

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 February was relatively flat year-over-year (YoY), down just 0.4% and improving from January's decline (-1.6%). The busiest day for in-store shopping was Saturday, February 14th, driven by Valentine's Day shopping and the Presidents' Day holiday weekend. Highlights from the month include:

- The top-performing categories were luxury (+4.3% YoY) as well as jewelry and accessories (+1.1% YoY).



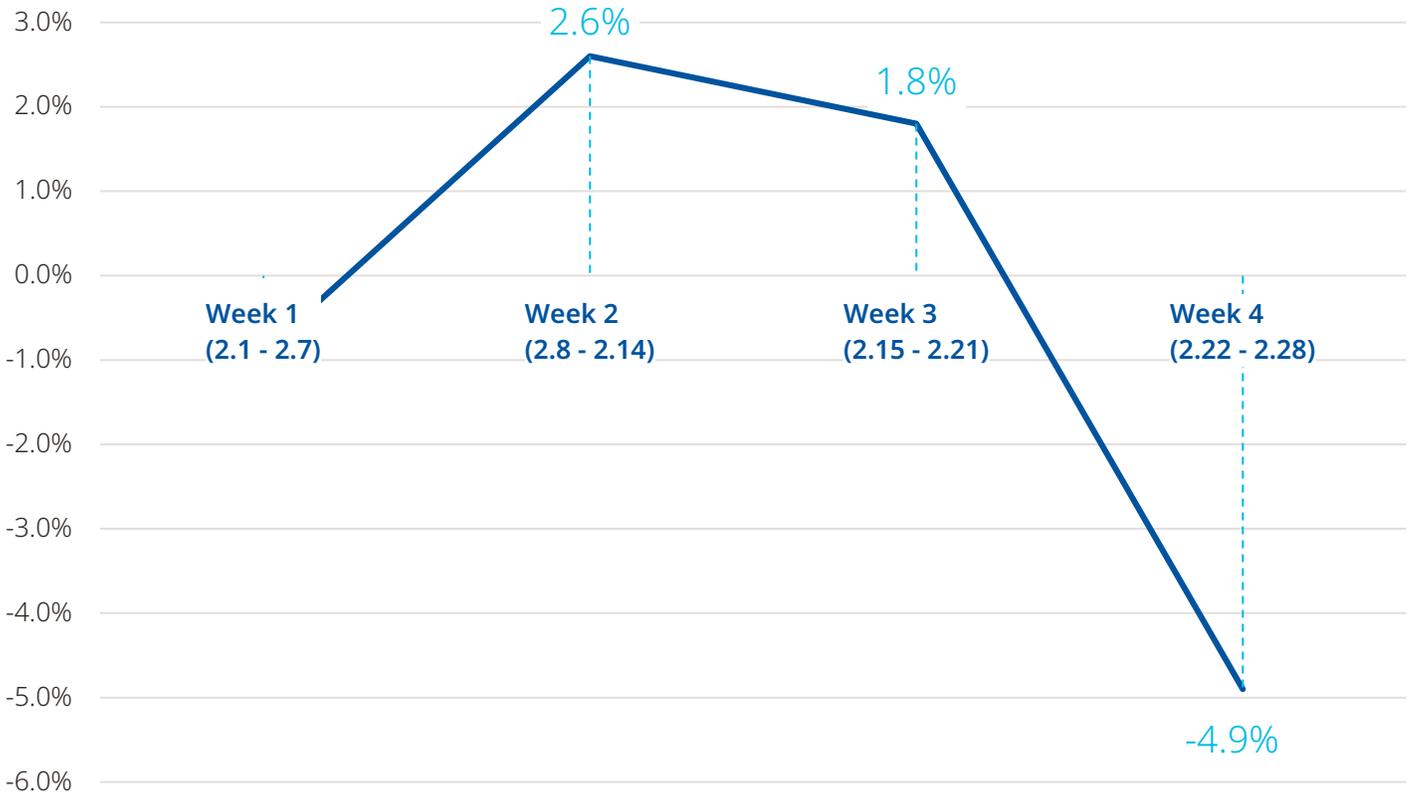
- Valentine's Day (Saturday, February 14) saw 70% higher traffic than Saturday, February 7.
- Traffic in the Midwest rose by 3.5%, likely due to relatively mild February weather in the region.

Grant Gustafson, head of retail consulting and analytics at Sensormatic Solutions, noted, "January and February reflect a positive start to the new year for retailers, with traffic trends up compared to the YoY averages from 2025 (-2.5%). With Easter falling in early April, retailers should expect holiday traffic to peak at the end of March. In particular, men's and women's apparel retailers typically see higher traffic in the spring months as shoppers swap out their winter wardrobes for lighter spring attire."

