

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 a 3.2% year-over-year (YoY) decline in U.S. in-store retail traffic in May. This aligns with year-to-date trends, as in-store traffic declined 2.1% from February through April. Early in the month, Mother's Day shopping supported traffic, with gift-driven categories like Jewelry & Accessories (+0.6%) and Luxury (+0.1%), outperforming overall retail. Highlights for May include:

- Saturday, May 9, was the busiest in-store shopping day of the month, driven by Mother's Day gift purchases ahead of the holiday on May 10.
- Memorial Day traffic was 57% busier when compared to the average May Monday, reflecting the impact the holiday weekend had on overall traffic trends.



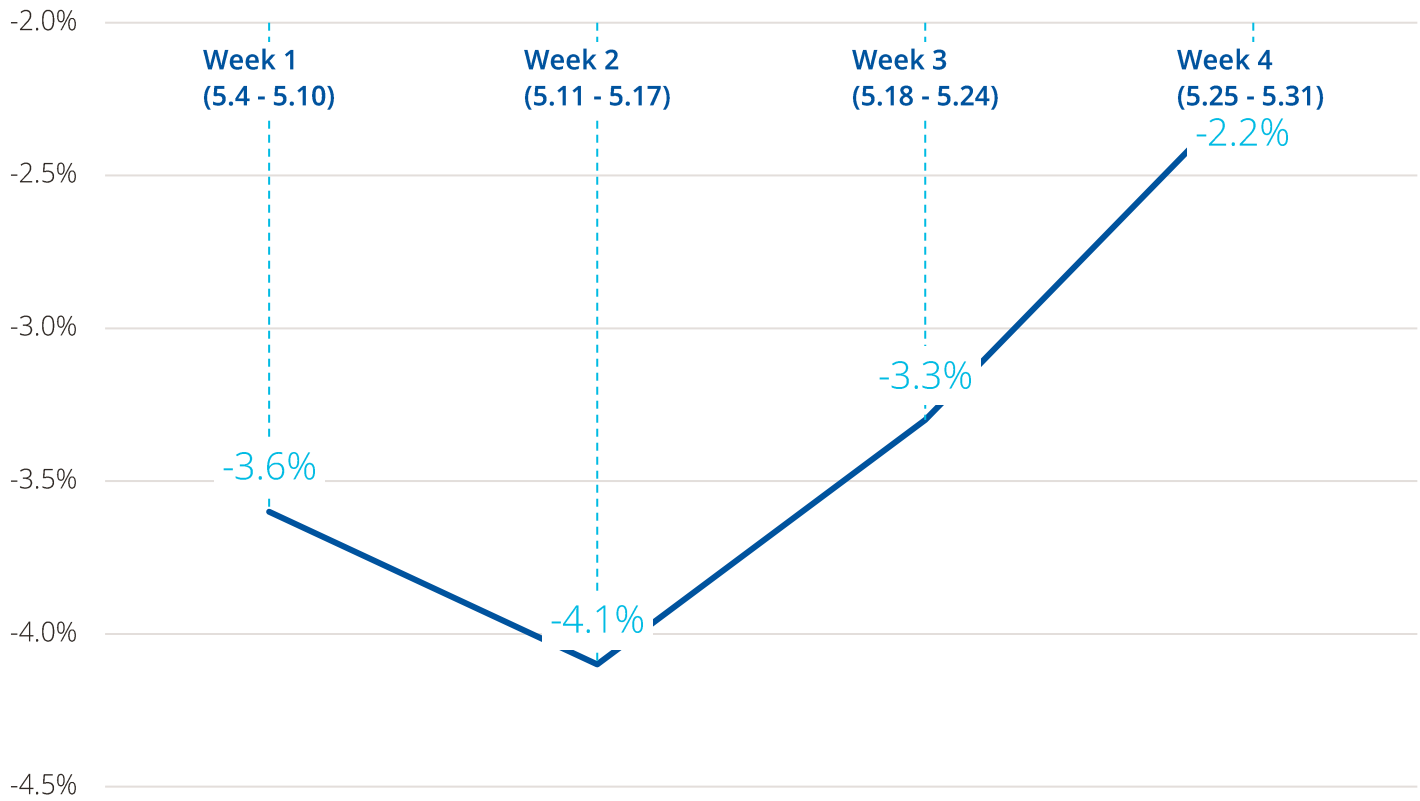
- Conversion rates (CVR) increased 3.3% YoY, reinforcing the trend of more efficient, purpose-driven store visits.

