

# 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 declined 3.1%, year-over-year (YoY) in November, as wintry weather swept across much of the country. The impact was evident over Black Friday weekend, specifically Saturday (Nov. 29), which saw particularly subdued activity in the Midwest, with Chicago experiencing its snowiest November day on Record, according to the National Weather Service. Highlights from the month include:

- Black Friday itself (November 28) held its ground as the busiest shopping day of the month, with only a modest 1.7% YoY dip in store traffic due to the winter storm.



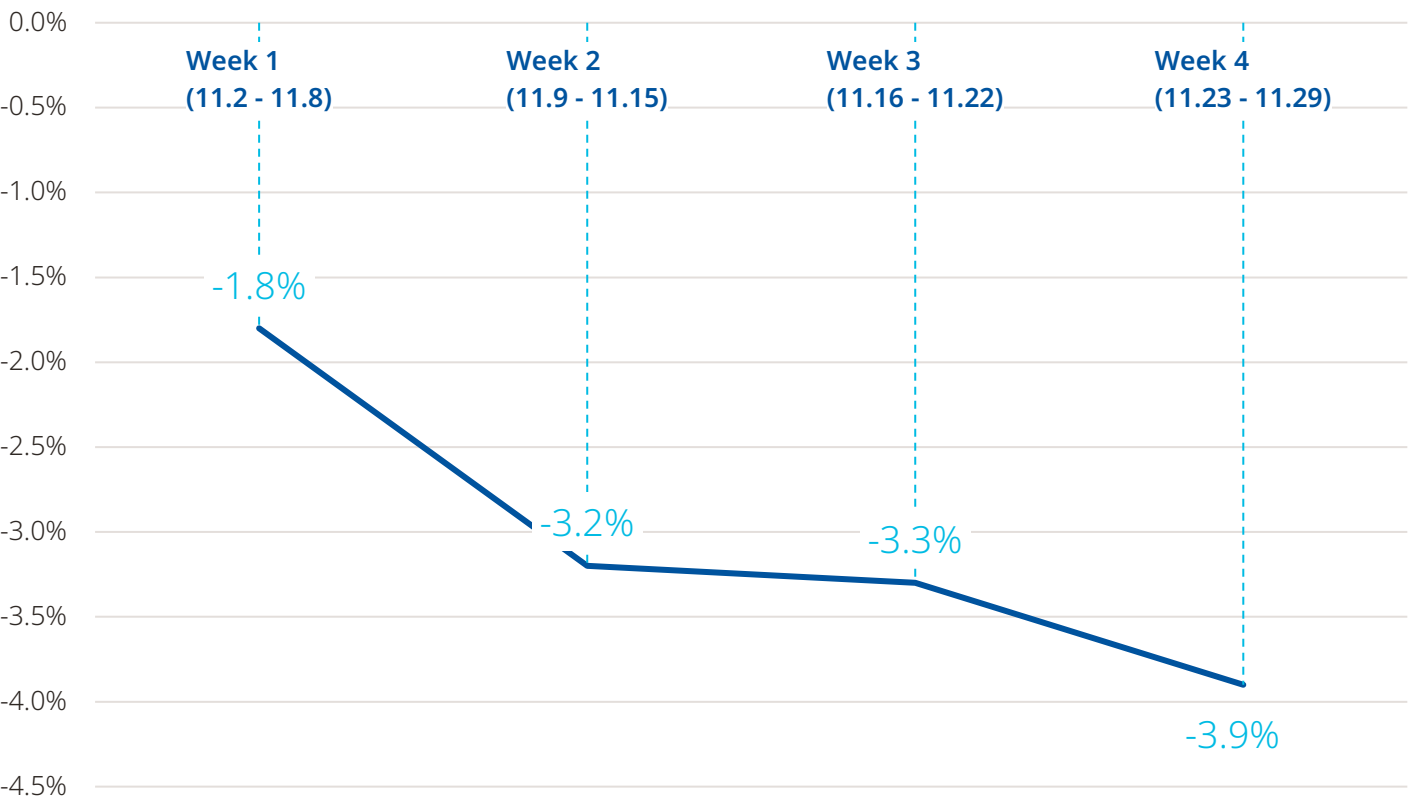
- Luxury (-0.8%) and outlet (-2.8%) retailers outperformed other categories, as deal-seeking consumers gravitated toward high-value and discounted merchandise.

