

TrafficTrak'r

Your Source for Monthly U.S. Retail Traffic Insights, Powered by ShopperTrak Analytics

Expert Perspective

Grant Gustafson, Head of Retail Analytics and Consulting at Sensormatic Solutions

Sensormatic Solutions ShopperTrak Analytics shows that August U.S. in-store retail traffic was down just 0.4% year-over-year (YoY), marking the best performing month of 2025 so far. In-store retail traffic has shown positive momentum throughout the summer months as consumers prioritized travel and back-to-school shopping. The top performing retail categories in August were Wireless (+3.0%) and Optical (+2.8%), two popular store types for parents and students preparing for the school year. Key insights:

- Saturday, August 9th marked the busiest in-store shopping day, as consumers, particularly in the South and West, prepared for the first day of school.



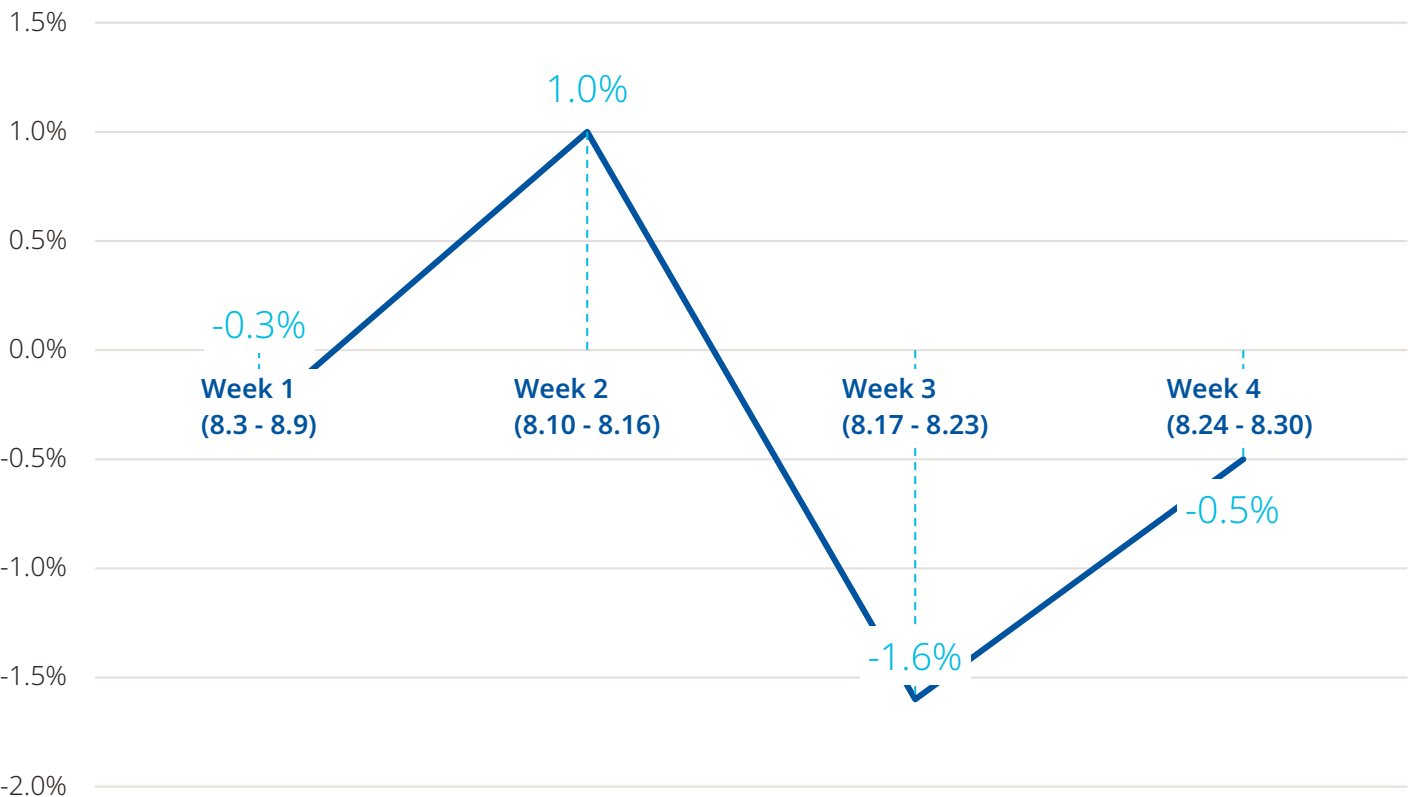
- Week two of the month (August 10-16) saw the strongest traffic performance, up 1.0% YoY.
- The Outlet and Family Apparel categories, among the most popular for back-to-school shoppers, experienced flat YoY traffic.

