carolina, the Fiserv Small Business Index grew by +1.1% in September 2025, with the Real Fiserv Small Business Index MoM% also rising by +1.0%, highlighting a positive short-term trend (see Figure 16). California's Fiserv Small Business Transaction Index YoY% reported a +6.9% increase in foot traffic compared to September 2024.

Figure 15: Fiserv Small Business Index YoY% – Key States

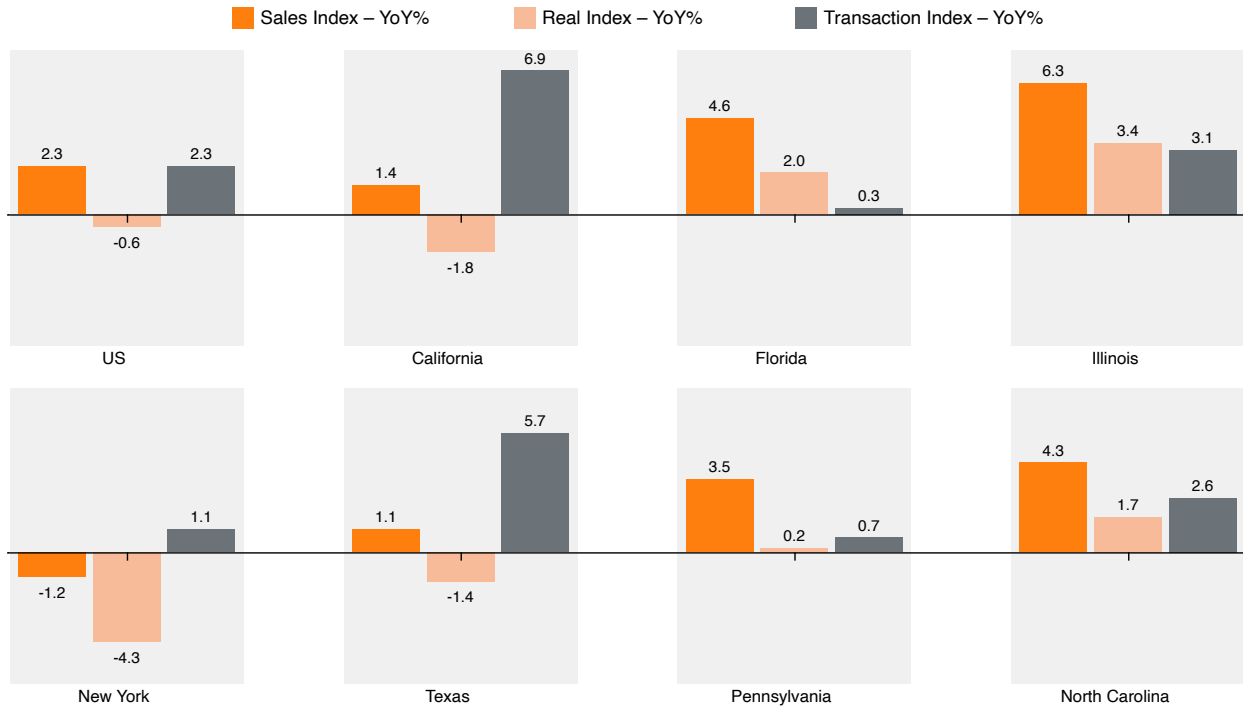


Figure 16: Fiserv Small Business Index MoM% – Key States



## Key MSAs in Fiserv Small Business Index

The Fiserv Small Business Index YoY for Atlanta-Sandy Springs-Alpharetta, GA, showed a long-term change of +13.0% in December 2025 (see Figure 17), while the Real Fiserv Small Business Index YoY% indicated a long-term change of +10.2% in September 2025 (see Figure 17). The MoM Fiserv Small Business Index for Chicago-Naperville-Elgin, IL-IN-WI, pointed to a short-term trend of +0.9% in September 2025 (see Figure 18), matching the Real Fiserv Small Business Index MoM% increase of +0.9% for the same period (see Figure 18). Foot traffic, as measured by the Fiserv Small Business Transaction Index YoY%, increased by +15.2% for Atlanta-Sandy Springs-Alpharetta, GA, in December 2025.

