

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 an overall year-over-year (YoY) decline of 2.7% in U.S. in-store retail traffic for June. Despite softer overall traffic trends, holiday-driven shopping activity provided a boost during key periods of the month. The week leading into Father's Day was the strongest traffic period, with shopper visits increasing 2.4% year over year, supported by both pre-holiday shopping and the extended Juneteenth weekend.

- Friday, June 20, was the busiest in-store shopping day of the month, driven by pre-Father's Day shopping and the extended Juneteenth holiday weekend.
- Sales per shopper increased 5.5% YoY, while average transaction size grew 1.8%.

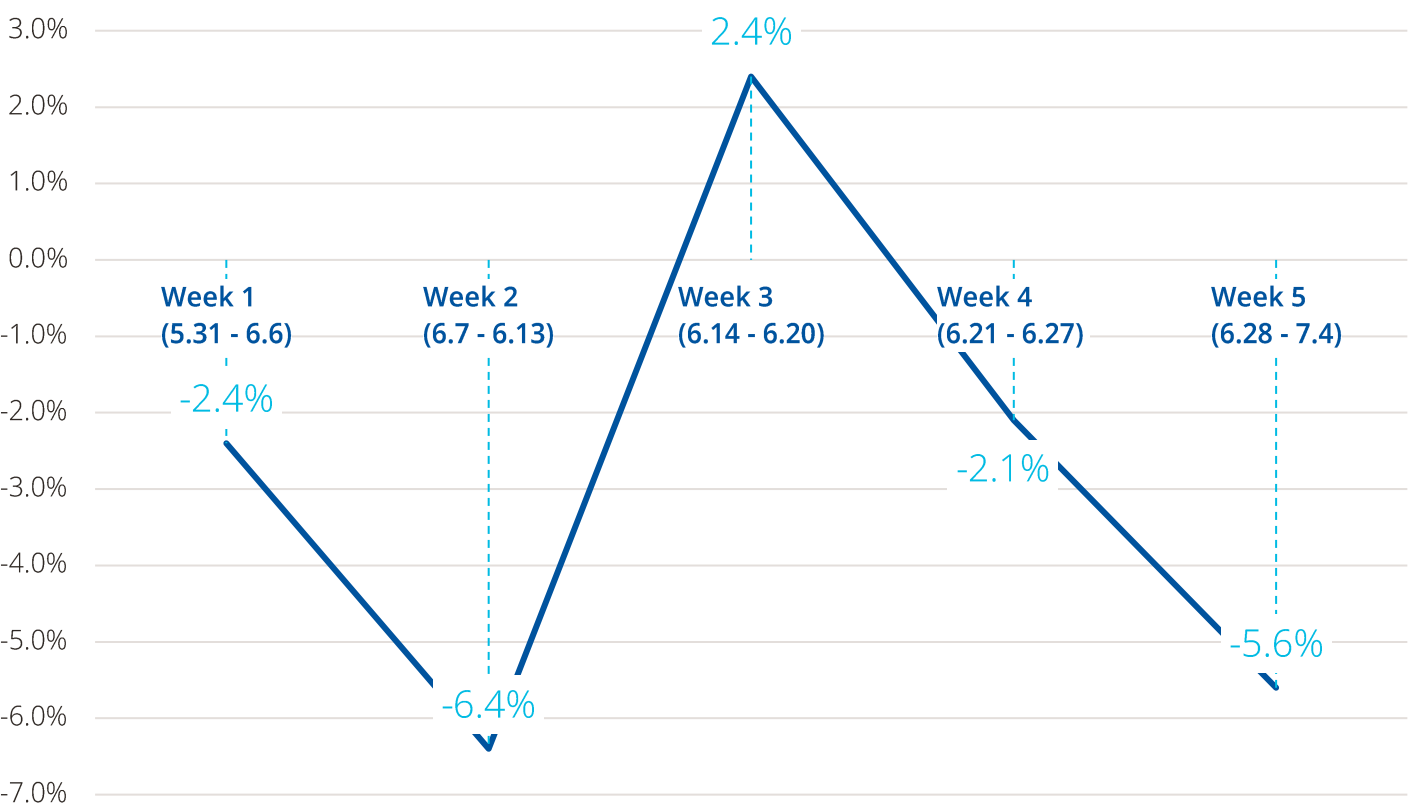


Grant Gustafson, head of retail consulting and analytics at Sensormatic Solutions, noted, "June's traffic results demonstrate how holiday timing can influence shopper behavior. With Father's Day falling later in the retail calendar and Juneteenth creating a long holiday weekend, shopper visits concentrated in the days leading into Father's Day, resulting in one of the month's strongest shopping periods. Beyond traffic, conversion rates increased 3.6% year over year, while average transaction size and sales per shopper also improved. We also observed an improvement in service-level metrics, with STAR (Shopper-to-associate ratio) decreasing for the first time in several months. As retailers transition into the back-to-school season, these results indicate consumers remain engaged and willing to spend. Retailers that continue to execute effectively in-store and deliver a seamless shopping experience will be well positioned in the months ahead."

