North America's **Busiest Holiday Shopping Days** of 2023

**Sensormatic**
by Johnson Controls

The Holidays Are Here Again

Retailers' stock is ordered, planograms have been distributed, and the seasonal hiring process is underway. Of course, there's plenty left to do before the holidays — like finalizing the schedules for your stores — but before you do, consider staffing your shifts based on expected foot traffic to ensure you deliver great customer experiences and maximum profitability.

How?

With Sensormatic Solutions' data-driven predictions for this year's busiest in-store shopping days. Based on historical data, weather patterns, shopper behaviors and preferences, important events, and anything else our retail experts anticipate will impact shoppers' choices for when to shop, these predictions can help retailers like you make informed decisions about everything from seasonal hiring to labor optimization and beyond.
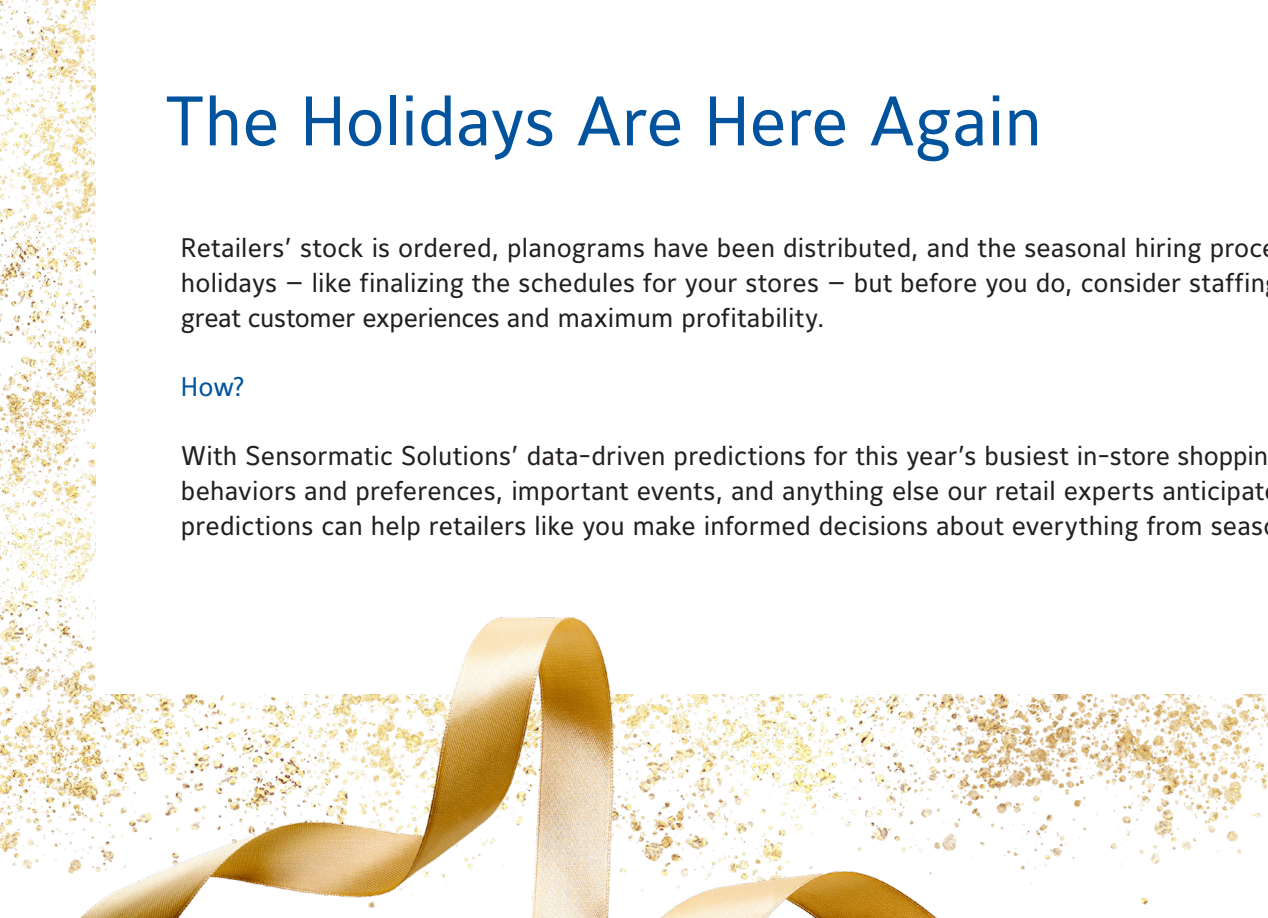
2023 **Busiest Days** Forecast for North America

This year, there appear to only be a few noteworthy changes to traffic trends versus what we've seen in years previous. In fact, perhaps the biggest story this year may just be how little has changed.

First, here's what hasn't changed: Black Friday again topped the list of the expected busiest shopping days in the U.S., followed by Super Saturday – also known as the Saturday before Christmas Day. And just like last year, eight of the 10 busiest days in the U.S. and three of the five busiest Canadian shopping days fall within the month of December. Also like last year, the only non-December dates to make the list in both countries were Black Friday and the following Saturday.

Here's what has changed: In Canada, Black Friday fell to second place behind Boxing Day, an inversion of last year's prediction. Likewise, in the U.S., Boxing Day fell from its lofty position of third place in last year's list to sixth in 2023.

