

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 August traffic trends were heavily influenced by peak Back-to-School shopping & calendar timing, as a later Labor Day holiday shifted a key shopping period outside the month. While overall U.S. in-store retail traffic declined 4.3% year over year, traffic was down a more modest 3.3% through the first three weeks of the month before falling sharply in Week 4. Despite softer traffic, shopper engagement remained strong, with gains in both conversion and sales per shopper. Additional highlights include:

- Saturday, August 8, was the busiest in-store shopping day of the month, driven by peak Back-to-School shopping activity in the South and West.
- Housewares (+0.5%) and Home Furnishings (-2.2%) were among the strongest-performing categories, benefiting from Back-to-College

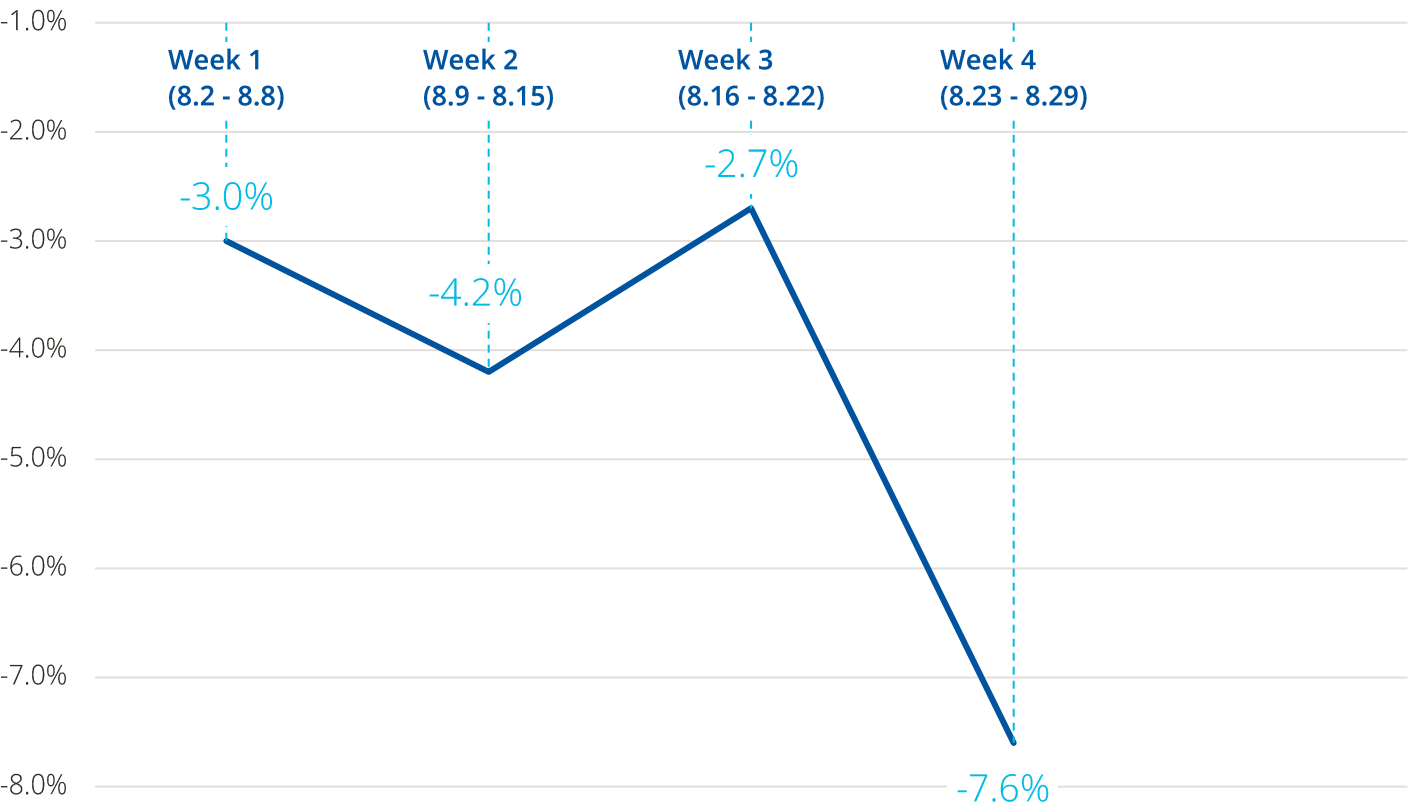
shopping as consumers purchased dorm and apartment essentials.

