Sensormatic
by Johnson Controls

TrafficTrak'r

Your Source for Monthly U.S. Retail Traffic Insights,
Powered by ShopperTrak Analytics

Expert Perspective

Grant Gustafson, Head of Retail Analytics and Consulting at Sensormatic Solutions

Sensormatic Solutions ShopperTrak Analytics shows an overall year-over-year (YoY) decline of 2.9% in March for U.S. in-store retail traffic, largely influenced by the calendar shift of the Easter holiday which falls on April 20th this year compared to March 31st in 2024. However, retailers saw positive trends throughout the month, including:

- The third week of the month (March 16-22) saw a surge in traffic (+3.1% YoY) driven in part by spring break travel and school breaks in some regions.

- In March, the wireless category saw a 1.6% YoY growth in in-store shopping, likely fueled by tax season as many U.S. consumers used their refunds for high-ticket items like smartphones and tablets.
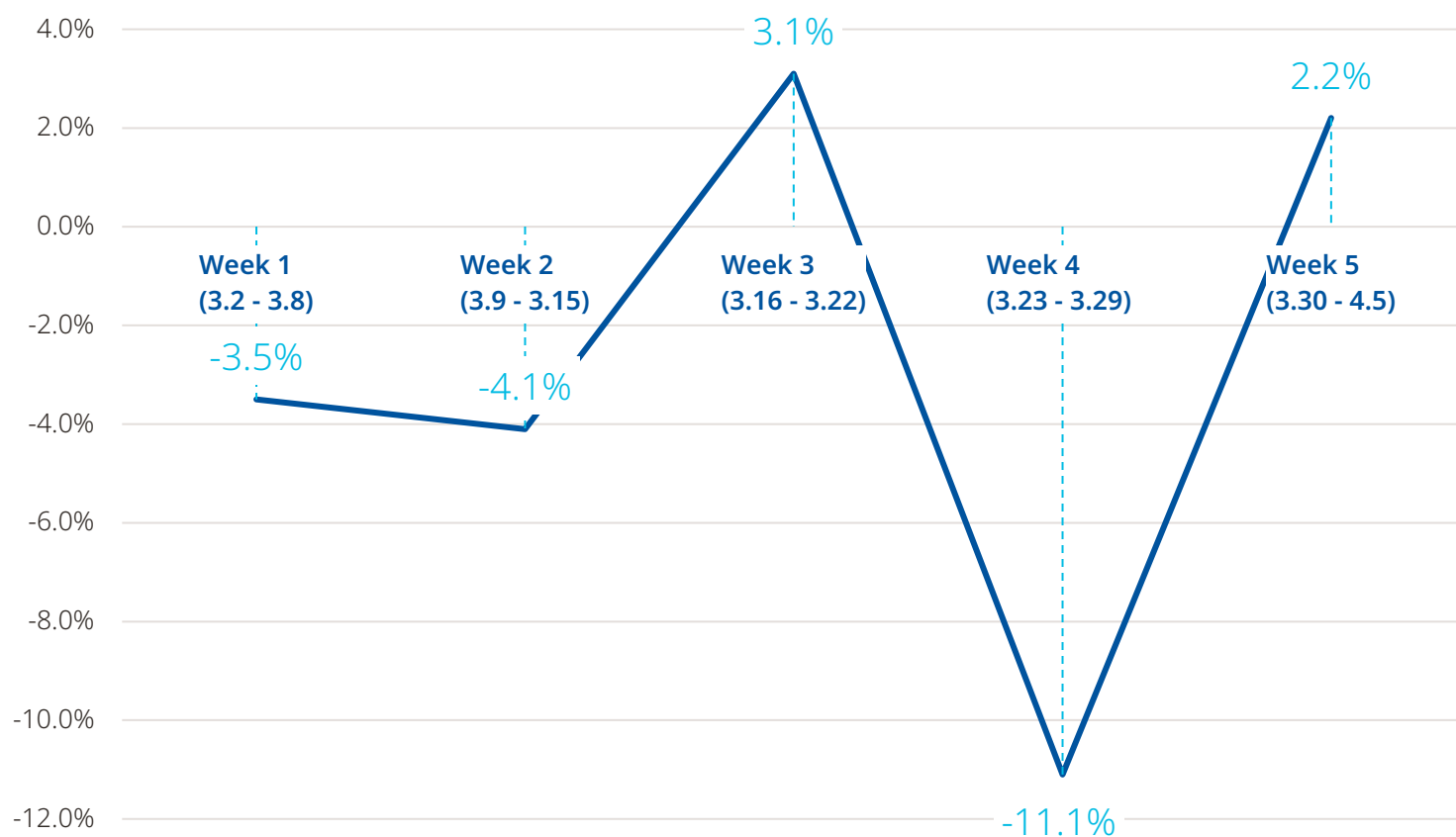
- Saturday, March 22nd marked the busiest in-store shopping day of the month, driven by warmer weather and new store collections, coinciding with peak spring break activities in the U.S.

