

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 3.4% year over year (YoY) in December. This slight decline from November's 3.1% YoY decrease aligns closely with our [forecast](#) of a 3.0% drop for the holiday season, reflecting steady industry patterns. Highlights from the month include:

- The busiest day for in-store shopping was December 20 (Super Saturday), driven by its proximity to the Christmas holiday and the growing trend of last-minute shopping.
- The weeks of December 22 and December 29 were the top performing weeks of the month. Traffic was down 0.6 percent during the week of December 22 and up 3.0 percent year over year in the week of December 29.



- Luxury retail was December's top performing category. Traffic was down just 0.2 percent year over year, a slight improvement from November's 0.8 percent decrease. This underscores ongoing consumer interest in premium offerings, even in a cautious spending environment.

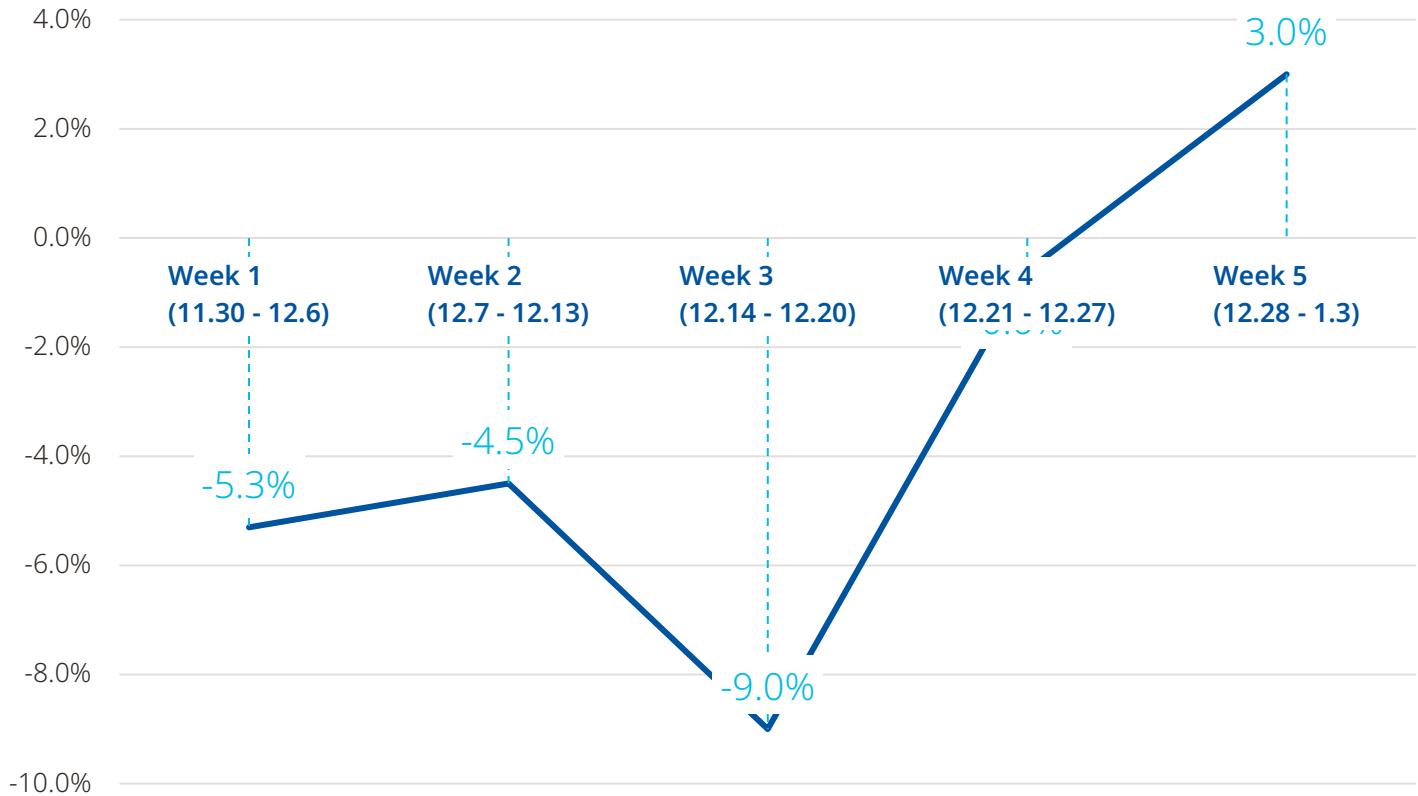
Grant Gustafson, head of retail consulting and analytics at Sensormatic Solutions, observed, "December's in-store traffic reflects a shift in consumer behavior, as shoppers are making purchases closer to the Christmas and New Year holidays than they have traditionally. While Super Saturday was still the busiest shopping day of December as predicted, we also saw unexpectedly strong in-store visits on Monday, December 22, and Tuesday, December 23. This pattern reflects shoppers maximizing sales and convenience right up to the holidays. Looking ahead, January typically signals a slowdown for in-store traffic, with activity largely driven by post-Christmas shopping and returns."