Figure 17: Fiserv Small Business Index YoY% – Key MSAs

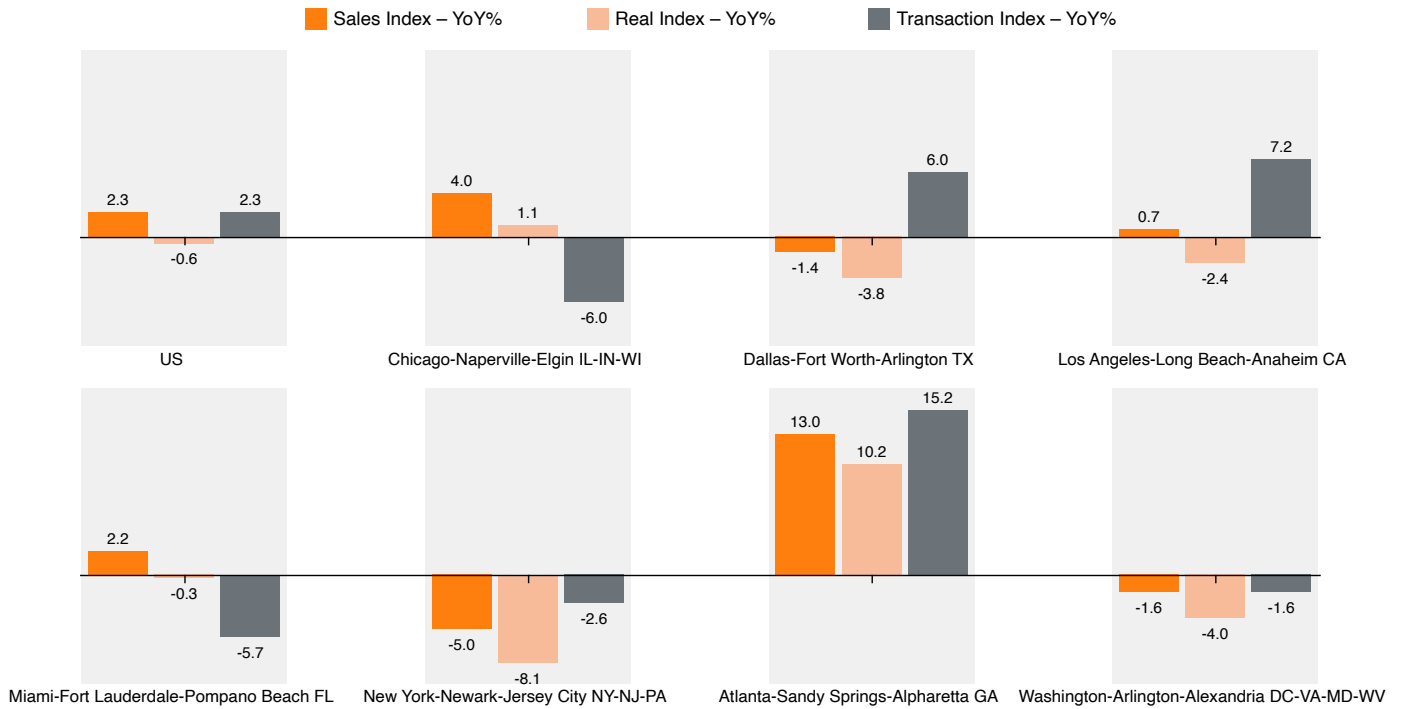
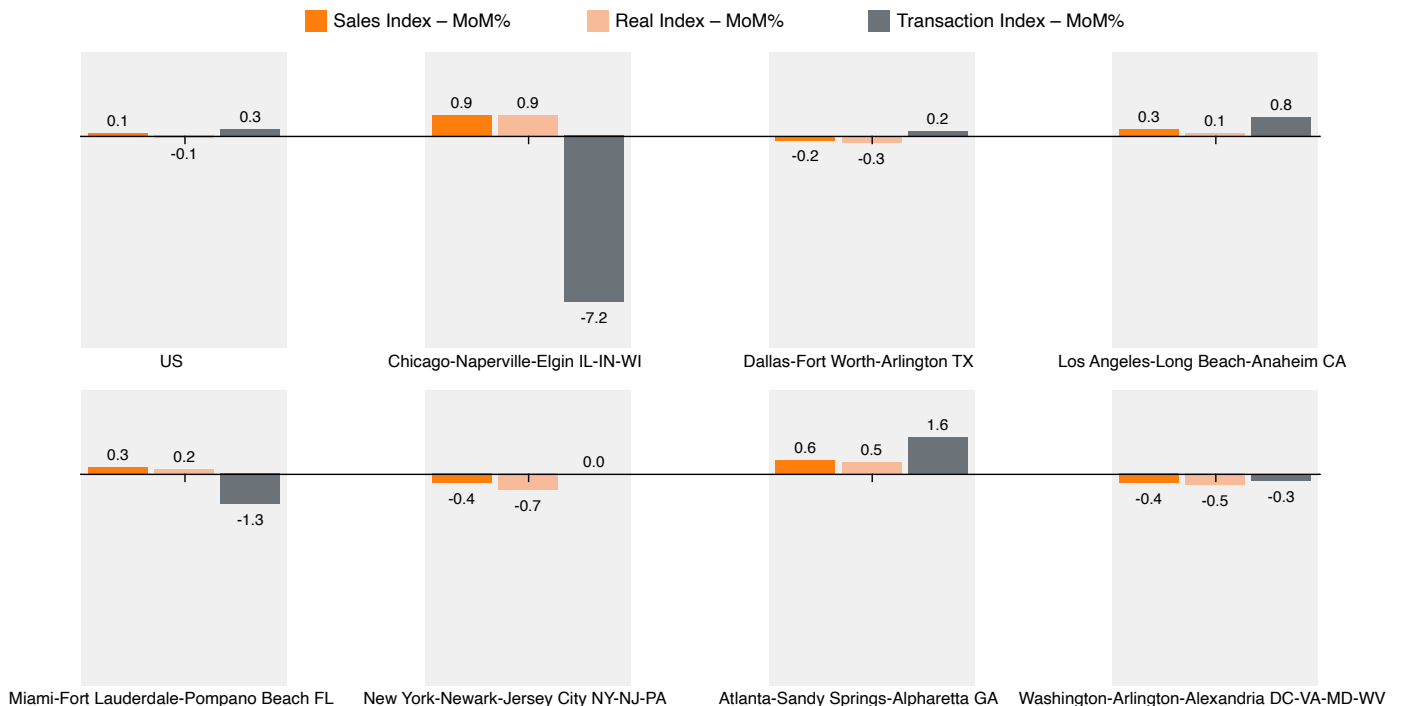


