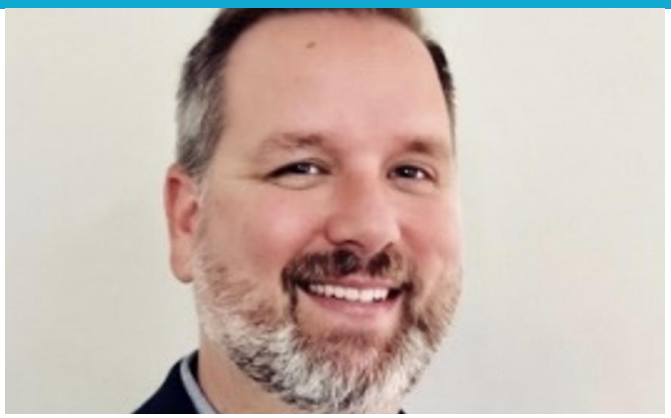
October 2026

Sensormatic by Johnson Controls

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 found that October retail traffic declined 6.0% year over year, with traffic remaining below last year's levels throughout all four weeks of the month. As a traditional shoulder month for retail, October typically lacks the major traffic-driving events seen during other periods of the year, creating a more challenging environment for store visitation. Despite softer traffic levels, shopper engagement metrics remained strong. Additional highlights include:

- Saturday, 10/17 generated the highest store traffic of the month, despite the absence of major holiday, promotional or weather-related drivers.
- Optical (-1.7%) and Housewares (-4.0%) led category performance in October, posting smaller traffic declines than total retail.

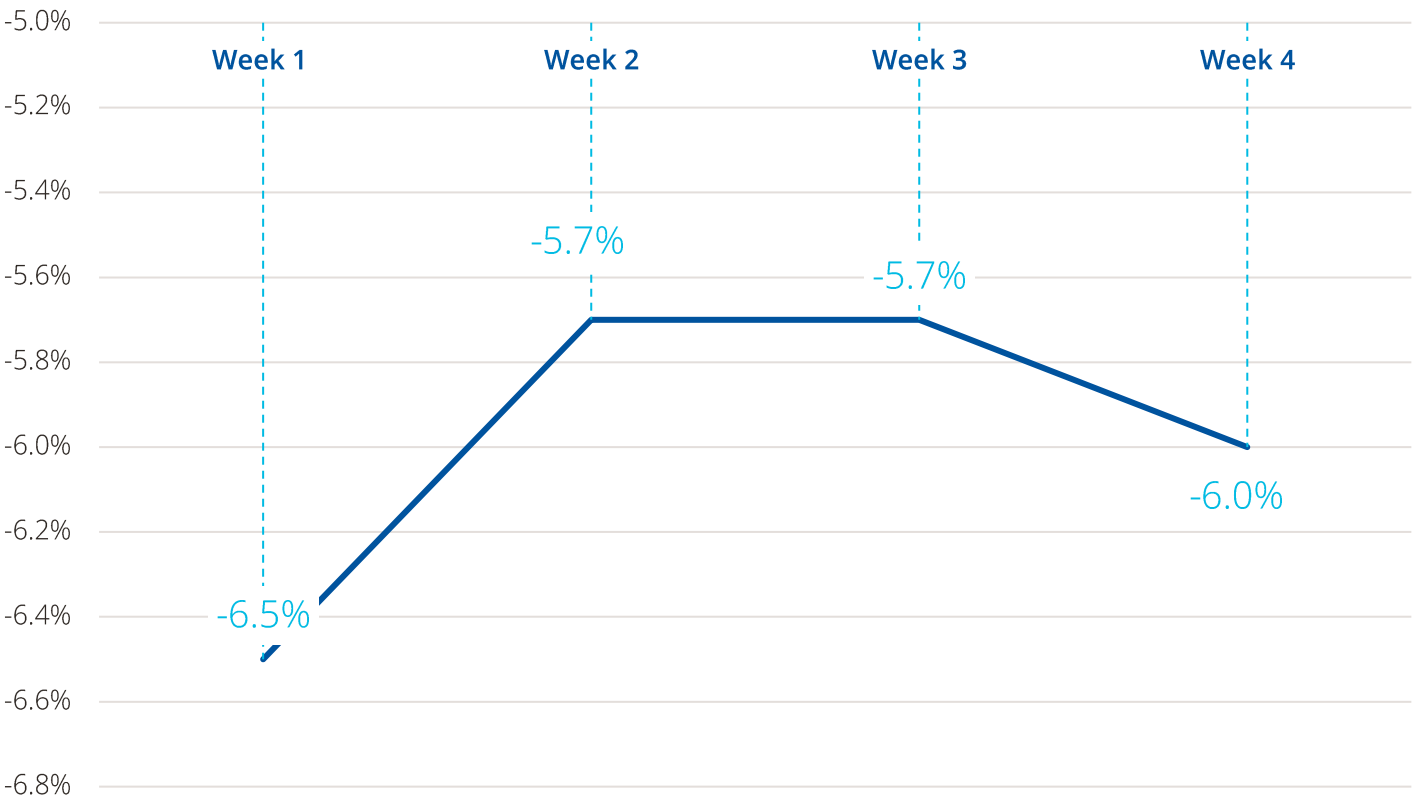
Grant Gustafson, Head of Retail Consulting and Analytics at Sensormatic Solutions, shared, "Although October brought softer traffic levels, shopper behavior remained encouraging. Conversion increased 9.9% year over year and sales per shopper rose 6.1%, indicating that consumers who visited stores continued to make purposeful purchasing decisions. At the same time, average transaction size declined 3.4%, suggesting shoppers remained mindful of their spending even as they engaged with retailers in-store. Shopper-to-associate ratio improved 24.2% year over year, reflecting more associate availability relative to shopper volume. As retailers move closer to the holiday season, October's results reinforce the importance of balancing traffic-driving strategies with operational execution that helps convert shopper intent into business results."

