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 April U.S. in-store retail traffic was relatively flat year-over-year (YoY) down just 0.6%, an improvement over March's 2.9% decline. Consumer activity during the month was largely fueled by preparations for the Easter holiday, which helped drive increased in-store traffic, offering encouraging signs of renewed shopper engagement as we head into summer. Highlights include:

- The week leading up to Easter (April 13-19) was the busiest week of the month with retail traffic up 10.1% YoY.

- Saturday, April 19th, marked the busiest in-store shopping day of April, fueled by the Easter preparations and warmer weather across much of the U.S.
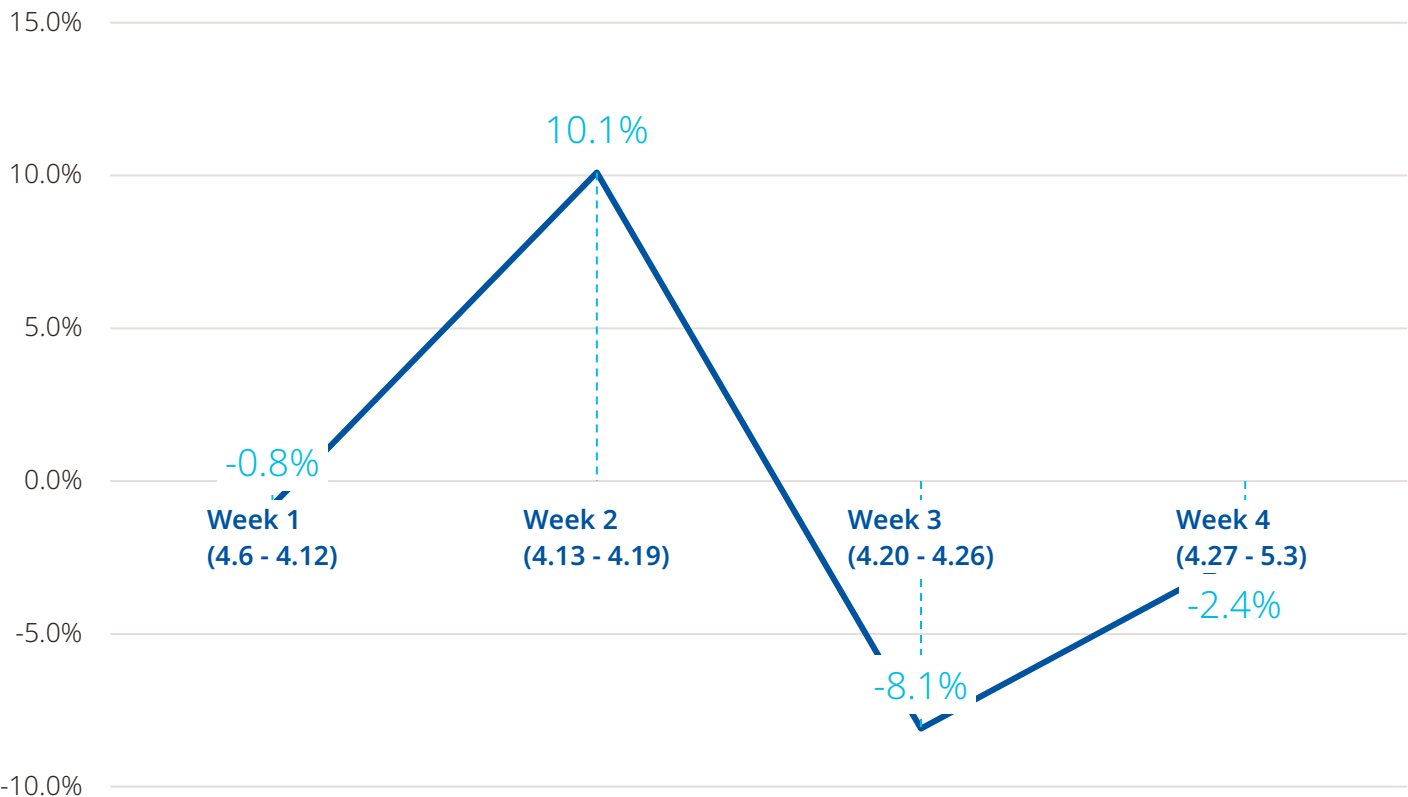
- Shopper traffic was particularly strong in family apparel (+1.6%) and outlet (+0.9%) retailer categories, outperforming overall traffic trends.

