

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 May U.S. in-store retail traffic was down 2.8% year-over-year (YoY). This aligns with year-to-date trends, as in-store traffic from February to April showed a slight decline of 3.2%. Despite overall traffic softness, consumer activity in May was largely fueled by Mother's Day shopping, particularly in the jewelry and accessories and luxury categories.

- The week leading up to Mother's Day (the week ending in 5/10) showed strong week-over-week growth: Jewelry and accessories grew by 15.8%, and luxury experienced a 14.9% increase.
- Saturday, May 10, was the busiest in-store shopping day on the month, driven by Mother's Day preparations



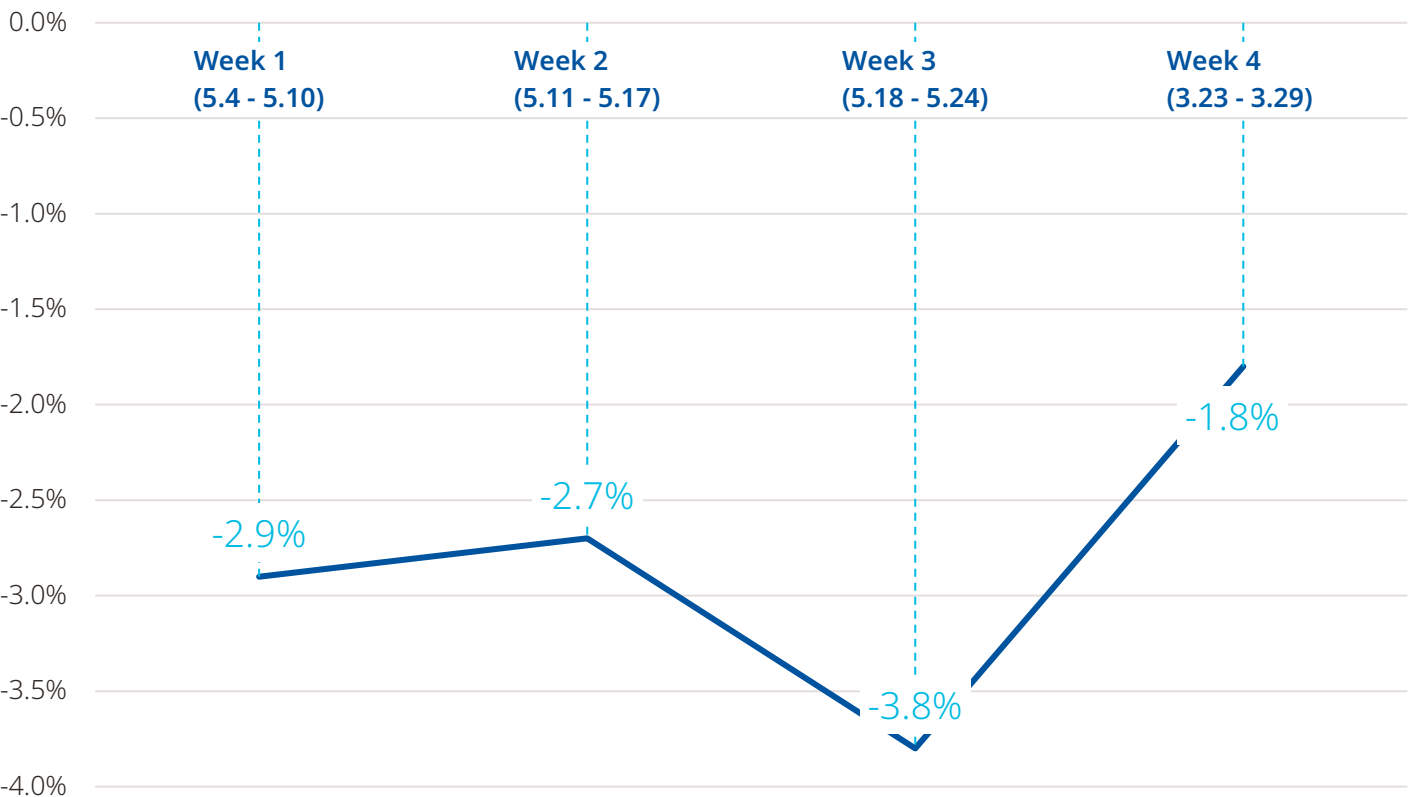
- Shopper traffic in the jewelry and accessories and luxury retailer categories was notably strong, with month-over-month growth of 8.9% and 13.5%, respectively, outperforming overall traffic trends.

