

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 was down 2.1%, year-over-year (YoY) in October, marking an improvement from September (-3.5% YoY). Retail traffic reflected typical seasonal patterns, with consumers slowing shopping in September and October as they prepare for the holiday season ahead. Despite this usual slowdown, brick-and-mortar retailers saw positive momentum, especially as they competed against major online deal events. Notably, wireless retailers led in in-store traffic performance, with a slight YoY gain (+0.1%) in October.

Retailers saw positive trends throughout the month, including:

- Saturday, October 25th was the busiest in-store shopping day, followed closely by Saturday, October 11th.



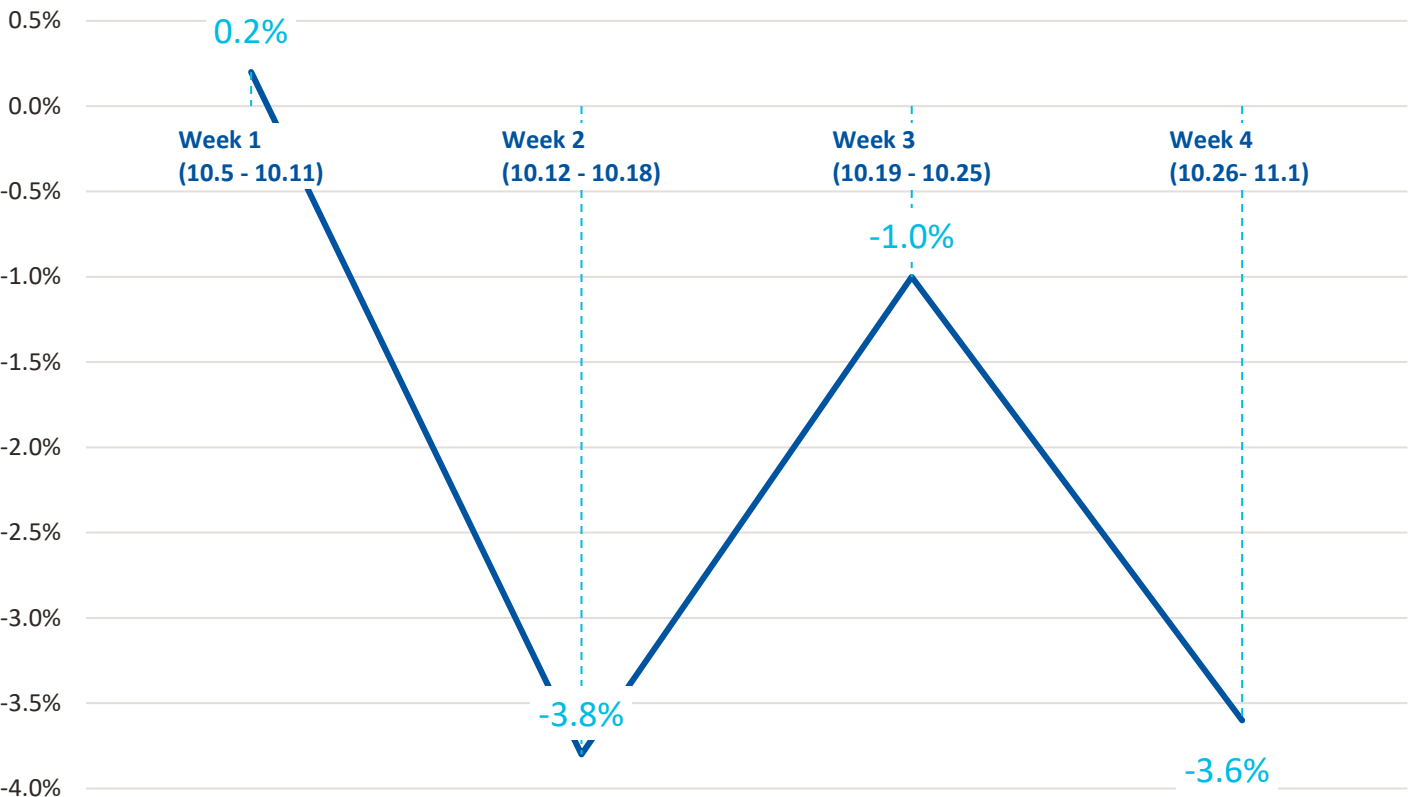
- October 25th landed as the final Saturday before Halloween, a popular time for shoppers.
- October 11th benefited from a long weekend, as Indigenous Peoples' Day 2025 fell on Monday, October 13th.

