

# 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 July U.S. in-store retail traffic was down 1.5% year-over-year (YoY), reflecting a slight improvement from June 3.7% decline. July's shopping patterns mirror YoY traffic trends as consumers began shopping for back-to-school. With parents and students seeking the best deals, traffic in the family apparel category saw a slight increase of 0.2%, while outlet shopping outpaced total retail traffic, down by just 1.3%. Key insights:

- Saturday, August 2, marked the busiest in-store shopping day, driven by heightened back-to-school activity, particularly in the

South and West where school start dates are earlier.

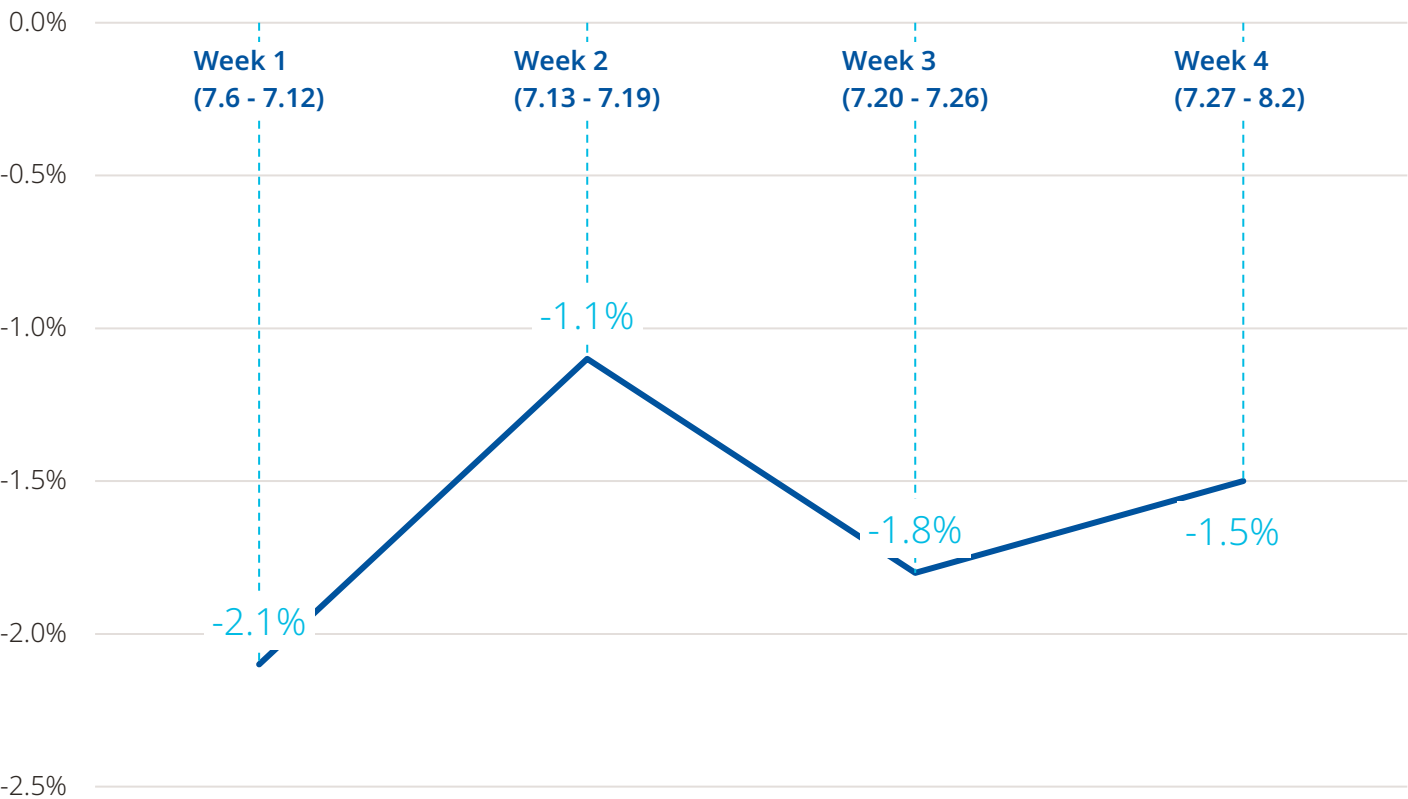
- Week two of the month (July 13-19) recorded the strongest YoY traffic performance, down only 1.1%.

Grant Gustafson, head of retail consulting and analytics at Sensormatic Solutions, noted, "Back-to-school shopping gained momentum in July, as shoppers in the South and West prepared for first days of school in early August. This aligns with historical shopping trends and anticipated peak back-to-school shopping. As we move into August, retailers can expect to see an increase in retail traffic in the Midwest and Northeast leading up to Labor Day weekend as those regions prepare for their school years to begin."