Grant Gustafson, head of retail consulting and analytics at Sensormatic Solutions, shared, "August highlighted the impact calendar shifts can have on traffic trends. While we anticipated some effect from Labor Day falling later this year, the change was particularly evident during the final week of the month. Through the first three weeks of August, traffic performance was largely consistent with year-to-date trends before softening as shoppers were not preparing for a holiday weekend like they were at this time a year ago. At the same time, shopper engagement remained strong. Conversion and sales per shopper both increased year over year, reinforcing the trend of consumers making fewer, but more intentional, shopping trips. As we move into September, we will be watching how Labor Day timing and later school start dates in some regions influence shopping patterns and retail traffic."

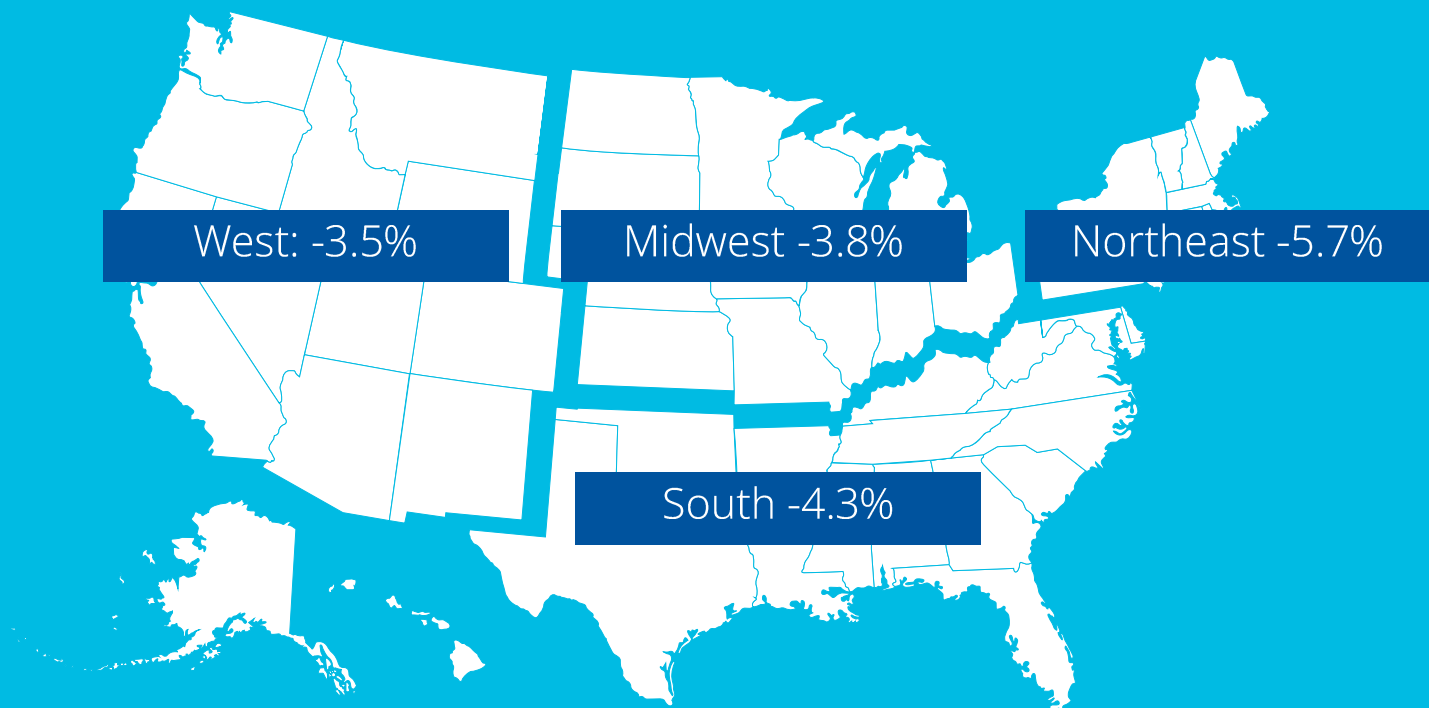
Sensormatic Solutions ShopperTrak Analytics shows an overall year-over-year (YoY) decline of 4.3% in U.S. in-store retail traffic for August.

-4.3%

YoY Total Retail Traffic by Week



YoY Total Retail Traffic by Region





0.5%

Housewares

Busiest Day for
in-store Shopping

8/8

Driven by peak Back-to-School
shopping in the South & West regions.



Kusmi Tea Case Study

Kusmi Tea relies on ShopperTrak Analytics to optimize its retail performance and gain deeper insights into customer behavior in-store.



Traffic Talk Video Series

Jeanne Ingersoll and Grant Gustafson discuss Why the back-to-school to holiday transition is a pivotal time for retail operations: [Watch now.](#)



Resources



Webinar

[From Shrink to Insight: How Victoria's Secret is Redefining Retail Asset Protection](#)



Industry News

[New NRF Study Finds Fraud Schemes Evolve as Shoplifting Declines](#)

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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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