Grant Gustafson, head of retail consulting and analytics at Sensormatic Solutions, noted, "While we witnessed a decrease in overall foot traffic for the month of May, data positively showed that consumers are continuing to shop for holidays and celebrations, reiterating a focus on value-driven purchases. As we look ahead to the summer months, we anticipate a shift from gift giving to more experiential purchases driven by the gathering-oriented holidays ahead. Back-to-school season marks another huge area of opportunity for retailers this summer. As the second most anticipated shopping events of the year, it drives consumer demand across key categories such as apparel, electronics, school supplies, and dorm essentials."

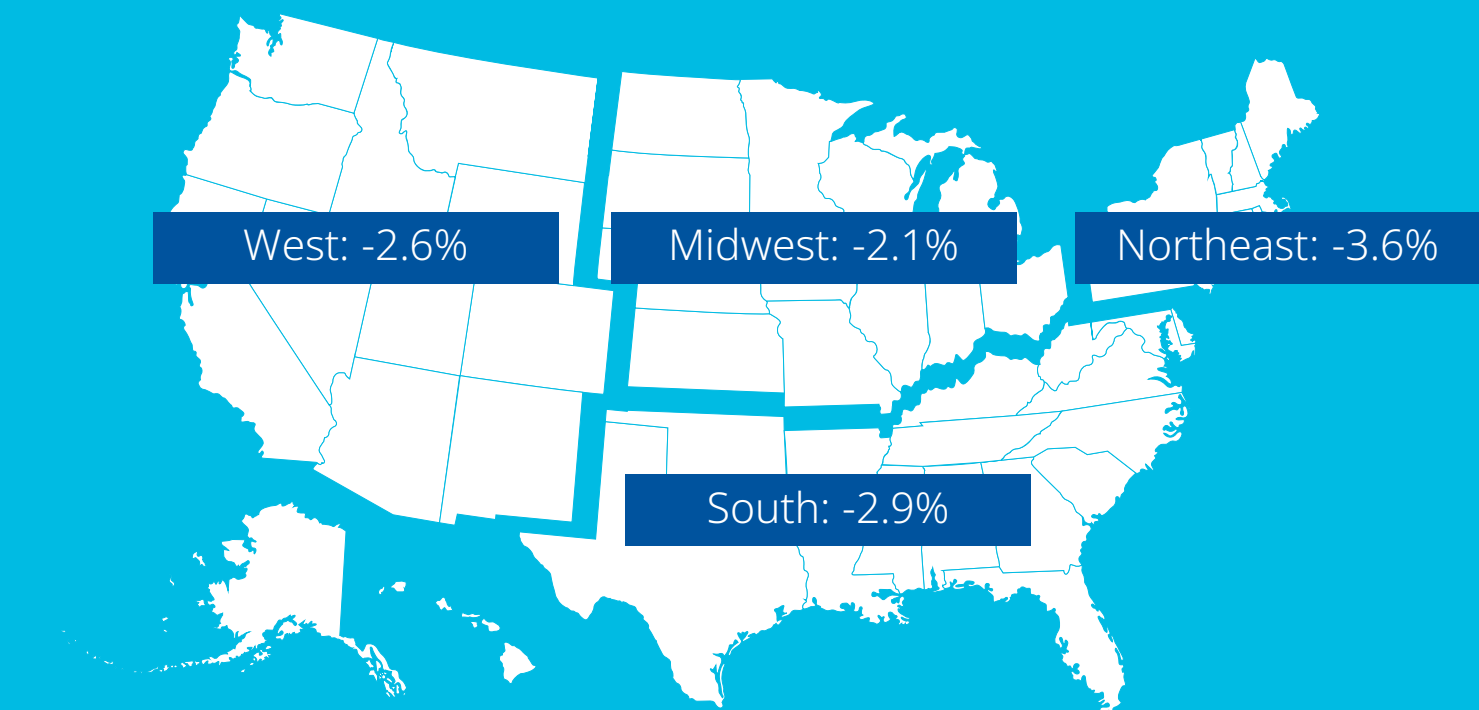
Sensormatic Solutions ShopperTrak Analytics shows an overall year-over-year (YoY) decline of 2.8% in U.S. in-store retail traffic for May.