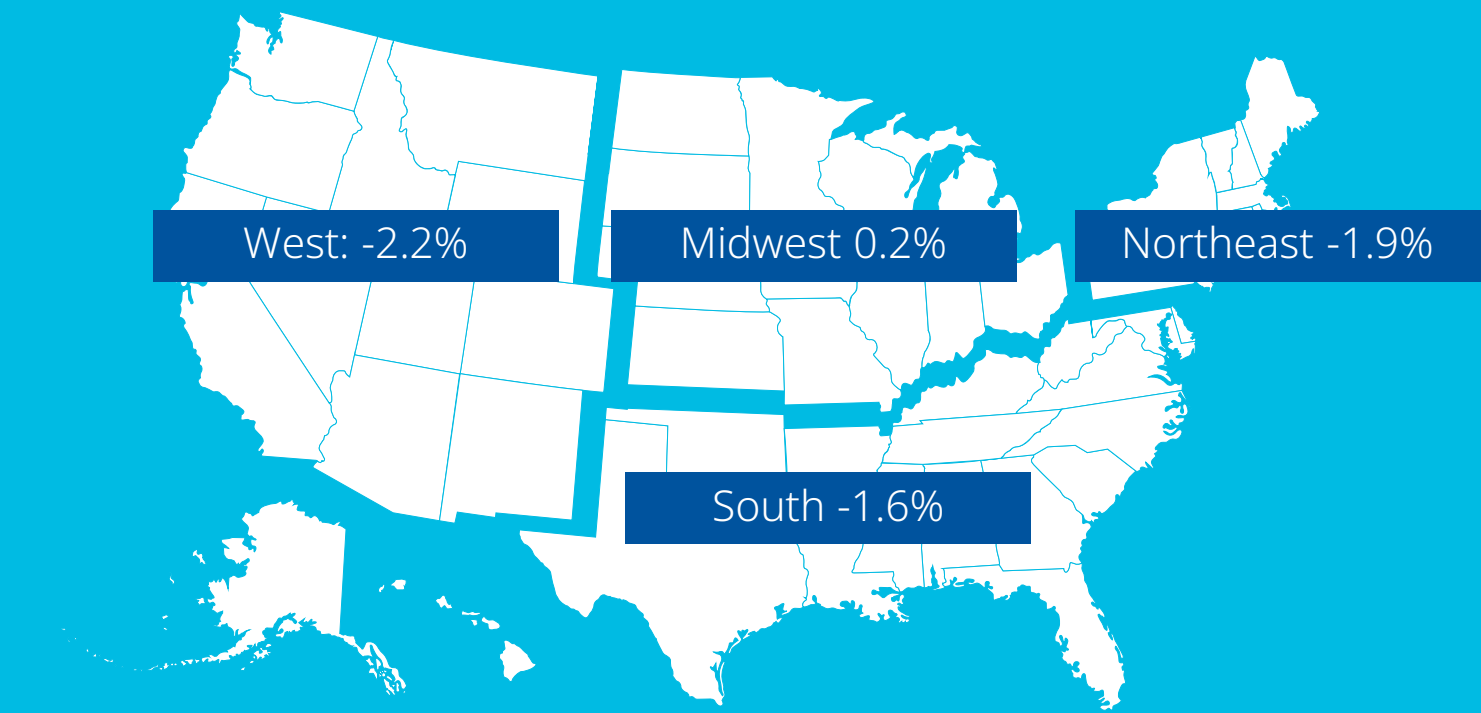
Sensormatic Solutions ShopperTrak Analytics shows an overall year-over-year (YoY) decline of 1.5% in U.S. in-store retail traffic for July.

**-1.5%**

# YoY Total Retail Traffic by Week



# YoY Total Retail Traffic by Region



# YoY Category Performance Breakdown

Sensormatic  
by Johnson Controls



Family Apparel

+0.2%



Outlet

-1.3%

Busiest Day for  
in-store Shopping

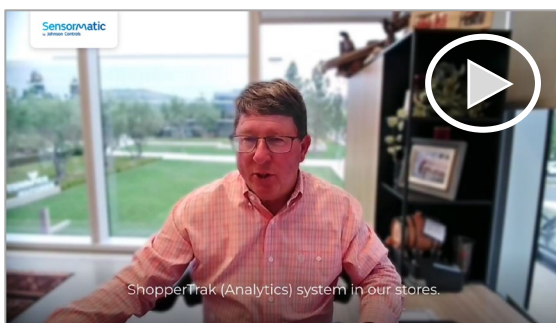
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Driven by preparations  
ahead of back-to-school.



## Spotlight

Boot Barn shares how real-time ShopperTrak Analytics are helping store teams optimize staffing, improve customer satisfaction, and deliver a better in-store experience. [Watch video below to learn more.](#)



## Partnership Perspectives

GDPR-compliant [Re-ID technology](#) anonymously tracks visitors by analyzing unique characteristics, such as clothing and accessories. It is well-suited for a range of cultural and entertainment venues beyond traditional retail, including museums, libraries, and casinos.

Part 5: Re-ID for Entertainment Venues

## Resources



### Blog

[What Shoppers Want this Back-to-School Season](#)



### Video

[Harnessing Data to Understand, Prove and Prevent Shrink and Loss](#)



## 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 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, 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, 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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