Grant Gustafson, Head of Retail Consulting and Analytics at Sensormatic Solutions, noted, "March delivered encouraging signs for retail traffic, and all indicators point to positive momentum heading into April as consumers prepare in earnest for the Easter holiday. Historically, peak shopping in the spring season falls the week prior to Easter and we expect a similar trend this year, with retailers likely to benefit from increased in-store visits April 12-19 as consumers stock up on seasonal essentials and gifts."
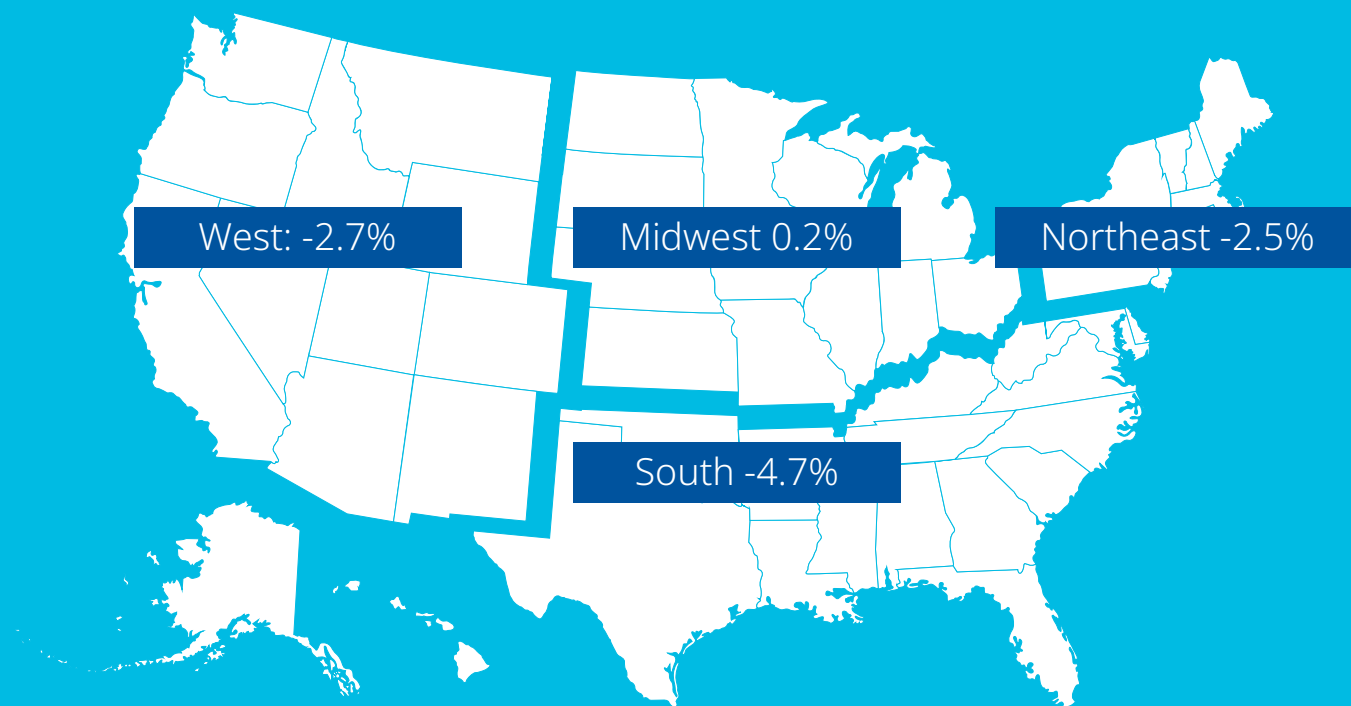
Sensormatic Solutions ShopperTrak Analytics shows an overall year-over-year (YoY) decline of 2.9% in U.S. in-store retail traffic for March.