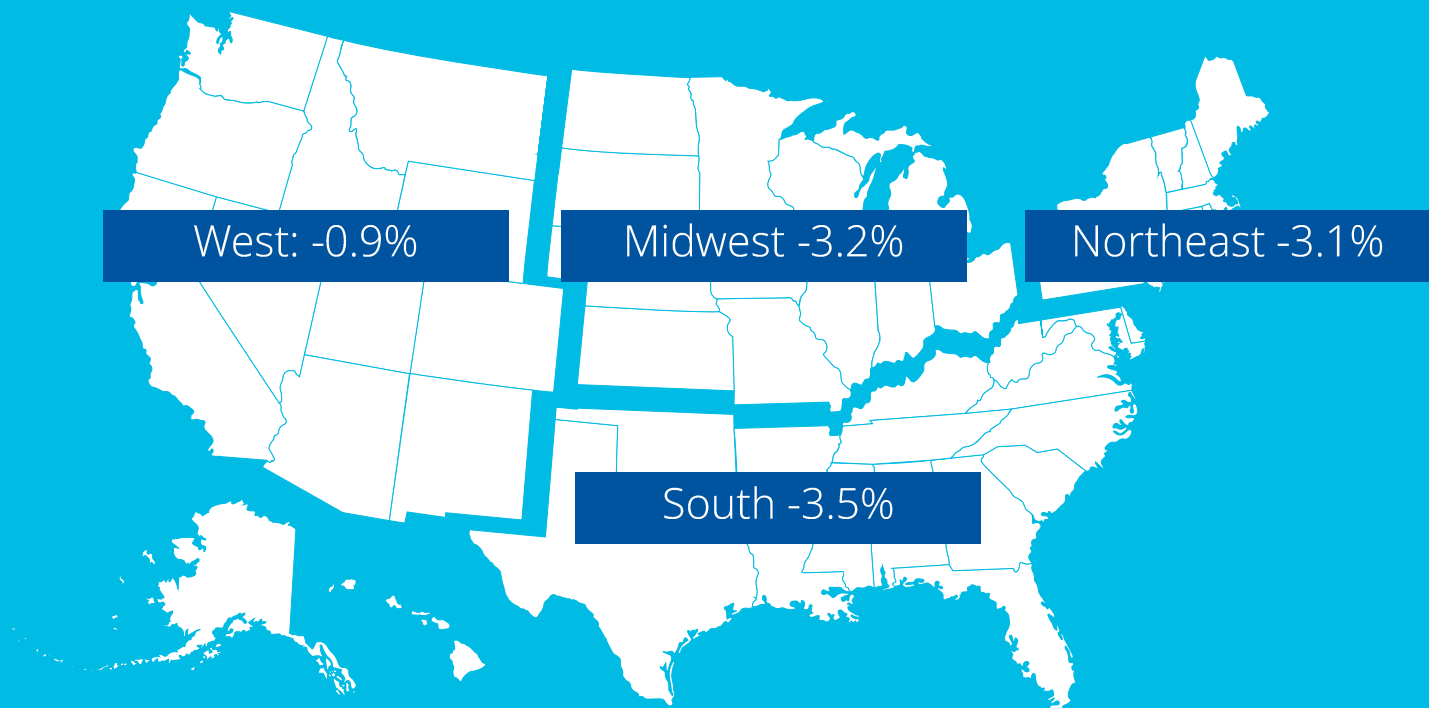
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-2.7%

YoY Total Retail Traffic by Week



YoY Total Retail Traffic by Region



YoY Category Performance Breakdown

Sensormatic
by Johnson Controls



Sportswear

2.5%



Optical

-0.8%

Busiest Day for
in-store Shopping

6/20

Driven by Father's Day and the
extended Juneteenth holiday weekend.



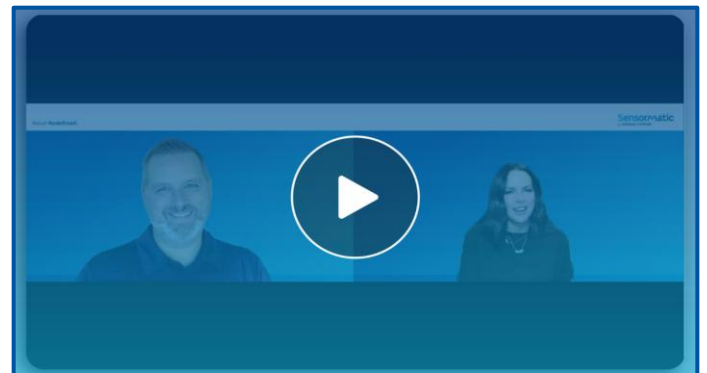
Luxury Retail Report 2026

Luxury is shifting to a more experience-driven future amid changing demand and consumer expectations. [Download the report to learn more.](#)



Traffic Talk Video Series

In this new Traffic Talk episode, Jeanne Ingersoll and Grant Gustafson discuss how luxury retail is undergoing a structural shift. [Watch now.](#)



Resources



Webinar

[Back-to-School 2026:
Busiest Days and In-Store
Traffic Trends](#)



Press Release

[Sensormatic Solutions
forecasts August as peak U.S.
back-to-school shopping
period.](#)

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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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