Sensormatic Solutions ShopperTrak Analytics shows an overall year-over-year (YoY) decline of 6.0% in U.S. in-store retail traffic for October.

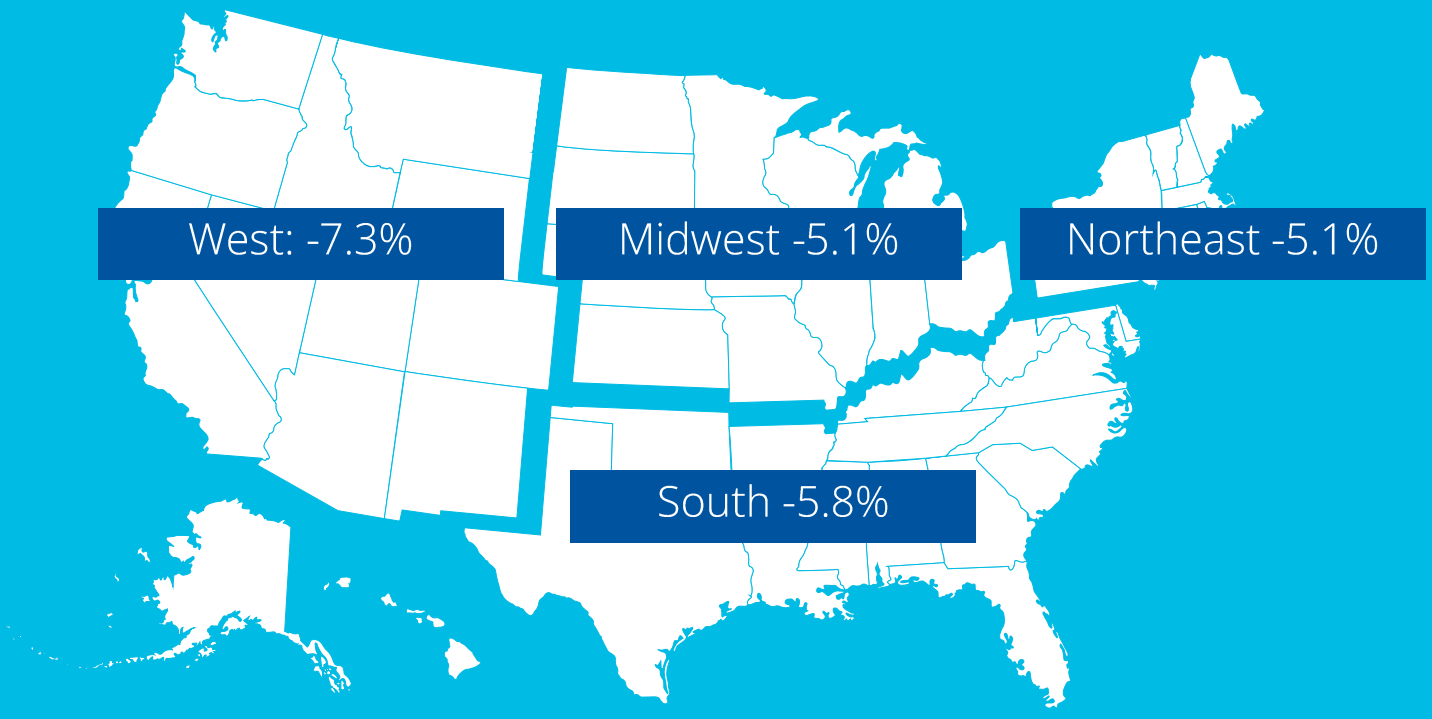
-6.0%

YoY Total Retail Traffic by Week

Sensormatic by Johnson Controls



YoY Total Retail Traffic by Region



YoY Category Performance Breakdown

Sensormatic by Johnson Controls

-1.7%

Optical



Busiest Day for in-store Shopping

Saturday, 10/17

Customer Testimonial: RMCF

Learn how traffic analytics helped Rocky Mountain Chocolate Factory drive conversion, improve staffing and support associate coaching.



Traffic Talk Video Series

Learn how market intelligence helps retailers understand shopper behavior, benchmark performance and spot emerging retail trends.



Resources



Report

The Sportswear Retail Report 2026: From Performance to Everyday Wear



Press Release

New IHL Group and Sensormatic Solutions research reveals broader sources of loss

About Johnson Controls:

Johnson Controls, a global technology leader in energy efficiency, decarbonization, thermal management and mission-critical performance, helps customers use energy more productively, reduce carbon emissions, and operate with the precision and resilience required in rapidly expanding industries such as data centers, healthcare, pharmaceuticals, advanced manufacturing, and higher education.

For more than 140 years, Johnson Controls has delivered performance where it really matters. Backed by advanced technology, lifecycle services and an industry-leading field organization, we elevate customer performance, turn goals into real-world results and help move society forward.

Visit johnsoncontrols.com for more information and follow @Johnsoncontrols on social platforms.

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.

www.sensormatic.com

Sensormatic
by Johnson Controls

