

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 in March remained relatively flat, up 0.3% year-over-year (YoY) and marked a positive increase from February (-0.4%). The increase in retail traffic was largely driven by the Easter holiday, with the week leading up to Easter up 10.4% YoY. Highlights for March include:

- Top-performing category of the month was family apparel (+2.7% YoY).
- Conversion Rate (CVR) improved by 2.7% YoY in March.



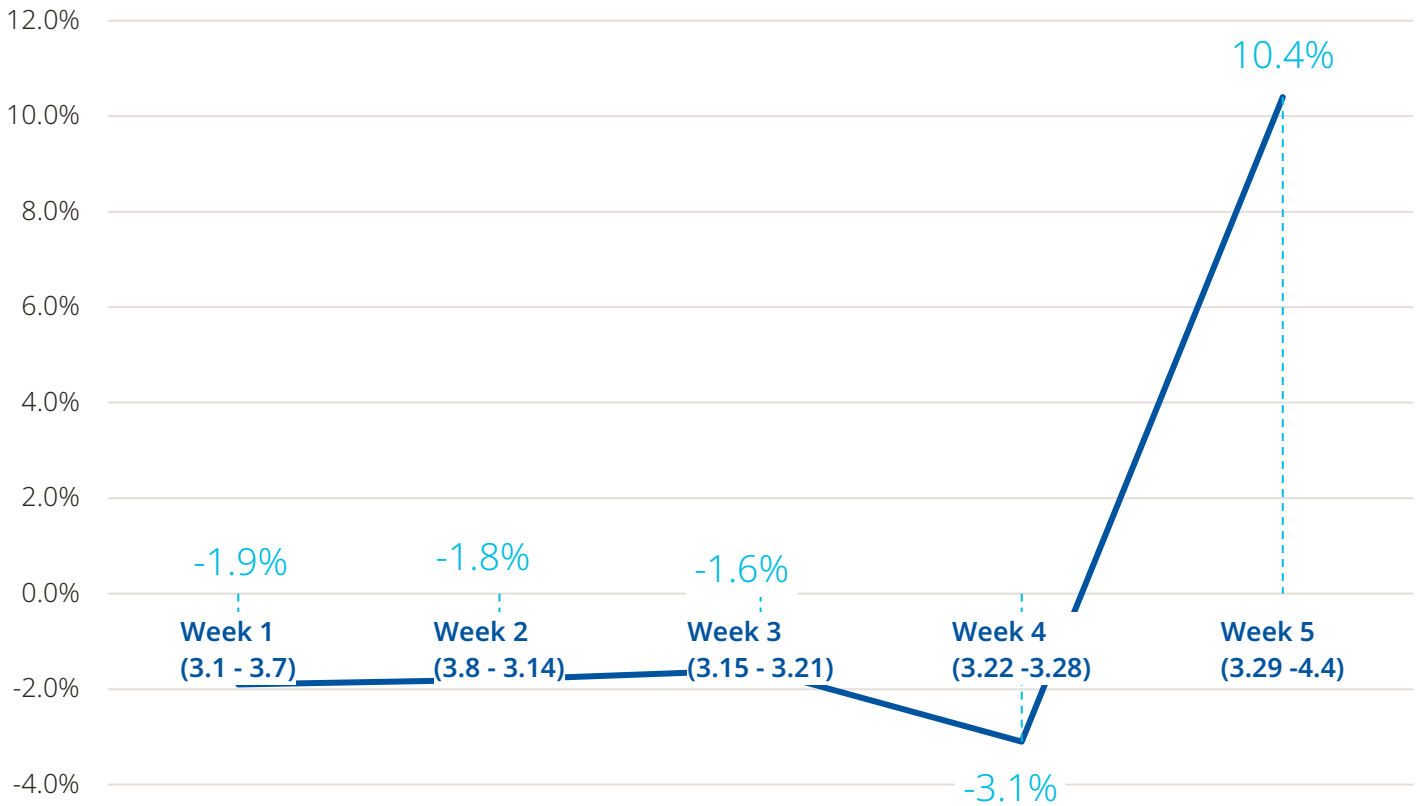
- The busiest day for in-store traffic was Saturday, April 4th, likely driven by Easter (Sunday, April 5th).

Grant Gustafson, head of retail consulting and analytics at Sensormatic Solutions, noted, "An early Easter shifted holiday shopper traffic to March, bolstered by Spring Break shopping as well. On average, retailers saw conversion rates increase 2.7% YoY indicating that consumers are shopping more intentionally, likely visiting stores with specific purchases in mind, including family apparel foot traffic, which rose 2.7% in March."