Grant Gustafson, head of retail consulting and analytics at Sensormatic Solutions, noted, "Year-over-year foot traffic trended upward from September to October. Increased promotional activity early in the month drove shoppers into stores as brick-and-mortar retailers went head-to-head with online deal events. The month finished strong, with the busiest shopping day on October 25th. As we approach the holidays, deals and promotions will continue to shape consumer shopping strategies, with Black Friday once again expected to be the biggest retail day of both the holiday season and the year overall."

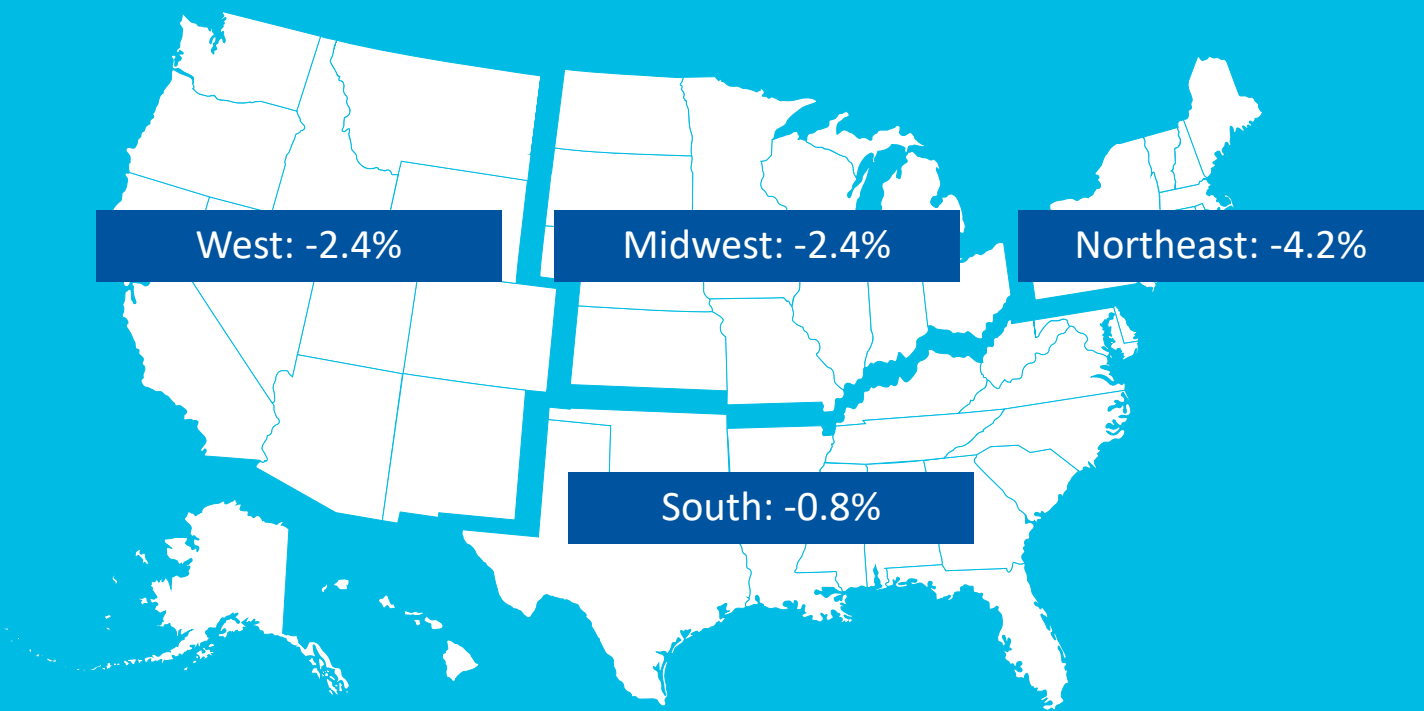
Sensormatic Solutions ShopperTrak Analytics shows an overall year-over-year (YoY) decline of 2.1% in U.S. in-store retail traffic for October.

-2.1%

YoY Total Retail Traffic by Week



YoY Total Retail Traffic by Region





Wireless

0.1%

Busiest Day for
in-store Shopping

10/25

Driven by preparations for the upcoming
Halloween holiday.



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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 50 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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