

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 found that September retail traffic declined 2.3% year over year, though results showed a modest improvement from August and were supported by Labor Day timing and a strong second week of the month. While overall store visits remained below last year's levels, shopper engagement metrics continued to demonstrate resilience. Additional highlights include:

- Saturday, September 5, was the busiest shopping day of the month, driven by Labor Day weekend activity and lingering Back-to-School shopping, particularly in the Northeast.
- Housewares (+1.4%) and Jewelry & Accessories (+2.3%) were among the strongest-performing categories, outperforming total retail traffic during the month.
- The Midwest (-0.5%) and Northeast (-1.3%)



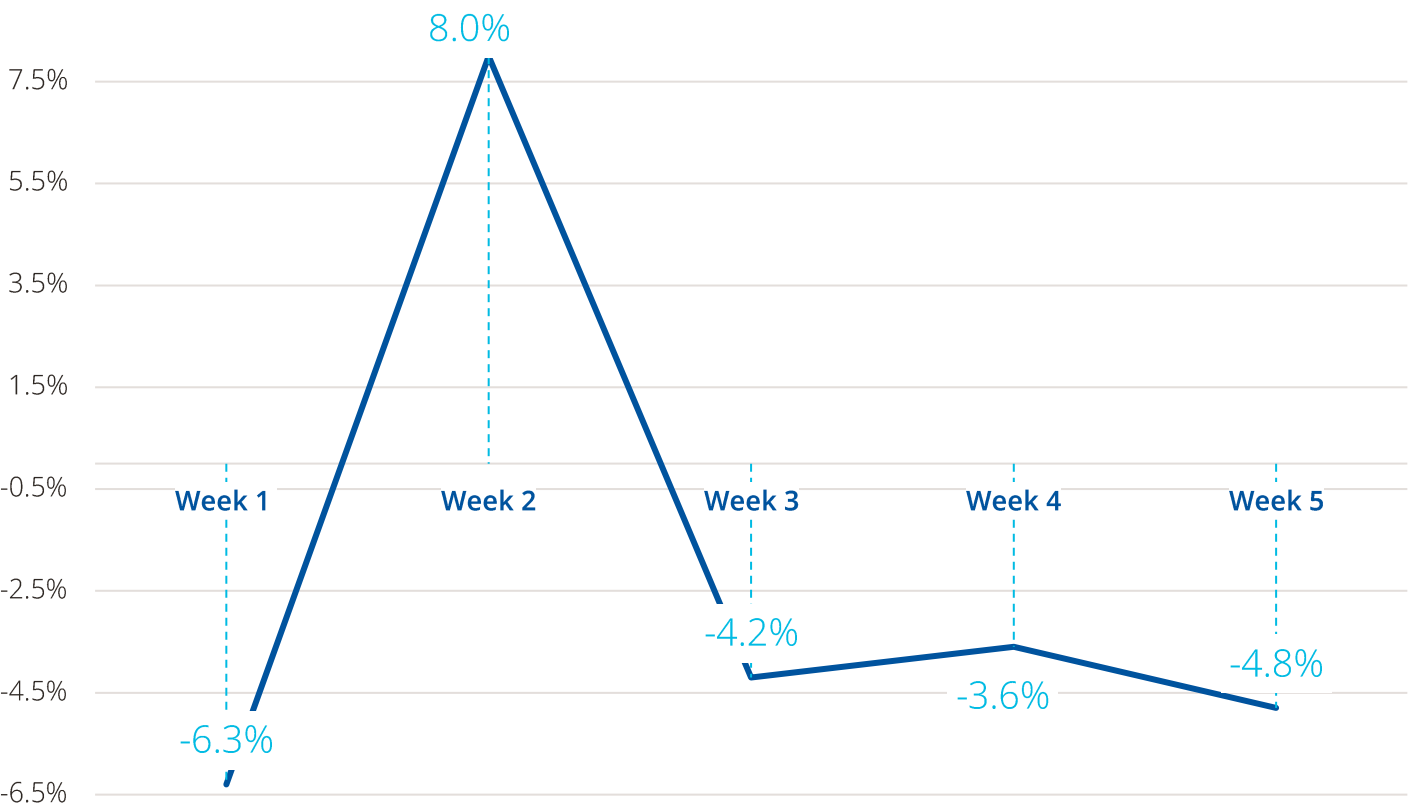
outperformed the national traffic trend, demonstrating greater resilience than the South (-3.4%) and West (-2.3%) during September.

Grant Gustafson, Head of Retail Consulting and Analytics at Sensormatic Solutions, shared, "September's results suggest retailers continued to benefit from highly intentional shopping behavior. While overall traffic remained below last year's levels, shoppers who entered stores were more likely to make a purchase and spend more during each visit. Average transaction size increased 4.6%, conversion rose 2.0%, and sales per shopper grew 6.7%, indicating that visit quality remained strong throughout the month. At the same time, shopper-to-associate ratio (STAR) improved 24% year over year, suggesting retailers maintained staffing levels that supported stronger shopper engagement despite softer traffic. As retailers look ahead to the holiday shopping season, these metrics highlight the importance of understanding not just how many shoppers enter a store, but how effectively retailers convert traffic into sales."

