

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 indicates that U.S. in-store retail traffic was down 3.5% year-over-year (YoY) in September. After a strong summer, quieter September retail traffic is expected as consumers pause shopping following a busy back-to-school and travel season while they prepare for the upcoming holiday rush. Overall, September shopper traffic mirrors both 2025 results to-date (down 2.5%) and typical seasonal shopping patterns. The top performing category in September was home furnishings as shoppers took advantage of Labor Day sales on big ticket furniture items. Key insights:

- Saturday, September 20th marked the busiest in-store shopping day with Saturday, September 27th and Saturday, October 4th close behind.



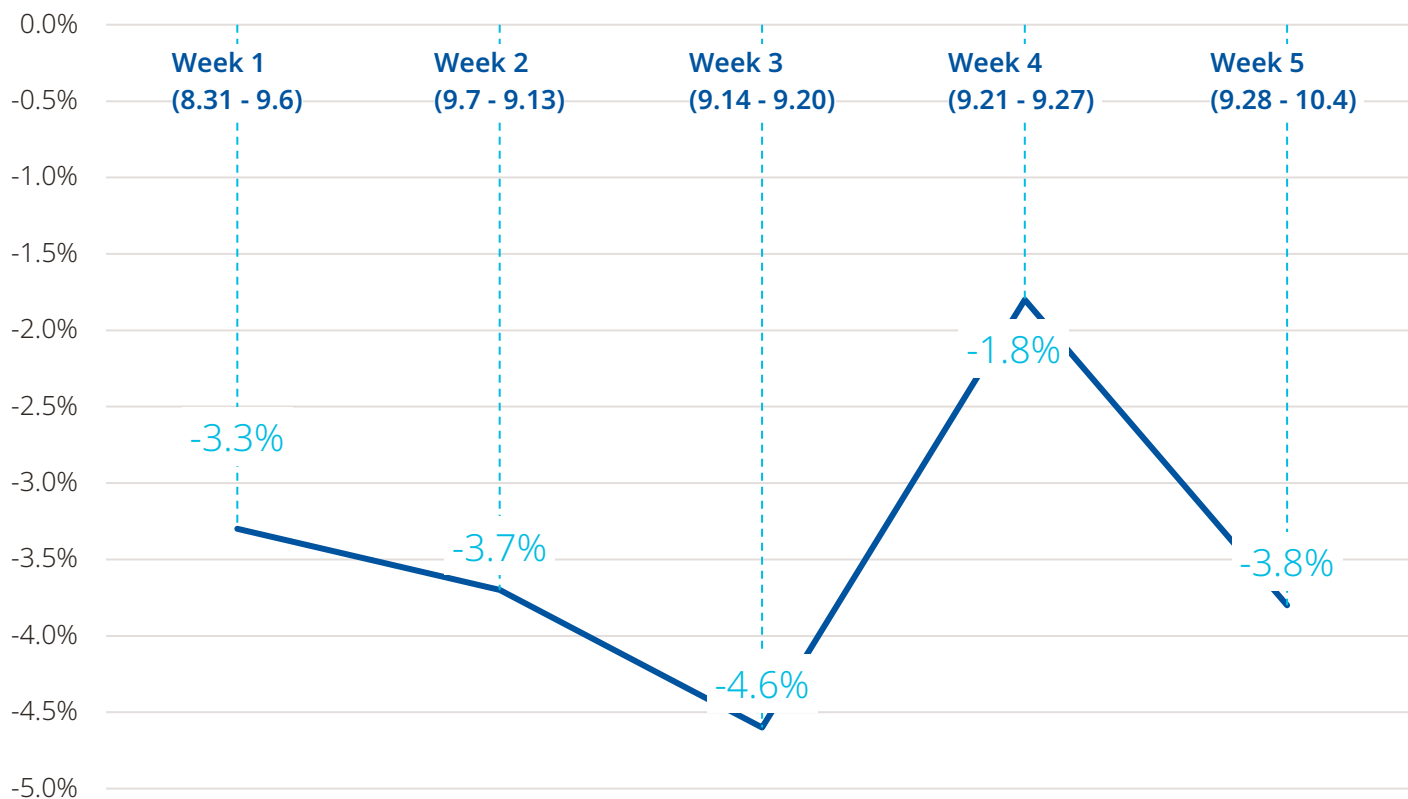
- The home furnishing category was down only 1.7%, outperforming shopper traffic overall.

Grant Gustafson, head of retail consulting and analytics at Sensormatic Solutions, noted, "September saw a slight slowdown in retail traffic following the success of the summer months' back-to-school shopping period. This remains consistent with year-over-year traffic patterns, as consumers prepare for the holiday shopping season, which seem to start earlier each year. We expect this trend of earlier holiday shopping to continue in 2025, as consumers prioritize deals and product availability ahead of the traditional holiday rush."