-2.8%

YoY Total Retail Traffic by Week



YoY Total Retail Traffic by Region



MoM Category Performance Breakdown



Luxury

13.5%



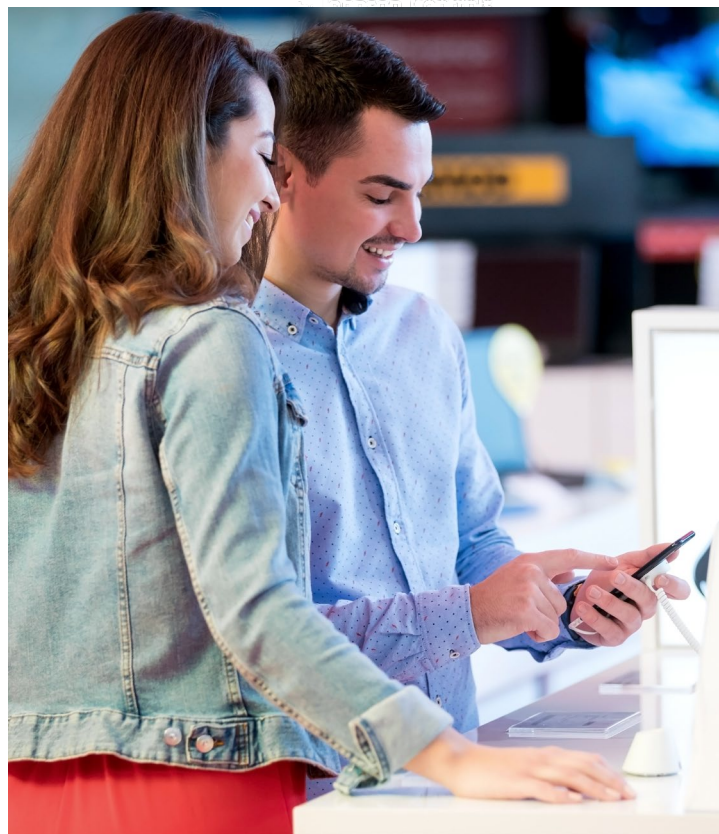
Jewelry & Accessories

8.9%

Busiest Day for
in-store Shopping

5/10

Driven by gift buying leading up to
Mother's Day.



Webinar

Discover how Orbit AI is revolutionizing the retail industry! [In this webinar](#), experts from ShopperTrak Analytics share groundbreaking tools that unlock deeper customer behavior insights, optimize shopping experiences, and enable smarter, data-driven decisions. Learn how these innovations are helping retailers maximize engagement and conversion.

[Watch the webinar now!](#)

Spotlight

Discover Re-ID: AI-powered technology that identifies individuals across sensors using clothing, patterns, accessories, and logos—GDPR-compliant without facial recognition. Stay tuned for upcoming blogs that explore the next-gen retail analytics tools driving meaningful business transformation.

Part 1: Learn more about Re-ID

Part 2: Re-ID for Car Dealerships

Resources



Viewpoints

[Why retailers' technologies should be connected from the source to the store](#)



Blog

[The True Value of Source Tagging Compliance](#)

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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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