

# TrafficTrak'r

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

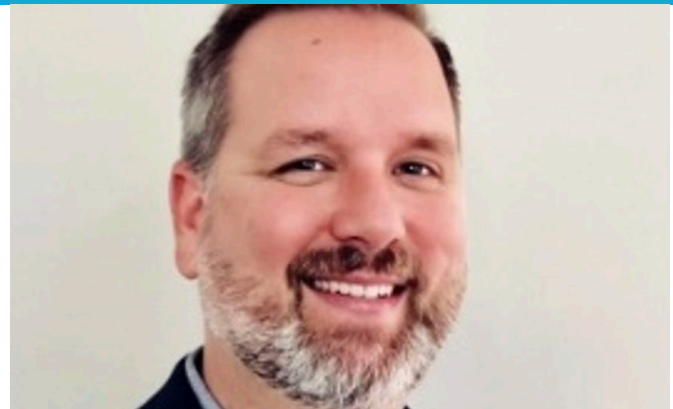
## Expert Perspective

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 5.5% year-over-year (YoY) in April, an expected decrease with the shift of Easter from April 2025 to March 2026 (per the NRF calendar). Due to the shifting calendar, retailers often combine March and April to analyze YoY results. Combined, March and April in-store traffic declined 2.4%, which is on par with year-to-date shopper traffic trends.

### Highlights from the month include:

- The busiest day for in-store traffic was Saturday, April 11<sup>th</sup>, though traffic was consistent across Saturdays in April.
- The top performing retail category in April was optical (-1.4%).



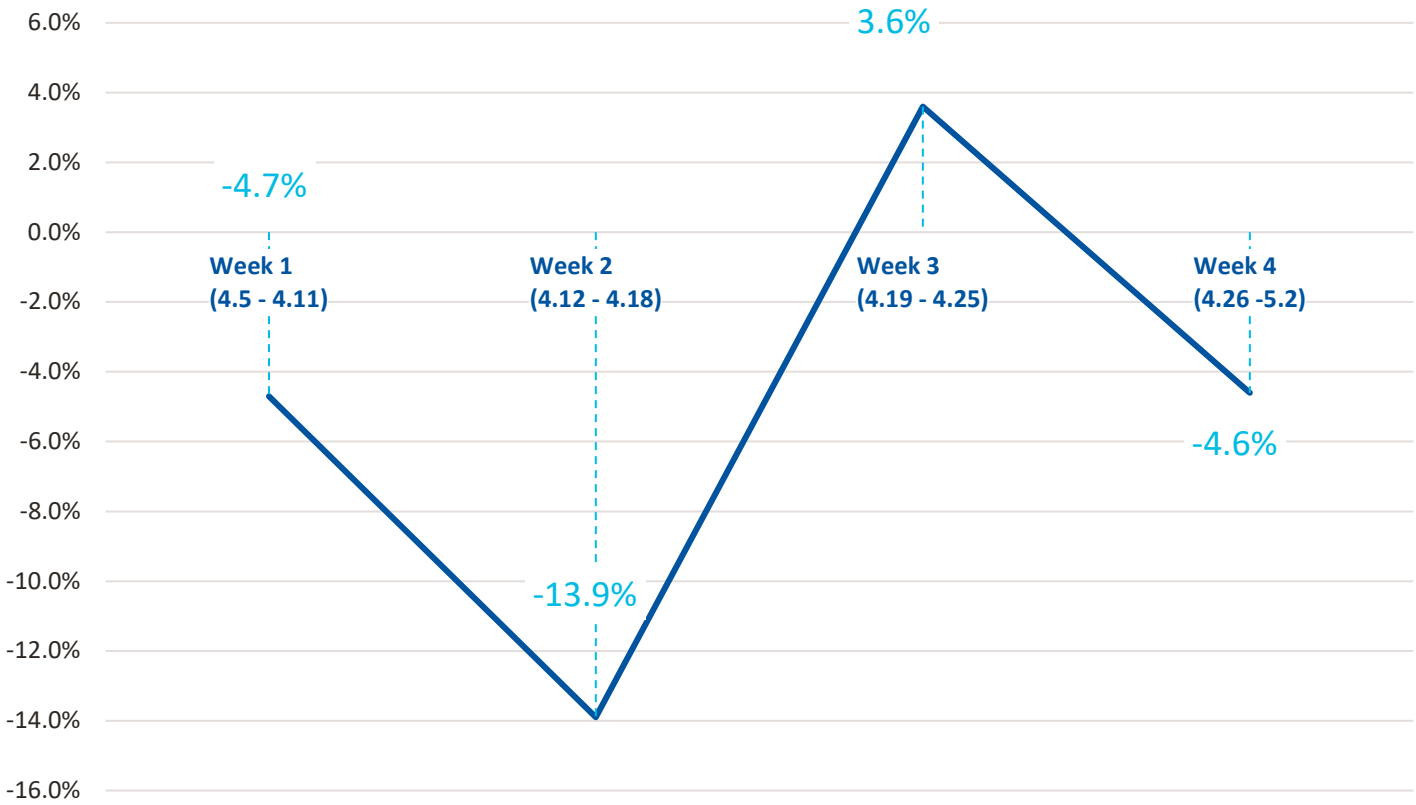
- April's conversion rate and transaction size remained relatively flat YoY, +1.0% and -0.1%, respectively.