Grant Gustafson, head of retail consulting and analytics at Sensormatic Solutions, noted, "Back-to-school shopping delivered the strongest in-store traffic month for retailers to-date in 2025. This signals a positive trend heading into the holiday shopping season, as back-to-school performance has traditionally been a reliable indicator of what's to come. In September, we expect retail traffic to remain consistent YoY, though it might ease slightly from August as shoppers begin preparing to start holiday shopping in earnest come October."

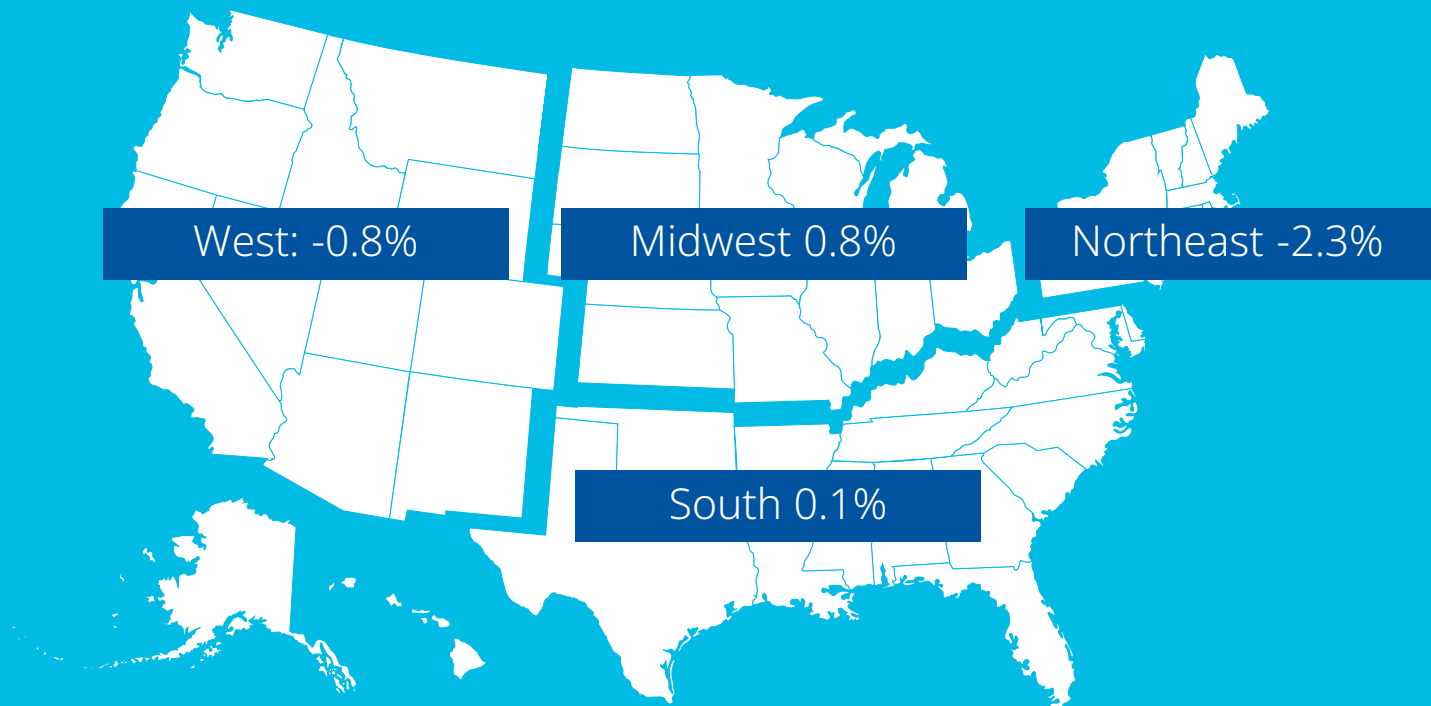
Sensormatic Solutions ShopperTrak Analytics shows an overall year-over-year (YoY) decline of 0.4% in U.S. in-store retail traffic for August.