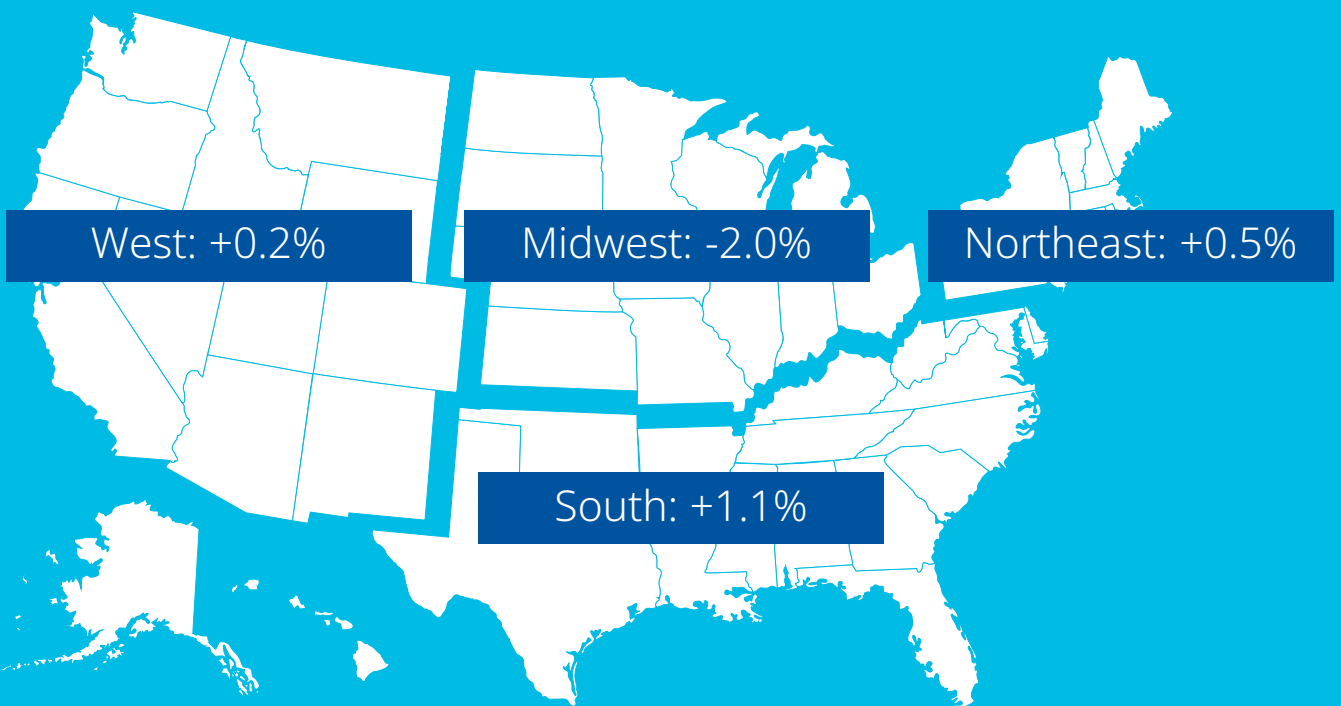
Sensormatic Solutions ShopperTrak Analytics shows an overall year-over-year (YoY) increase of 0.3% in U.S. in-store retail traffic for March.

+0.3%

YoY Total Retail Traffic by Week



YoY Total Retail Traffic by Region





Family Apparel

+2.7%

Busiest Day for
in-store Shopping

4/4

Driven by Easter shopping and
promotions during the holiday weekend.



How Re-ID Is Transforming In Store Shopper Insights

Nick Pompa, VP of Traffic Insights at Sensormatic Solutions, talks with the Retail Risk Podcast and shares his takeaways on how AI technology is transforming how retailers understand in-store customer behavior. They discuss how Re-ID technology unlocks deeper shopper insights and opens new retail use cases. Listen to or watch the podcast via the link below.

[Listen Now](#)

Krys Group Turns Data into a Performance Driver

KRYS GROUP, France's optic leader, harmonized performance across 1,700 stores with ShopperTrak Analytics. After a staged rollout, the solution provided a cohesive view of traffic and sales, tracked peak footfall, overall conversion, and optical conversion rates. Real-time insights enabled smarter scheduling, more precise marketing, and nationwide resource allocation.

[Read the Case Study Here](#)

Resources



Anniversary

[Sensormatic Solutions Celebrates 60 Years of 'Retailer Inspired. Innovation Driven.'](#)



Blog

[Building the Future of Retail, Together](#)

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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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