Figure 18: Fiserv Small Business Index MoM% – Key MSAs



## Restaurant Spotlight: Fiserv Small Business Index Indicates +1.2% YoY Growth

The Fiserv Small Business Index for the restaurant sector showed a YoY long-term change of +1.2% in September 2025, while the Real Fiserv Small Business Index declined by -2.6% YoY. MoM, the Fiserv Small Business Index reflected a short-term trend of +0.3%, with the Real Fiserv Small Business Index remaining flat at -0.0% MoM. Foot traffic, as measured by the Fiserv Small Business Transaction Index YoY%, increased by +0.4% compared to September 2024 (see Figures 19 and 20). The Fiserv Small Business Transaction Index for the Full Service Restaurant sector NAICS 722511 showed YoY sales growth of +0.5% in September 2025, with MoM sales increasing by +0.3%.

Figure 19: Fiserv Small Business Index YoY% – Restaurant Sector

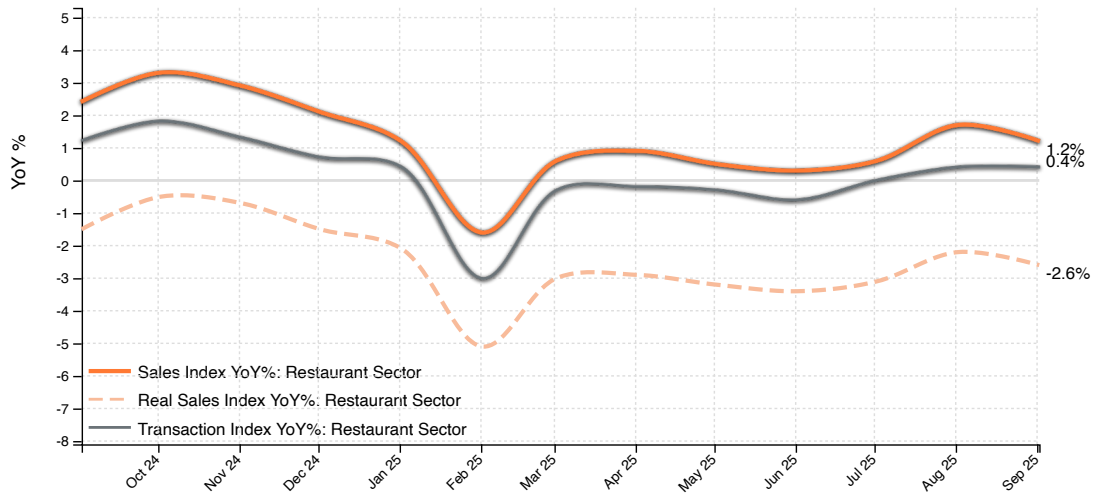


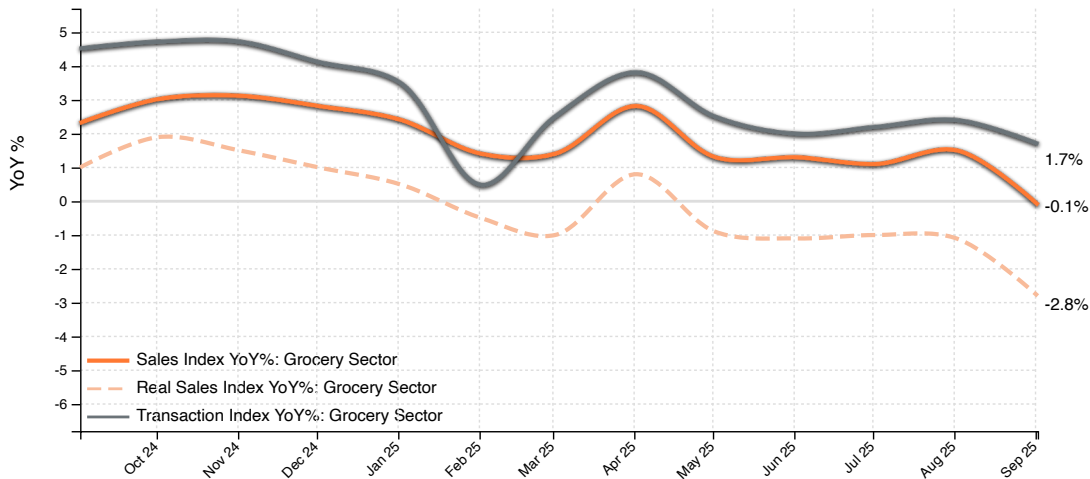
Figure 20: Fiserv Small Business Index YoY% – Restaurant Performance

Rank	NAICS Level 6 Restaurant Category – Ranked on Sales Volume	Sales % Chg. MoM	Sales % Chg. YoY	Real Sales % Chg. MoM	Real Sales % Chg. YoY	Transaction % Chg. MoM	Transaction % Chg. YoY
1	Caterers	1.4%	6.3%	1.1%	2.3%	1.4%	14.4%
2	Drinking Places (Alcoholic Beverages)	1.6%	2.1%	1.3%	-1.8%	1.1%	2.1%
3	Full-Service Restaurants	0.3%	0.5%	0.0%	-3.3%	0.2%	0.8%
4	Limited-Service Restaurants	0.1%	1.7%	-0.2%	-2.1%	0.4%	0.1%
	<b>Total Restaurant</b>	<b>0.3%</b>	<b>1.2%</b>	<b>0.0%</b>	<b>-2.6%</b>	<b>0.4%</b>	<b>0.4%</b>
	<b>Total Small Business</b>	<b>0.1%</b>	<b>2.3%</b>	<b>-0.1%</b>	<b>-0.6%</b>	<b>0.3%</b>	<b>2.3%</b>

## Grocery Spotlight: Fiserv Small Business Index Shows -0.1% YoY Change

In September 2025, the Fiserv Small Business Index for the grocery sector dipped slightly by -0.1% YoY, while the Real Fiserv Small Business Index showed a YoY decrease of -2.8%, reflecting long-term change (see Figure 20). MoM, the Fiserv Small Business Index fell by -1.5%, and the Real Fiserv Small Business Index decreased by -1.9%, pointing to a short-term trend compared to August 2025. The Fiserv Small Business Transaction Index YoY foot traffic rose by +1.7% over September 2024.