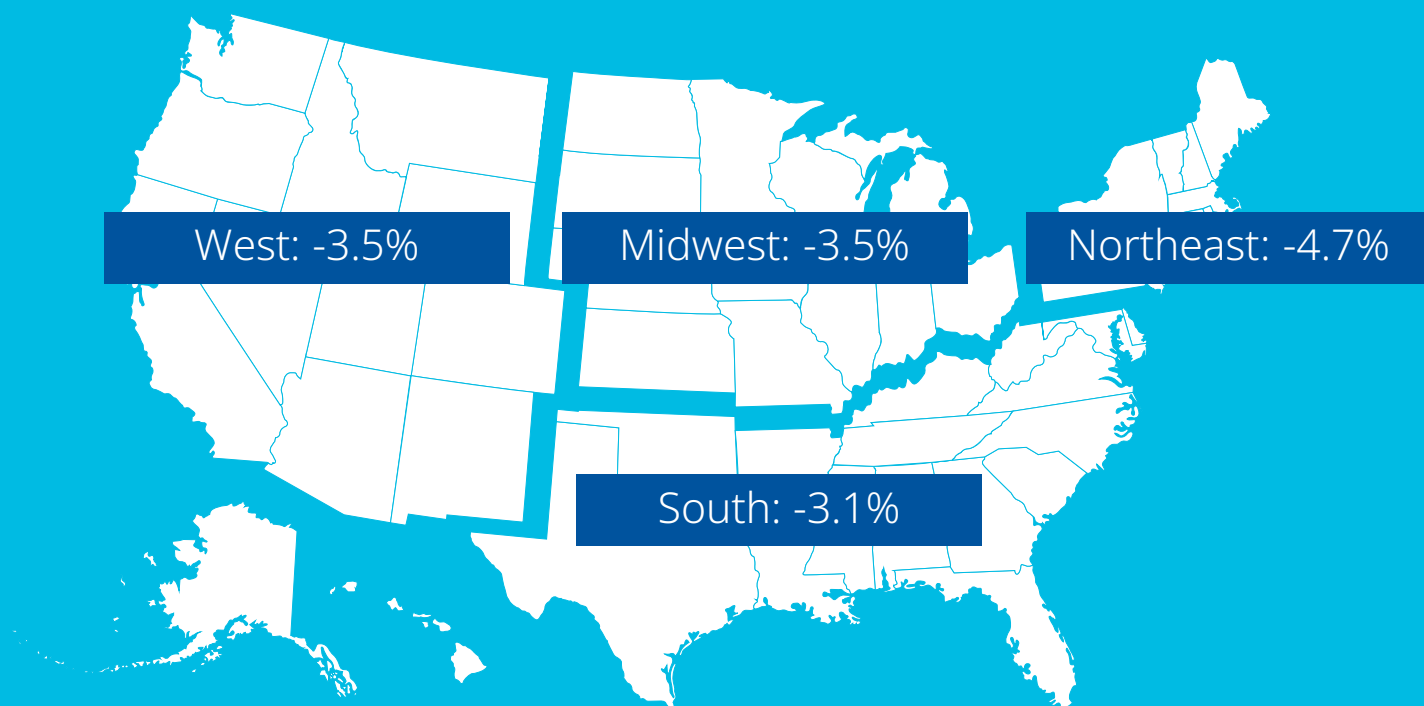
Sensormatic Solutions ShopperTrak Analytics shows an overall year-over-year (YoY) decline of -3.5% in U.S. in-store retail traffic for September.

-3.5%

YoY Total Retail Traffic by Week



YoY Total Retail Traffic by Region





Home
Furnishings

-1.7%

Busiest Day for
in-store Shopping

9/20

Driven by typical weekend shopping trends, since Saturdays are consistently the busiest day in-store.



Spotlight

Ben Cohen, COO at Footwear etc., shares how they are using Sensormatic Solutions to make smarter decisions and elevate the shopper experience. [Learn more.](#)

"We are finally able to tell what level of customer traffic is coming into our stores, and the conversion rate, which was previously difficult to measure."

– **Footwear etc.**

2025 Holiday Traffic Forecast

Get ready for the 2025 holiday shopping season as Sensormatic Solutions unveils its annual forecast of the busiest shopping days for retailers in the U.S. and around the world, with Black Friday once again expected to lead the pack. Discover what's driving in-store traffic trends and how data-driven insights can help retailers stay ahead in an increasingly competitive environment. Find out what to expect and how to prepare for a successful holiday season.

[See the Predictions Here](#)

Resources



Blog

[Unlocking In-Store Efficiency with RFID](#)



Event

[Meet us at NRF Big Show \(Booth 5321\) to Reimagine the Power of Your Storefront \(Jan 11-13\)](#)

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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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