United States

Prediction	
Black Friday	**Friday, November 24**
Super Saturday	**Saturday, December 23**
Second Saturday before Christmas	**Saturday, December 16**
Friday before Christmas	**Friday, December 22**
Saturday after Black Friday	**Saturday, November 25**
Boxing Day	**Tuesday, December 26**
Third Saturday before Christmas	**Saturday, December 9**
Fourth Saturday before Christmas	**Saturday, December 2**
Saturday after Christmas	**Saturday, December 30**
Sunday before Christmas Eve	**Sunday, December 17**

Canada

Prediction	
Boxing Day	**Tuesday, December 26**
Black Friday	**Friday, November 24**
Super Saturday	**Saturday, December 23**
Saturday after Black Friday	**Saturday, November 25**
Second Saturday before Christmas	**Saturday, December 16**

How to Prepare Strategically

Armed with these insights, North American retailers are well-suited for effective and efficient preparation – and getting the right tools in place is an important part of that process. Here are some tips to help you capitalize on the holiday season to come.

Protect Your Profits

Shrink never stops, but the holidays always bring increased shoplifting, employee theft, and organized retail crime (ORC). Don't let your hard work be undermined by loss events – protect your bottom line by using tried-and-true loss prevention offerings.

- **Shrink Management as a Service (SMaaS)** combines geo-mapping and retail data collected by connected devices to uncover potential ORC activity, loss patterns – and even theft hot spots.

- A comprehensive line of anti-theft solutions, like **hard tags, labels, safers, and wraps,** that can protect a broad range of categories, while the right **Source Tagging** program can apply labels and tags at the source so inventory arrives sales-floor ready and protected.

- Electronic Article Surveillance (EAS)-connected **detection systems** that can leverage RFID technology to secure your storefront by detecting theft at the exit and capturing item-level data to enable enterprise-wide, actionable insights to fight shrink.

Optimize Labor to Deliver Better Experiences

Retailers know they need more associates come the holiday season. But do they know which days? Shifts? Departments? Furthermore, is your shopper-to-associate ratio (STAR) primed to deliver a service level that matches your brand's promise? The answers hinge upon understanding your traffic volume and patterns – and even the shopper journey within your stores.

And while our forecast should help settle the question of your most demanding days, we've got some solutions to help cover the rest so you can be confident your labor coverage is sufficient for the season.

- **Traffic Insights** go beyond basic people counting by incorporating diverse, enterprise-wide data sets into actionable insights that help determine optimal labor allocation so you can create a superior shopping experience.

- The **Shopper Journey** solution provides a holistic view of a customer's path to purchase, collecting data from where shoppers often start their journey – digitally, outside the store – to better predict when that traffic will move in store, so associates can be ready.

- The **Associate Engagement** analytic uses Computer Vision to better understand associate productivity, as well as the effectiveness of suggestive selling, giving retailers insight into their ideal shopper-to-associate ratio from department to department.

Improve Omnichannel Fulfillment Through Better Inventory Accuracy

Getting the right merchandise − and enough of it − in the right place at the right time is key to a successful holiday season − and leveraging store inventory for omnichannel fulfillment can complicate the calculus. Retailers that decide to optimize enterprise-wide inventory strategies and omnichannel logistics before the holiday rush to help ensure accuracy is maintained and fulfillment is easy on both shoppers and associates.

In addition to ensuring fulfillment is convenient and intuitive by leveraging local store inventory and buy online, pickup in store (BOPIS) services and designating sufficient parking spaces for buy online, pickup at curbside (BOPAC) retailers have technology solution choices to ensure inventory accuracy and execute profitable unified commerce. For starters, **RFID-tagged merchandise** unlocks a world of item-level data, and beyond that:

· **Supply Chain Visibility** provides high-level insights into merchandise from source to store, so you can know with confidence what merchandise will arrive where, when.

· **On-Floor Visibility** enables up to 99% inventory accuracy through easy rapid-cycle counting and merchandise movement updates.

· **Inventory Visibility with cloud-based Inventory Intelligence** platform provides enterprise-wide, item-level analytics and actionable insights to help retailers maximize on-floor availability and minimize out-of-stocks.

Get More Holiday-Focused Insights

Ready for more expert tips and insights for the upcoming holiday season? Visit our 2023 holiday hub to read up on the tech and tactics you can use to fight shrink and deliver better shopper experiences. If you'd like to see the busiest days reports for all regions, **click here.** And if you're ready to start a conversation, **just get in touch.**

For more Sensormatic Solutions holiday insights, use **#SensormaticHolidays2023** to follow along on LinkedIn and X. From all of us at Sensormatic Solutions, we wish you success this holiday season!

About Johnson Controls

At Johnson Controls (NYSE:JCI), we transform the environments where people live, work, learn and play. As the global leader in smart, healthy and sustainable buildings, our mission is to reimagine the performance of buildings to serve people, places and the planet.

Building on a proud history of nearly 140 years of innovation, we deliver the blueprint of the future for industries such as healthcare, schools, data centers, airports, stadiums, manufacturing and beyond through OpenBlue, our comprehensive digital offering.

Today, with a global team of 100,000 experts in more than 150 countries, Johnson Controls offers the world`s largest portfolio of building technology and software as well as service solutions from some of the most trusted names in the industry.

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About Sensormatic Solutions

Sensormatic Solutions is the leading global retail solutions portfolio of Johnson Controls powering operational excellence at scale and enabling smart and connected shopper engagement. Our intelligent digital operating platform – Sensormatic IQ – combines the full Sensormatic Solutions portfolio, including third-party data to deliver unmatched insights into shopper experience, inventory intelligence, loss prevention and operational effectiveness with advanced technologies, like AI and Machine Learning. This enables retailers to act on prescriptive and predictive data-driven outcomes to confidently move into the future.

Please visit Sensormatic Solutions or follow us on LinkedIn, X, and our YouTube channel.