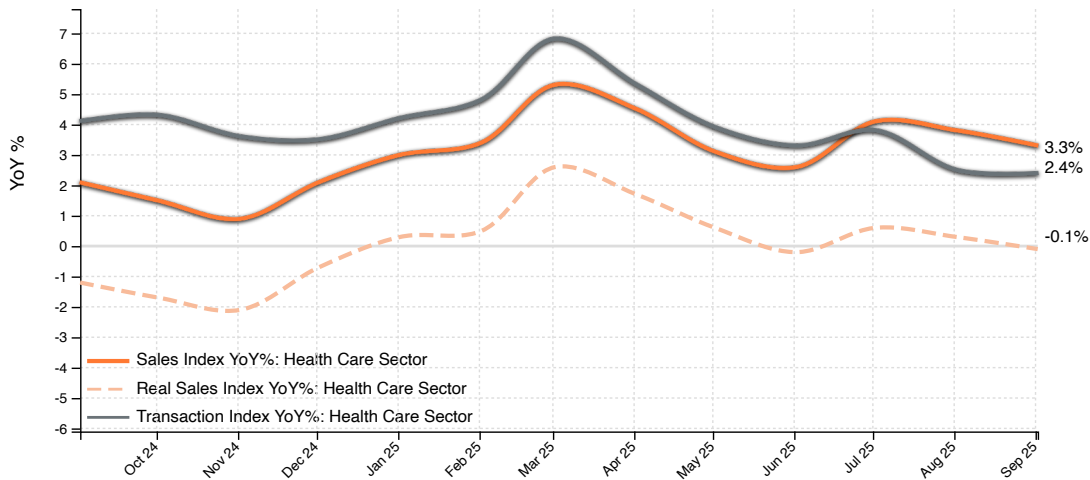
Figure 21: Fiserv Small Business Index YoY% – Grocery Sector



## Healthcare Spotlight: Fiserv Small Business Index Indicates +3.3% YoY Growth

The Fiserv Small Business Index for the health care sector showed a long-term change of +3.3% YoY in September 2025 (see Figure 21), while the Real Fiserv Small Business Index reflected a YoY change of -0.1% in August 2025. The short-term trend indicated a small increase of +0.2% MoM for the Fiserv Small Business Index, contrasted by a slight decline of -0.2% MoM for the Real Fiserv Small Business Index during August 2025. Foot traffic, as measured by the Fiserv Small Business Transaction Index YoY, grew by +2.4%, highlighting steady annual growth.

Figure 22: Fiserv Small Business Index YoY% – Ambulatory Health Care Sector



## Notes:

### Fiserv Small Business Index Overview

The [Fiserv Small Business Index](#) is a simple numeric score that measures small business sales activity in the United States calculated against a base period of 2019. Small businesses are defined using the size standards published by the U.S. Small Business Administration.

To determine the Fiserv Small Business Index, we collect data from various sources, including aggregated merchant sales from credit card authorizations, check and cash payments. We consider both active businesses and the creation and closure of businesses to provide a comprehensive picture. Additionally, we cross-reference our results with published small business statistics from the U.S. government to ensure accuracy.

### Seasonal Adjustment

The Fiserv Small Business Index leverages the Census Bureau's [X-13-ARIMA-SEATS](#) seasonal adjustment methodology. This is used to remove seasonal patterns from the time data which will cause some fluctuation in historical values. Seasonal adjustment is often applied by government reporting agencies on data published monthly or quarterly.

Seasonal adjustment is a statistical technique used to smooth out the effects of recurring and predictable fluctuations in data to provide a more clear view of underlying trends, especially when consecutive or adjacent month results are compared to each other.

### Inflation Adjustment

Inflation is measured by looking at average price changes over time for items within a basket of commonly consumed goods and services. The [basket contents](#) are determined by the U.S. Bureau of Labor Statistics (BLS). Sales results reported without adjustments for inflation are referred to as "nominal." When we adjust these amounts for inflation to remove currency fluctuations, they become "real."

