

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 shows early signs of Back-to-School momentum building as shoppers began preparing for the start of the school year heading into August. While overall U.S. in-store retail traffic declined 3.7% year over year, shopper engagement metrics improved across the board, with gains in conversion, average transaction size and sales per shopper. Additional highlights include:

- Saturday, August 1, was the busiest in-store shopping day, driven by Back-to-School shopping activity.
- Conversion rates increased 5.7% YoY, while average transaction size increased 0.6% resulting in sales per shopper rising 6.3%.

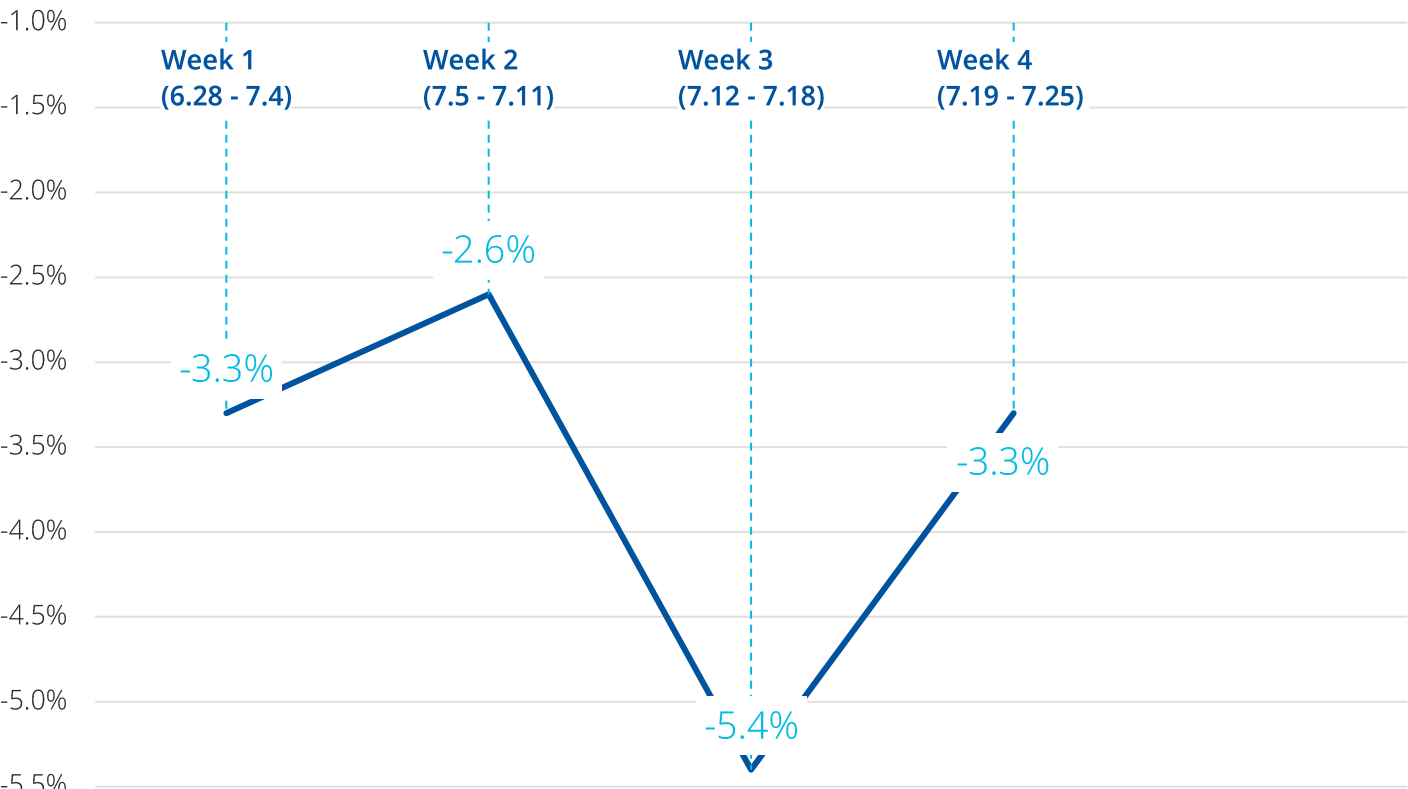


Grant Gustafson, head of retail consulting and analytics at Sensormatic Solutions, shared, "July offered early signs that Back-to-School shopping was beginning to gain momentum, even as overall traffic remained below year-ago levels. While year-over-year comparisons were influenced by Amazon Prime Day occurring in June this year versus July last year, shopper engagement metrics improved. Conversion, average transaction size and sales per shopper all increased year over year, with the strongest gains occurring in Week 4, when conversion rose 8.5% and sales per shopper increased 9.9%. We also saw continued improvement in service levels, with STAR (Shopper-to-Associate Ratio) improving for the second consecutive month. With [the busiest Back-to-School shopping days](#) still ahead, the trends observed at the end of July suggest the season is developing and should continue to drive store traffic throughout August."