-2.9%

YoY Total Retail Traffic by Week

- Week 1 (3.2 - 3.8): -3.5%
- Week 2 (3.9 - 3.15): -4.1%
- Week 3 (3.16 - 3.22): 3.1%
- Week 4 (3.23 - 3.29): -11.1%
- Week 5 (3.30 - 4.5): 2.2%

YoY Total Retail Traffic by Region

- West: -2.7%
- Midwest 0.2%
- Northeast -2.5%
- South -4.7%

YoY Category Performance Breakdown

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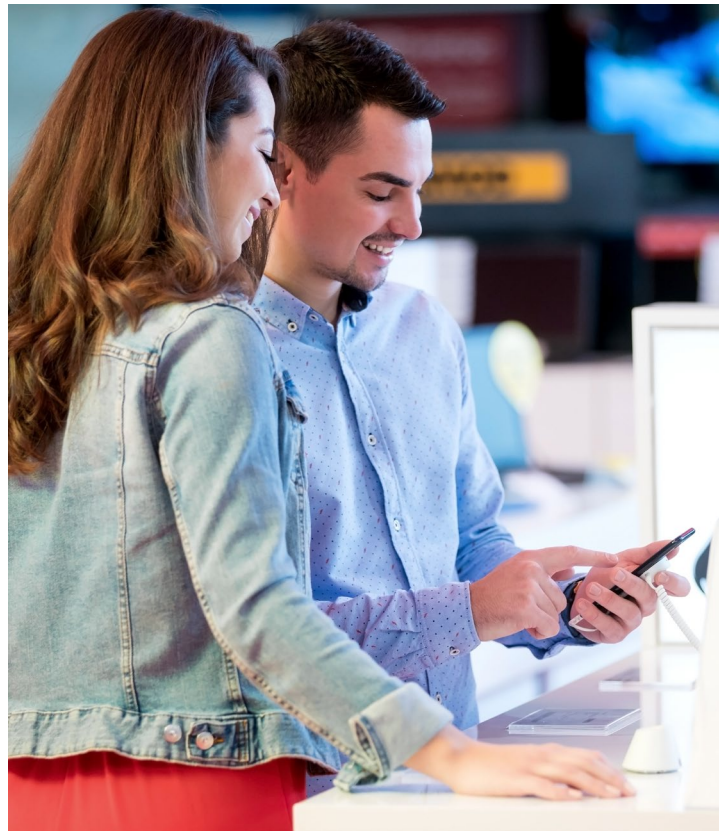### Apparel & Accessories
-4.3%

Wireless
1.6%

Busiest Day for in-store Shopping 3/22
Driven by warmer weather and spring break shopping

Spotlight

Richard Berkland, Retail Operations Manager at Goodwill-Easter Seals Minnesota, shares how they've been able to transform their retail operations using ShopperTrak Analytics. Learn more.

"Since adopting ShopperTrack Analytics, we've seen enhancements in our understanding of our customers shopping behavior." **- Goodwill-Easter Seals Minnesota**

Partnership Perspectives

Discover how to leverage traffic data for smarter staffing in the **'Back-to-School Planning 2025'** webinar featuring StoreForce and Journeys. Gain insights on optimizing labor allocation and enhancing customer satisfaction. Watch the recording to prepare for the upcoming back-to-school season!

Sign Up for Insights

Resources

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How to Get Started with Source Tagging

Video
From appetites to insights – How AI is mapping the entire customer journey

About Johnson Controls:

At Johnson Controls (NYSE:JCI), we transform the environments where people live, work, learn and play. As the global leader in smart, healthy and sustainable buildings, our mission is to reimagine the performance of buildings to serve people, places and the planet.

Building on a proud history of 140 years of innovation, we deliver the blueprint of the future for industries such as healthcare, schools, data centers, airports, stadiums, manufacturing and beyond through OpenBlue, our comprehensive digital offering. Today, Johnson Controls offers the world`s largest portfolio of building technology and software as well as service solutions from some of the most trusted names in the industry.

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About Sensormatic Solutions:

Sensormatic Solutions, the leading global retail solutions portfolio of Johnson Controls, powers safe, secure and seamless retail experiences. For more than 50 years, the brand has been at the forefront of the industry's fast-moving technology adoption, redefining retail operations on a global scale and turning insights into actions. Sensormatic Solutions delivers an interconnected ecosystem of loss prevention, inventory intelligence and traffic insight solutions, along with our services and partners to enable retailers worldwide to innovate and elevate with precision, connecting data-driven outcomes that shape retail's future. Please visit Sensormatic Solutions or follow us on LinkedIn, X and our YouTube Channel.

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4