To adjust for inflation, Fiserv uses the Consumer Price Index (CPI) from the Bureau of Labor Statistics normalized to 2019 results. The formula converts nominal results to real results:

$$\text{Real Sales Index} = (\text{Nominal Sales Index} / \text{Price Index}) \times 100$$

Applying this adjustment helps to reveal how the true value of money changes over time and to get an understanding of how much goods and services actually cost.

The Fiserv Small Business Index is released before the Consumer Price Index. To account for this lag, we use the following CPI estimates for each month's release:

1. For headline inflation, we use the Cleveland Federal Reserve's CPI NowCast as an estimate for the month's inflation.
2. If there's no forecast for market-level inflation, we carry over the previous month's inflation.
  - a. For example, if there's no forecast for restaurant inflation (Food-Away-From-Home CPI) for March 2025, we use February 2025's CPI.
3. The next month, we use the Federal Government's published CPI for each market. This means the inflation estimate holds until the next Fiserv Small Business Index release.

Estimates may change as the Bureau of Labor Statistics updates CPI numbers. It's recommended to download each month's Fiserv Small Business Index due to seasonality and CPI adjustments.

The Fiserv Small Business Index is benchmarked to 2019, and we also apply the same criteria to calculate the real indices. For more details on how government agencies perform inflation adjustment, see [Deflating nominal values to real values – Dallasfed.org](#)

### Core Retail Sales

Core Retail Sales exclude automobiles, gasoline, building materials, and food services. These categories are highly volatile, more influenced by external factors, and tracked differently from other retail categories. By focusing on stable, everyday purchases, core retail sales offer a clearer signal to better assess real consumer demand and the direction of the economy without short-term noise.

### Discretionary and Non-discretionary (Essential)

Discretionary categories are areas of consumer spending which tend to reflect preferred or desired goods and services. These include items like clothing, electronics, entertainment, dining out, etc.. Spending in these areas usually grows when the economy is strong and slows during downturns.

Non-discretionary (Essential) categories encompass areas where spending cannot be easily substituted or sacrificed, like groceries, gasoline, healthcare, etc.. These categories tend to stay steady or even increase when the economy weakens, as they reflect basic living needs.

### Goods and Services

Goods include businesses categorized in the retail and wholesale sectors, and refer to physical items that are produced, sold, or distributed.

Services include businesses categorized in sectors that involve activities or labor provided to meet consumer needs.

Businesses are typically classified as either Goods or Services (mutually exclusive definitions) based on the business' primary activity.

## Figure Descriptions:

**Figure 4:** Core Retail NAICS codes: 445, 449, 455, 456, 458, 459

**Figures 5 – 8:** Discretionary spending NAICS codes: 423, 424, 441, 444, 449, 455, 458, 459, 71X, 721, 722, 811, 812 and 813  
Non-discretionary spending NAICS codes: 238, 445, 456, 457, 532, 541, 561, 611 and 621

**Figures 9 – 12:** Goods NAICS codes: 423, 424, 441, 444, 445, 449, 455, 456, 457, 458 and 459  
Services NAICS codes: 238, 532, 541, 561, 611, 621, 71X, 721, 722, 811, 812 and 813

**Figures 13 – 18:** Key subsectors, states and MSA's are selected based on expert selection for the analysis.

**Figures 20:** U.S. Restaurants Sectors are U.S. Restaurants Sectors are Caterers (NAICS:722320), Drinking Places (Alcoholic Beverages) (NAICS:722410), Full-Service Restaurants (NAICS:722511), Limited-Service Restaurants (NAICS:722513)

**Figures 21:** Grocery Sectors are Grocery Sectors are Beer, Wine, and Liquor Retailers(NAICS: 445320), Supermarkets and Other Grocery Retailers (except Convenience Retailers) (NAICS: 445110), Food and Beverage Retailers(NAICS: 445), Other Food and Beverage Retailers(NAICS: 445OTH)

**Figures 22:** Health Care Sector businesses are Cosmetics, Beauty Supplies, and Perfume Retailers(NAICS: 456120), Optical Goods Retailers(NAICS: 456130), Other Health and Personal Care Retailers(NAICS: 456OTH)

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