

TrafficTrak'r

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

Expert Perspective

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

Sensormatic Solutions ShopperTrak Analytics indicates that U.S. in-store retail traffic was down 1.6% year-over-year in January, a slight improvement compared to 2025 average traffic trends (-2.5%). This resilience in traffic suggests promising momentum for brick-and-mortar retailers heading into the new year. Highlights from the month include:

- The busiest day for in-store shopping was January 10th, likely driven by holiday returns and exchanges, as well as gift card redemptions.
- The footwear category was the top performing category of the month (+4.1%), its first positive



month in a year, and a sharp increase compared to its 2025 average.

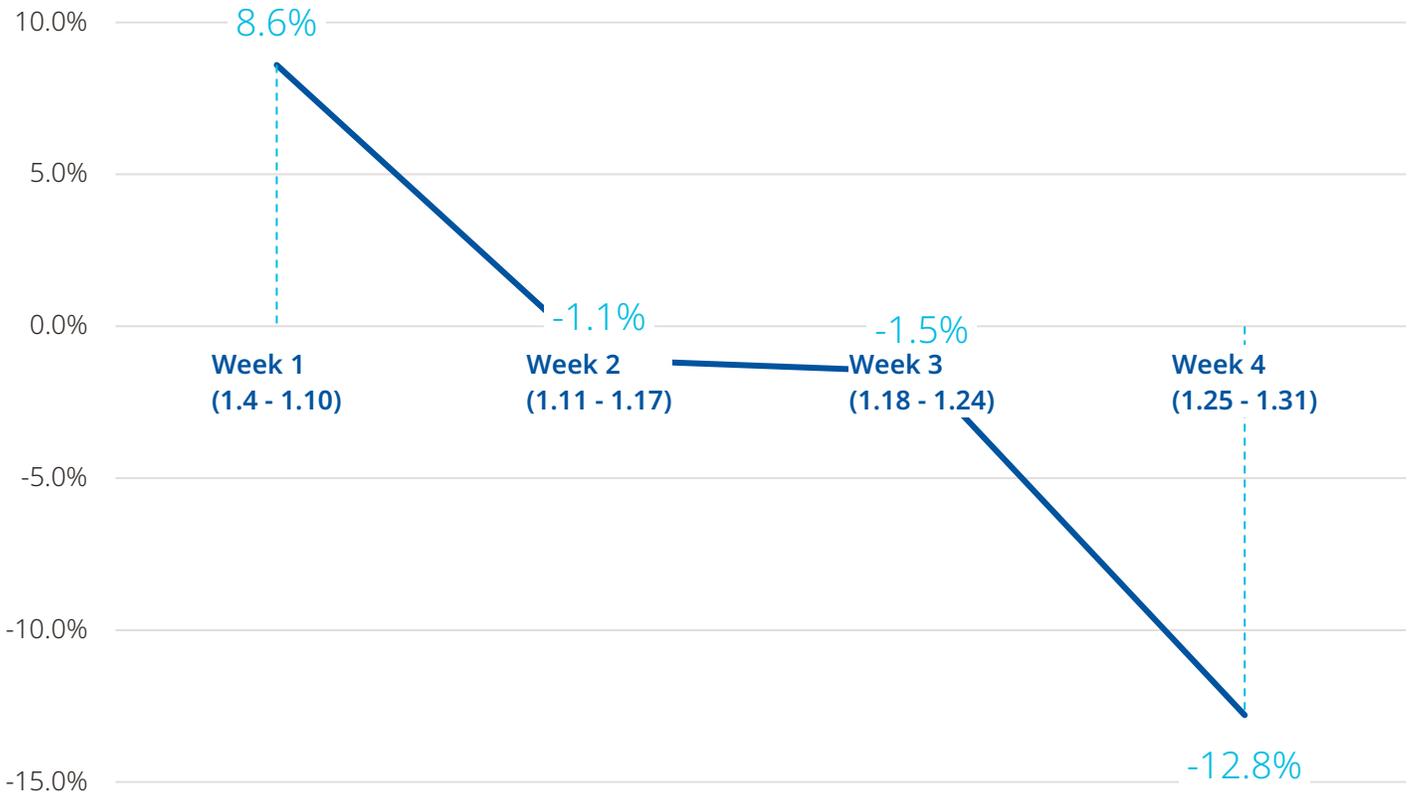
- In the week of January 25th, traffic was down 12.8% due to weather impacts across the majority of the country.