Grant Gustafson, head of retail consulting and analytics at Sensormatic Solutions, noted, "With Easter shifting to NRF's March calendar, April traffic declined, but this is not a negative signal for retailers. On the contrary, shopper behavior has held steady over the past year, proven by stable conversion rates and transaction sizes. Shoppers are continuing to emphasize value and the essentials. Take for example, the performance of optical retail traffic, indicating that consumers are prioritizing personal health and wellness as one of their primary expenses for the month. Looking ahead, Mother's Day and Memorial Day will shape May traffic as shoppers prepare for each holiday, purchasing gifts for the former and party/outdoor supplies for the latter."

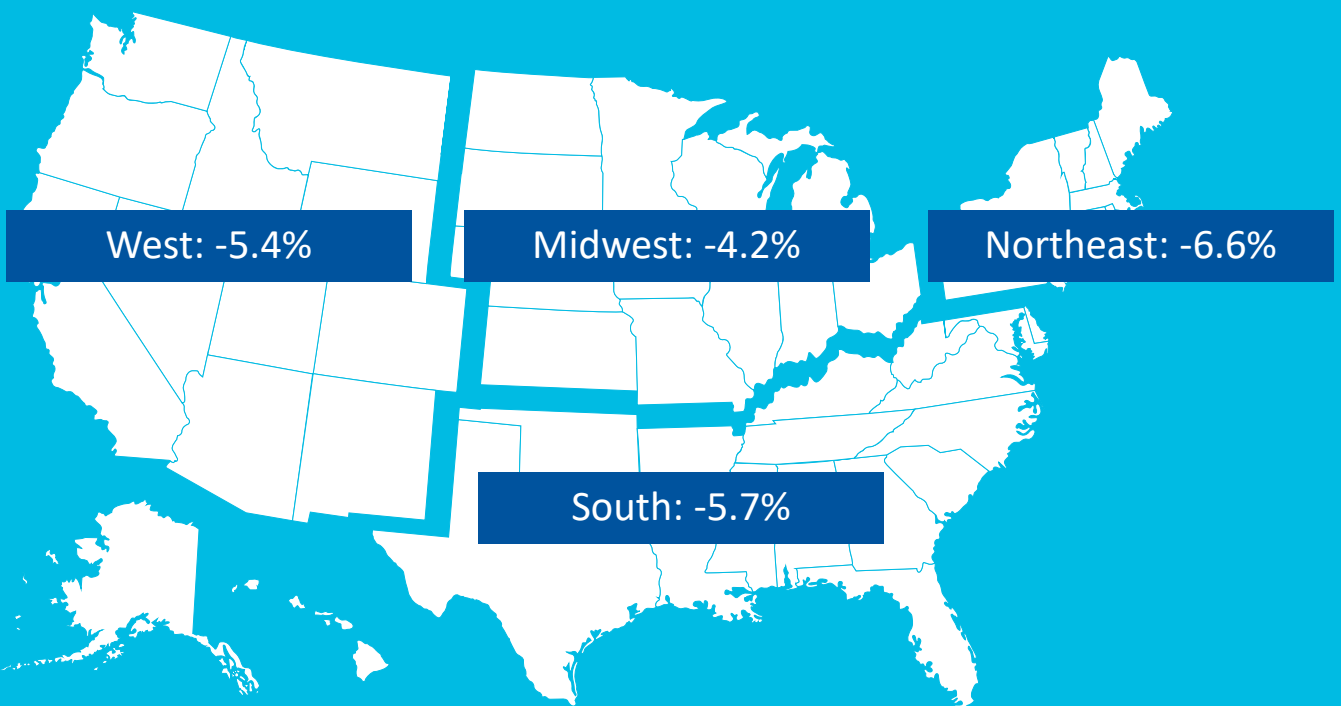
Sensormatic Solutions ShopperTrak Analytics shows an overall year-over-year (YoY) decrease of 5.5% in U.S. in-store retail traffic for April.