Grant Gustafson, Head of Retail Consulting and Analytics at Sensormatic Solutions, noted, "April brought encouraging signs and positive momentum for retail traffic. Pre-Easter shopping drove a lift in family apparel categories, while increased traffic at outlet stores indicates consumers focus on value-driven purchases. As we look ahead to key shopping occasions like Mother's Day and other seasonal events, we're encouraged by these upward trends heading into the summer months – culminating in back-to-school – traditionally the second busiest shopping season of the year. Retailers should prepare for heightened consumer enthusiasm for both celebratory and summer-related purchases as we head into warmer months."
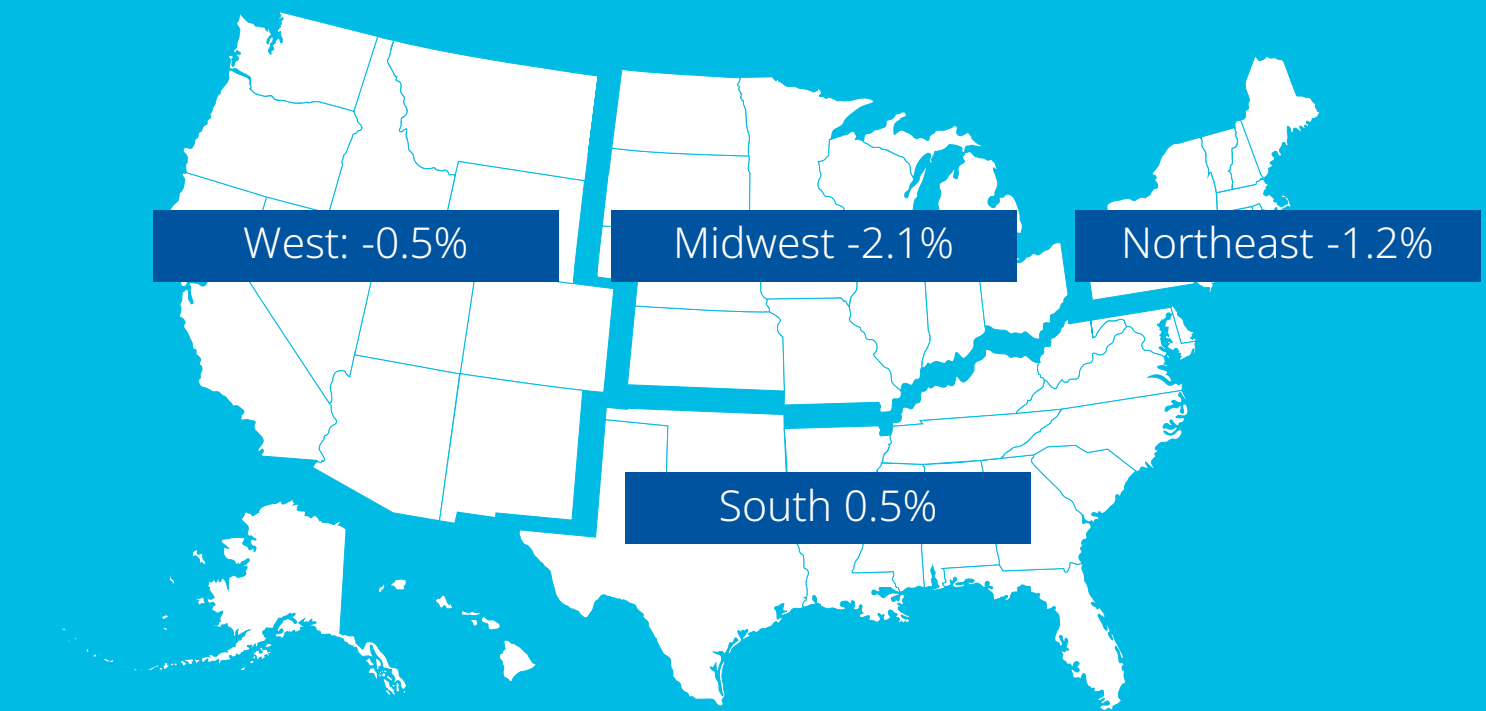
Sensormatic Solutions ShopperTrak Analytics shows an overall year-over-year (YoY) decline of 0.6% in U.S. in-store retail traffic for April.

-0.6%

YoY Total Retail Traffic by Week

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15.0%

10.1%

10.0%

5.0%

-0.8%

0.0%

**Week 1
(4.6 - 4.12)**

**Week 2
(4.13 - 4.19)**

**Week 3
(4.20 - 4.26)**

**Week 4
(4.27 - 5.3)**

-2.4%

-5.0%

-8.1%

-10.0%

YoY Total Retail Traffic by Region

West: -0.5%

Midwest -2.1%

Northeast -1.2%

South 0.5%

YoY Category Performance Breakdown

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Family Apparel

1.2%

Outlet Malls

0.9%

Busiest Day for in-store Shopping

4/19

Driven by the Easter holiday and warmer weather

Spotlight

National Retail Federation partners with Sensormatic Solutions to maximize ROI at NRF Big Show 2025.

Read the case study to learn how the retail industry giant leveraged ShopperTrak Analytics to measure, understand and optimize foot traffic at Retail's Big Show.

"The insights we received helped us validate our assumptions about what our attendees wanted and were interested in." **- National Retail Federation**

Partnership Perspectives

HappyOrNot's latest report, *Retail CX Insights: Trends and Strategies to Win Customer Loyalty in 2025*, features data-driven insights and industry perspectives from Sensormatic Solutions. A must-read for retailers looking to elevate customer experience!

Download the Report Here

Resources

Announcement

Services that Connect Source to Store: Increase Revenue, Optimize Labor, Reduce Shrink

Award

Shrink Analyzer Takes the Spotlight as Retail Security Solution of the Year

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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on social platforms

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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