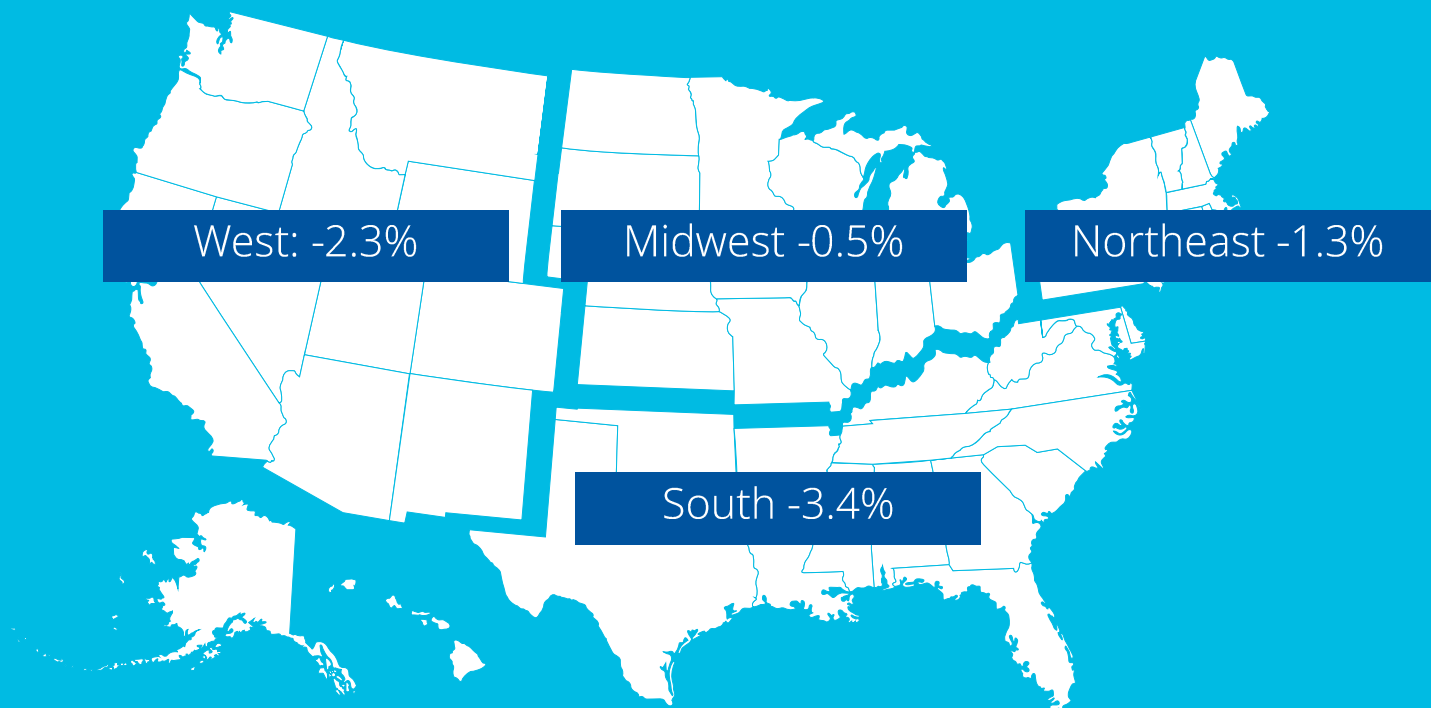
Sensormatic Solutions ShopperTrak Analytics shows an overall year-over-year (YoY) decline of 2.3% in U.S. in-store retail traffic for August.

-2.3%

YoY Total Retail Traffic by Week



YoY Total Retail Traffic by Region





2.3%

Jewelry & Accessories

Busiest Day for in-store Shopping

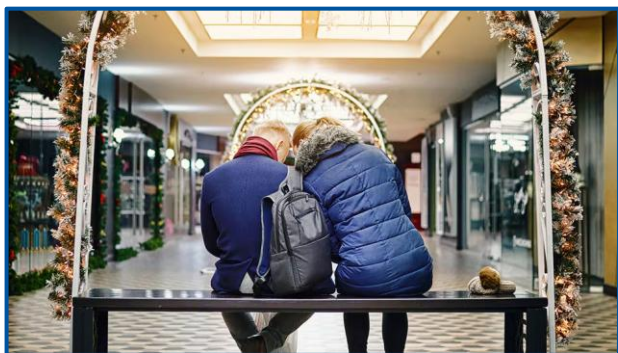
9/5

Driven by Labor Day weekend shopping and a late Back-to-School shift in the Northeast.



2026 Global Top Busiest Days

Black Friday is predicted to be the season's busiest shopping day for in-store retail in the U.S., as in years past. [Read more.](#)



Traffic Talk Video Series

Jeanne Ingersoll and Grant Gustafson discuss the trends shaping holiday traffic and how to prepare for a successful season: [Watch now.](#)



Resources



Article

[Start Tying Traffic to Outcomes with Orbit AI from Sensormatic Solutions](#)



Industry News

[Unified Data: The Key to Understanding Back-to-School Performance](#)

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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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