-5.5%

# YoY Total Retail Traffic by Week



# YoY Total Retail Traffic by Region





Optical

-1.4%

Busiest Day for  
in-store Shopping

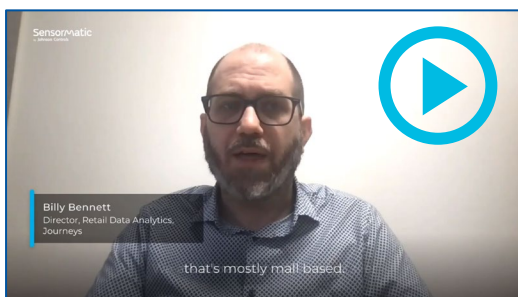
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Saturdays were consistently busy throughout  
the month of April.



## ReTales: Journeys Testimonial

Journeys shares the challenges the retailer has faced and how Sensormatic Solutions ShopperTrak Analytics has impacted the business. [Watch video below.](#)



## Re-ID: The next evolution in people counting

People counting has evolved far beyond simply tallying entries and exits. Meet Re-ID or re-identification technology that uses AI to identify individual visitors across cameras based on features like clothing, patterns and colors, accessories, and logos. This blog breaks down how Re-ID works, where it's being used, and the opportunities to consider. Curious to see it in action? Click to read the full blog.

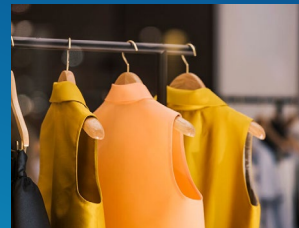
[Learn more about Re-ID](#)

## Resources



### Blog

[Sensormatic Solutions Rich History and Bright Future](#)



### Blog

[How RFID Seam Tags Complement Retailers' Traditional Apparel Tagging](#)

## About Johnson Controls:

Johnson Controls, a global technology leader in energy efficiency, decarbonization, thermal management and mission-critical performance, helps customers use energy more productively, reduce carbon emissions, and operate with the precision and resilience required in rapidly expanding industries such as data centers, healthcare, pharmaceuticals, advanced manufacturing, and higher education.

For more than 140 years, Johnson Controls has delivered performance where it really matters. Backed by advanced technology, lifecycle services and an industry-leading field organization, we elevate customer performance, turn goals into real-world results and help move society forward.

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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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