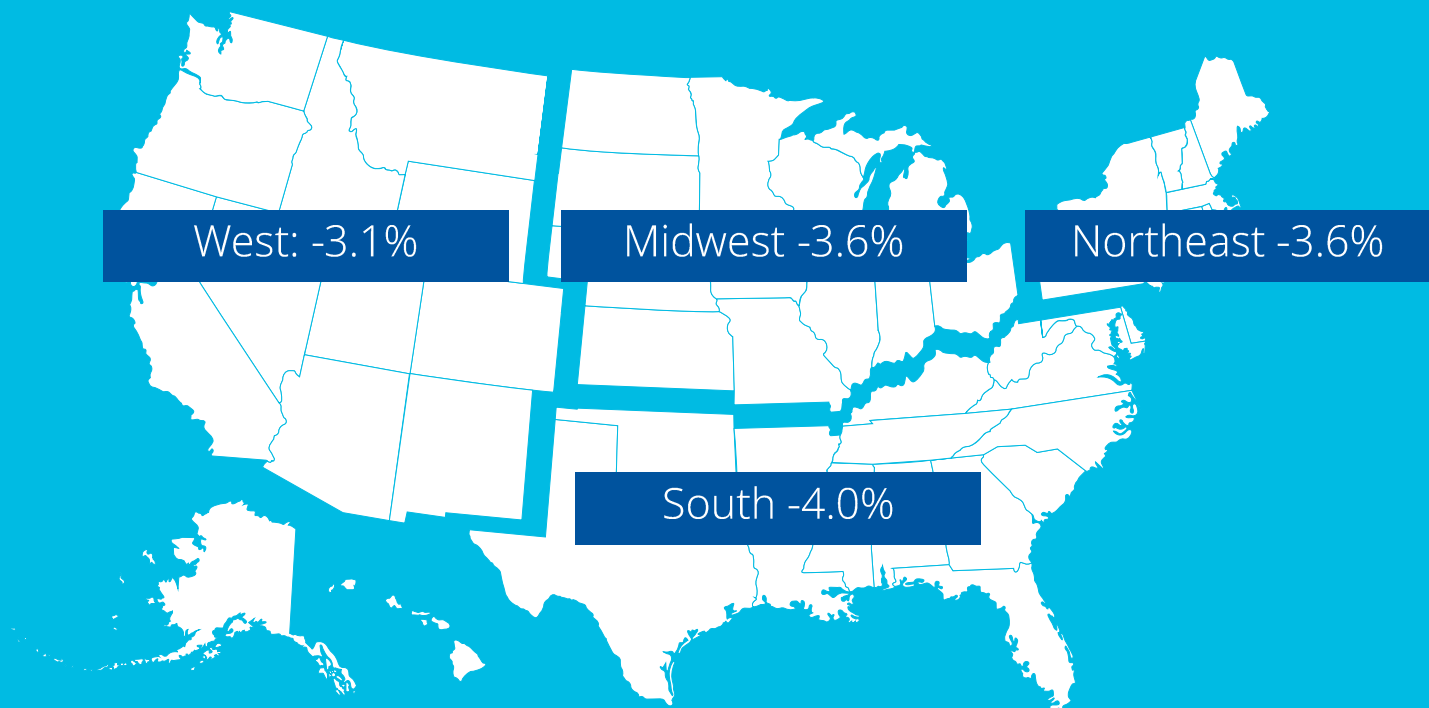
Sensormatic Solutions ShopperTrak Analytics shows an overall year-over-year (YoY) decline of 3.6% in U.S. in-store retail traffic for July.

-3.6%

YoY Total Retail Traffic by Week



YoY Total Retail Traffic by Region





-0.1%

Sportswear

Busiest Day for in-store Shopping

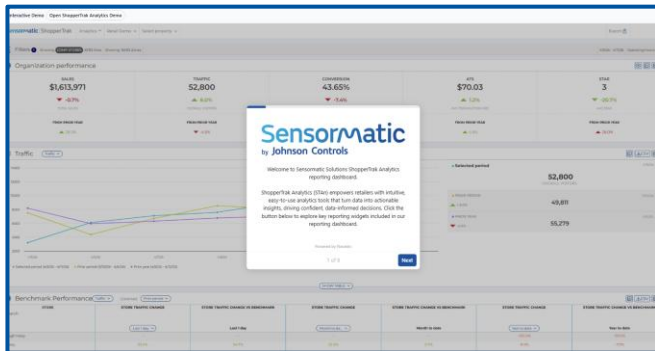
8/1

Driven by Back-to-School shopping.



ShopperTrak Analytics Demo

Explore key reporting widgets included in our reporting dashboard. Click [Open ShopperTrak Analytics Demo](#) to learn more.



Traffic Talk Video Series

Jeanne Ingersoll and Grant Gustafson discuss the trends shaping the Back-to-School season and what retailers need to know: [Watch now.](#)



Resources



Case Study

[DOUGLAS significantly reduces shrink with Sensormatic Solutions](#)



Press Release

[Sensormatic Solutions expands options for sewn-in RFID source tagging strategies](#)

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.

Visit johnsoncontrols.com for more information and follow @Johnsoncontrols 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 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.



www.sensormatic.com