Grant Gustafson, head of retail consulting and analytics at Sensormatic Solutions, noted, "May's traffic trends were shaped by two major holidays, Mother's Day at the beginning of the month and Memorial Day at the end, each influencing in-store traffic in different ways. Mother's Day remains a major driver of gift-giving, while Memorial Day leans more toward gathering-related purchases. Despite lower overall traffic, gains in conversion and average transaction size continue to suggest a more intentional shopper who is becoming increasingly selective in how and where they spend. Looking ahead, early-summer shopping will likely center on entertainment and experiential retail, before shifting toward back-to-school in July."

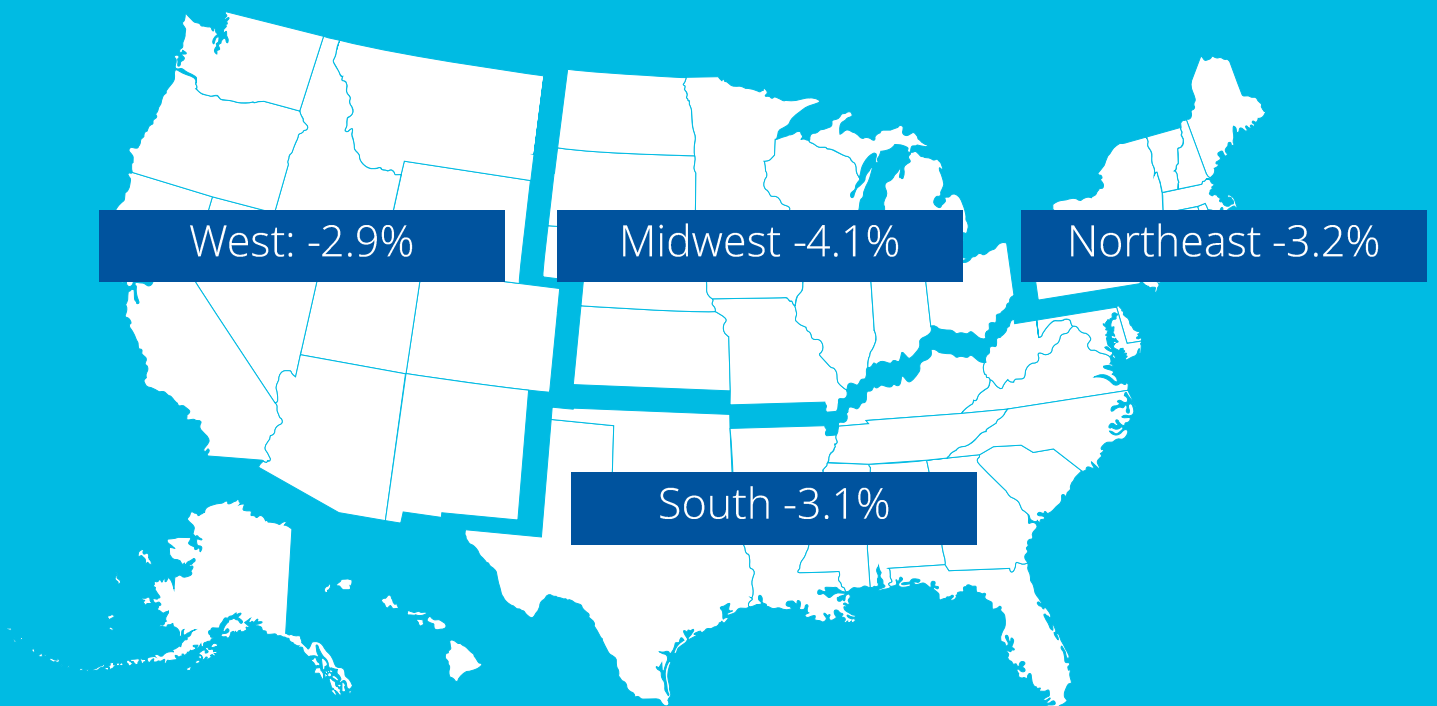
Sensormatic Solutions ShopperTrak Analytics shows an overall year-over-year (YoY) decline of 3.2% in U.S. in-store retail traffic for May.