Grant Gustafson, head of retail consulting and analytics at Sensormatic Solutions, noted, "January's in-store retail traffic exceeded expectations for a typically slow post-holiday period. We saw consecutive high traffic Saturdays on January 10th and 17th, underscoring ongoing consumer engagement. Notably, the footwear category outperformed 2025 averages in the first month of 2026 reflecting a positive reversal of trends. Looking ahead, retailers can anticipate a lift in February traffic, particularly luxury, jewelry, and accessories, fuel by Valentine's Day demand."

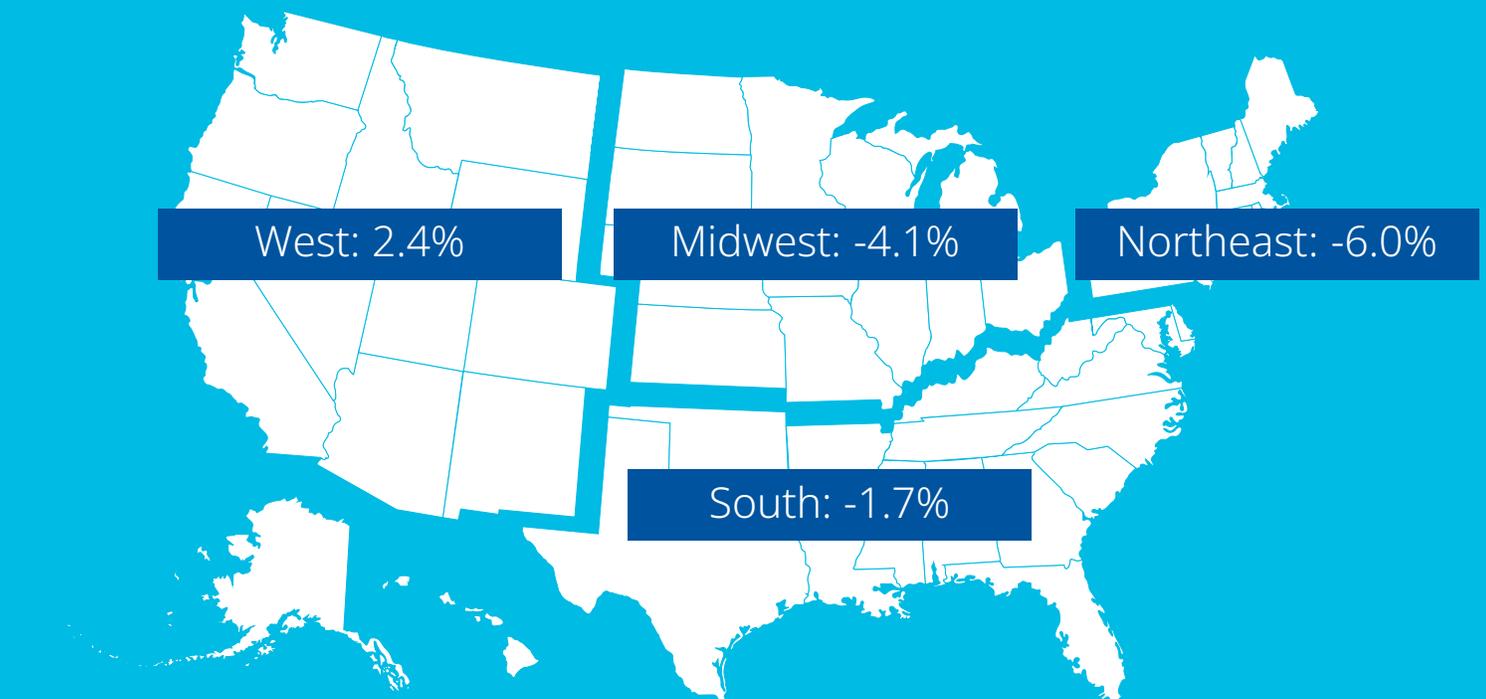
Sensormatic Solutions ShopperTrak Analytics shows an overall year-over-year (YoY) decline of 1.6% in U.S. in-store retail traffic for December.

-1.6%

YoY Total Retail Traffic by Week



YoY Total Retail Traffic by Region





Footwear

4.1%

Busiest Day for
in-store Shopping

1/10

Driven by seasonal activity, including holiday returns, exchanges, and gift card redemption.



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Resources



Press Release

[Flexible Loss-prevention & Engagement Experience System \(FLEX\)](#)



Event

[60 Years of EuroShop Meets 60 Years of Sensormatic in Düsseldorf](#)

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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 60 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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