Sensormatic Solutions ShopperTrak Analytics shows an overall year-over-year (YoY) decline of 3.4% in U.S. in-store retail traffic for December.

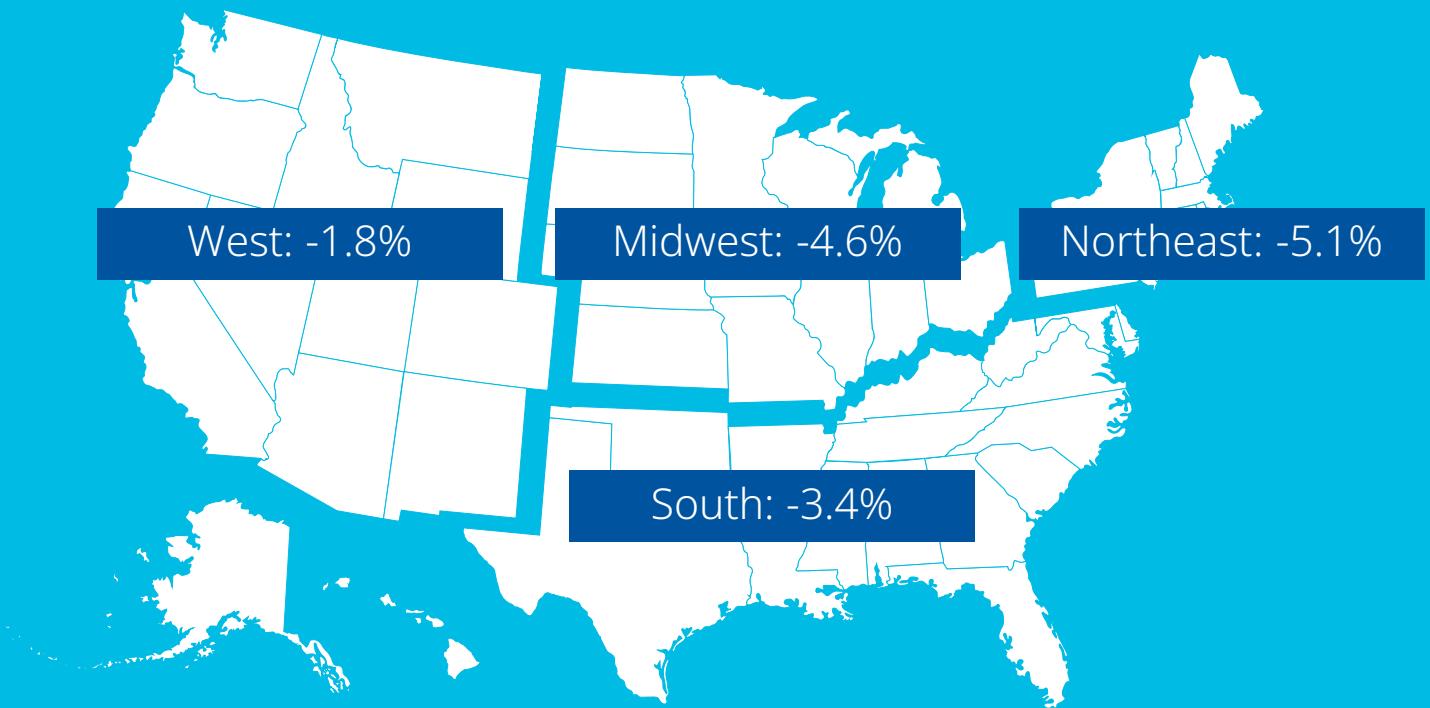
-3.4%

YoY Total Retail Traffic by Week

Sensormatic
by Johnson Controls



YoY Total Retail Traffic by Region



YoY Category Performance Breakdown

Sensormatic
by Johnson Controls



Luxury

-0.2%



Jewelry & Accessories

-2.7%

Busiest Day for
in-store Shopping

12/20

Driven by shoppers looking for last-
minute holiday deals on Super Saturday.



Super Sunday in the Spotlight

Grant Gustafson, Head of Retail Consulting and Analytics at Sensormatic Solutions, spoke to ABC News about why Super Sunday has become the fourth busiest shopping day of the year.



Unlock Retail Demographic Insights with Orbit AI

Watch as Stephanie Calistro explains how Orbit AI's Re-ID technology delivers accurate age and gender data, helping retailers make smarter decisions without guesswork.



Resources



Award

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RFID Solutions

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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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