-0.4%

YoY Total Retail Traffic by Week



YoY Total Retail Traffic by Region



YoY Category Performance Breakdown

Sensormatic
by Johnson Controls



Wireless

3.0%



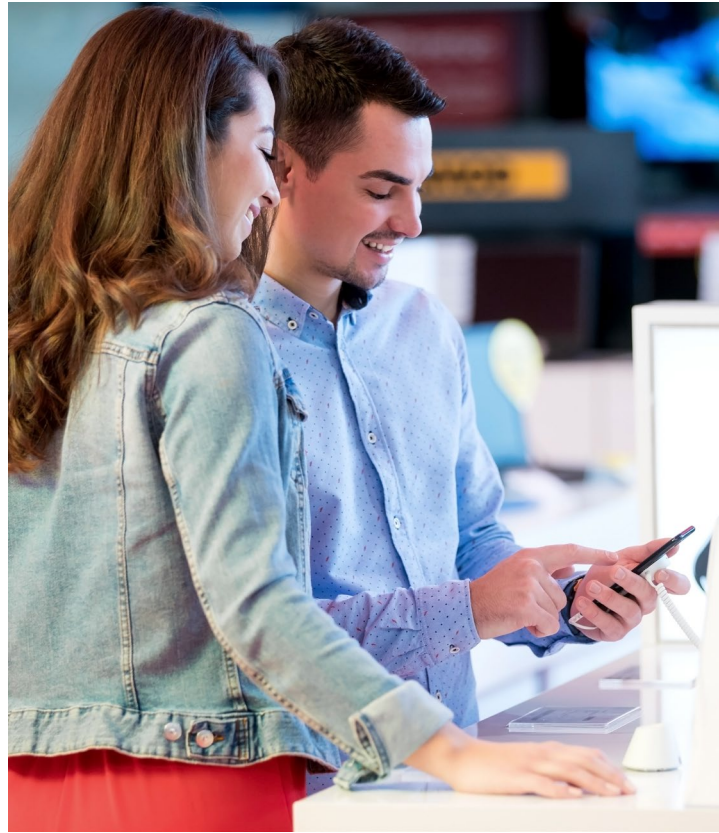
Optical

2.8%

Busiest Day for
in-store Shopping

8/9

Driven by back-to-school
shopping in the South & West.



Spotlight

Many retailers still rely on traditional people-counting tools that only track foot traffic at the door, offering limited insights. Re-ID technology goes further, using AI to anonymously track shoppers across zones and deliver rich data on behavior, demographics, and store performance. Download the white paper to explore how Re-ID is transforming retail analytics.

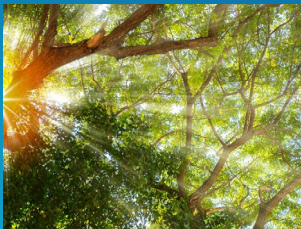
[Download the White Paper](#)

Consumer Trends to Watch

Now that kids are back at school, our U.S. Back-to-School Consumer Sentiment Survey highlights key shopping behaviors that are shaping the season and expected to influence holiday trends. Check out the blog for insights that can help you stay ahead.

[Get Ahead of Holiday Trends](#)

Resources



Blog

[Meet the Sustainable Label That's Helping to Protect Merchandise](#)



Award

[Shrink Analyzer Recognized as Standout Technological Achievement](#)

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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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