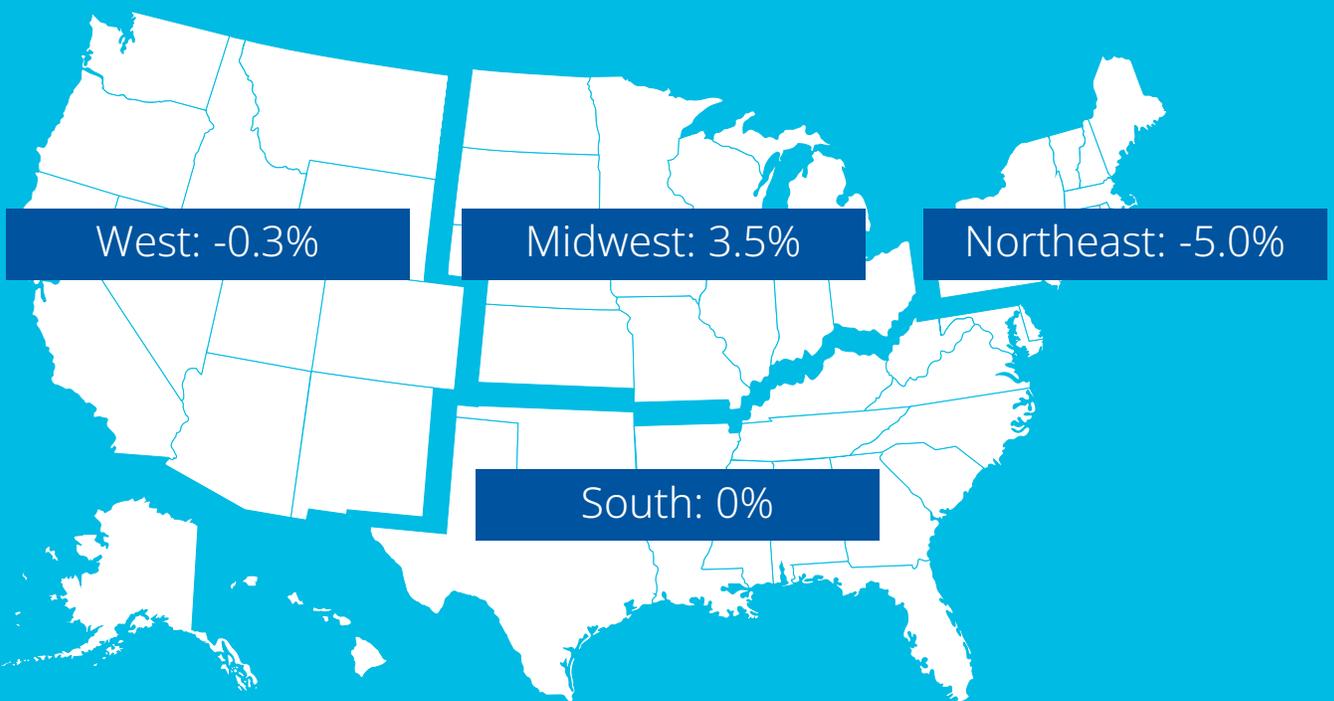
Sensormatic Solutions ShopperTrak Analytics shows an overall year-over-year (YoY) decline of 0.4% in U.S. in-store retail traffic for February.

-0.4%

YoY Total Retail Traffic by Week



YoY Total Retail Traffic by Region





Luxury

4.3%



Jewelry & Accessories

1.1%



Busiest Day for
in-store Shopping

2/14

Driven by Valentine's Day shopping and promotions during the extended holiday weekend.

Traffic Impact Assessment Estimator

Curious how small shifts in foot traffic, conversion, or average sale size ripple into bigger profits? The What-if Performance Calculator lets you adjust foot traffic, conversion rate, average unit retail, and units per transaction and instantly see the impact on overall performance. Try it now and turn data into action.

Try it Now

Reimagine the Power of Your Storefront Webinar

If you missed NRF Big Show 2026 or want to revisit the highlights, join Sensormatic Solutions for a fast, insight-packed recorded session featuring the innovations retailers were buzzing about in New York and learn how to put them to work in your stores today.

Watch the Webinar

Resources



Case Study

[RFID Boosts Brooks Running Visibility and Eliminates Shipping Errors](#)



Solution

[Make Shrink a Metric, Not a Mystery, with Smart Exit 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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