-3.2%

YoY Total Retail Traffic by Week



YoY Total Retail Traffic by Region





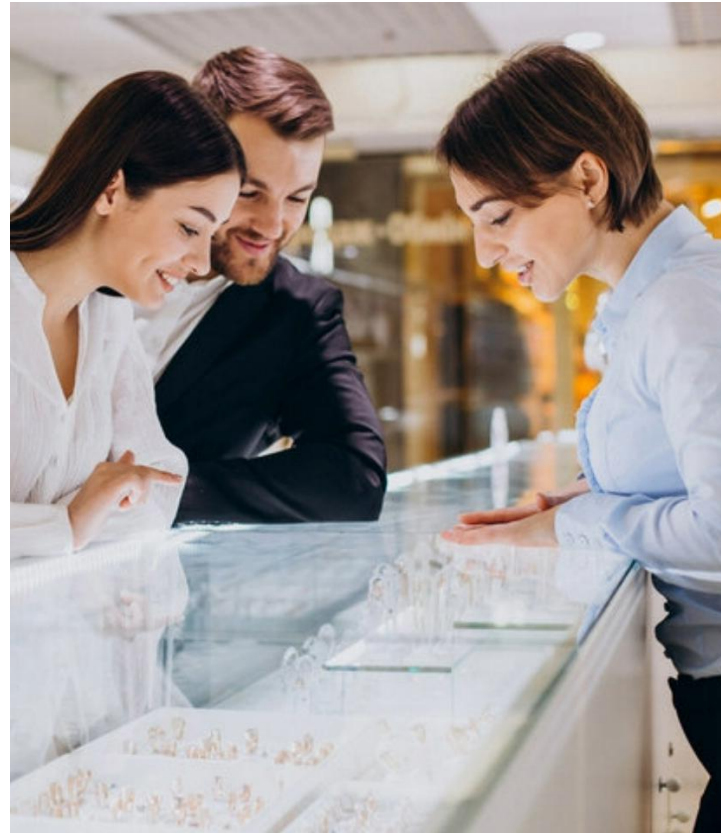
Jewelry & Accessories

0.6%



Luxury

0.1%



Busiest Day for in-store Shopping

5/9

Driven by gift buying leading up to Mother's Day.

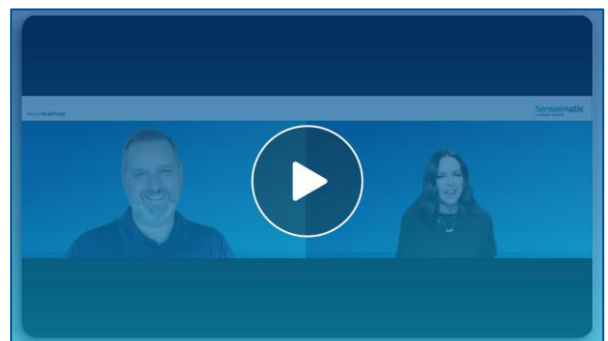
Case Study Spotlight

Learn how Fibra Danhos uses ShopperTrak Analytics to measure foot traffic in their shopping centers across Mexico. [Watch the video below.](#)



Traffic Talk Video Series

What's next in retail? Watch this month's episode to see how "retail as entertainment" can drive summer store visits. [Watch the video below.](#)



Resources



Blog

[How Merchandisers Are Optimizing the Store Entrance](#)



Blog

[Level Up Your Loss Prevention — Without Breaking the Bank](#)

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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 and our YouTube Channel.



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