Grant Gustafson, head of retail consulting and analytics at Sensormatic Solutions, observed, "While November foot traffic was down year-over-year, Black Friday remained a significant milestone for brick-and-mortar retailers. In-store visits dipped by only 1.7% on Friday, Nov. 28. As consumers targeted both luxury and outlet stores for the best deals, especially on high-ticket items. Looking ahead, we expect foot traffic to hold steady throughout December. Super Saturday, the last Saturday before Christmas, is still expected to be the second busiest shopping day of the year."

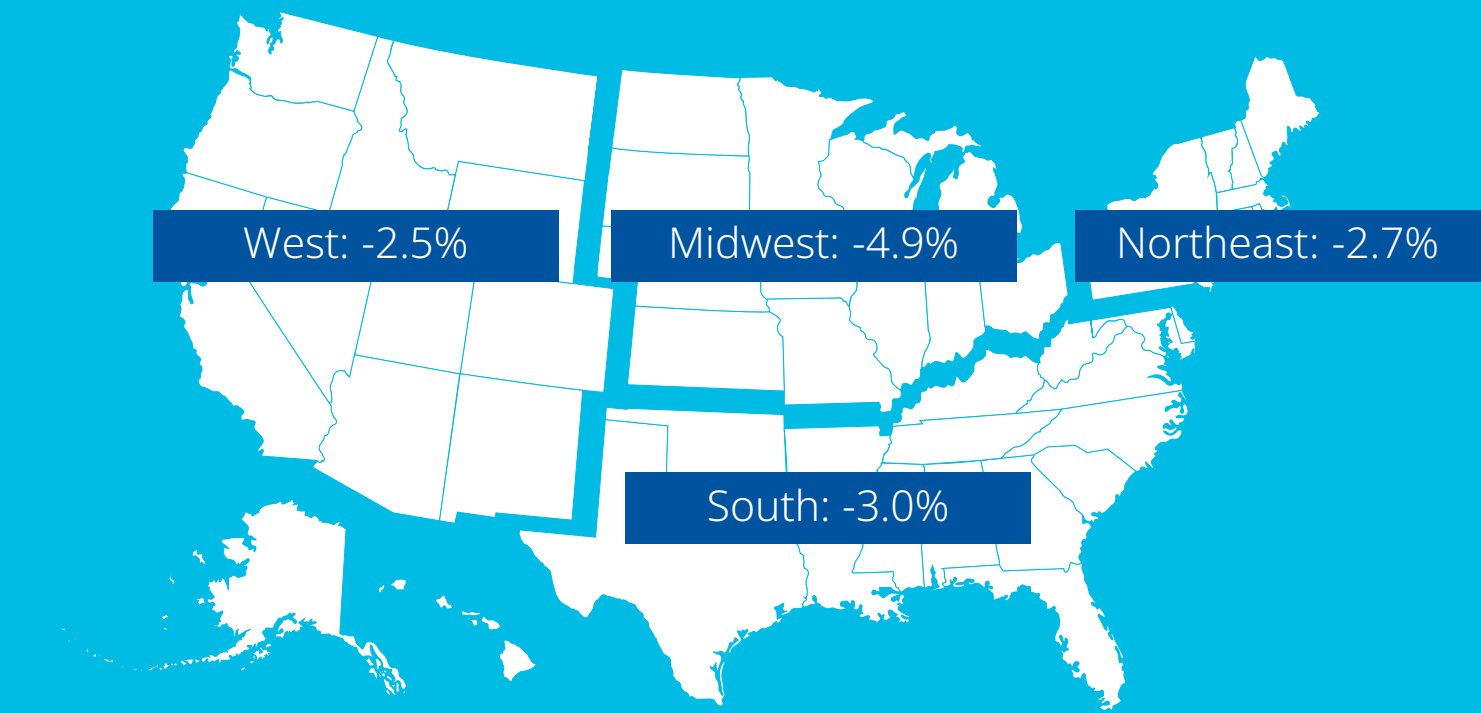
Sensormatic Solutions ShopperTrak Analytics shows an overall year-over-year (YoY) decline of 3.1% in U.S. in-store retail traffic for November.

**-3.1%**

# YoY Total Retail Traffic by Week



# YoY Total Retail Traffic by Region



# YoY Category Performance Breakdown

Sensormatic  
by Johnson Controls



Luxury

-0.8%



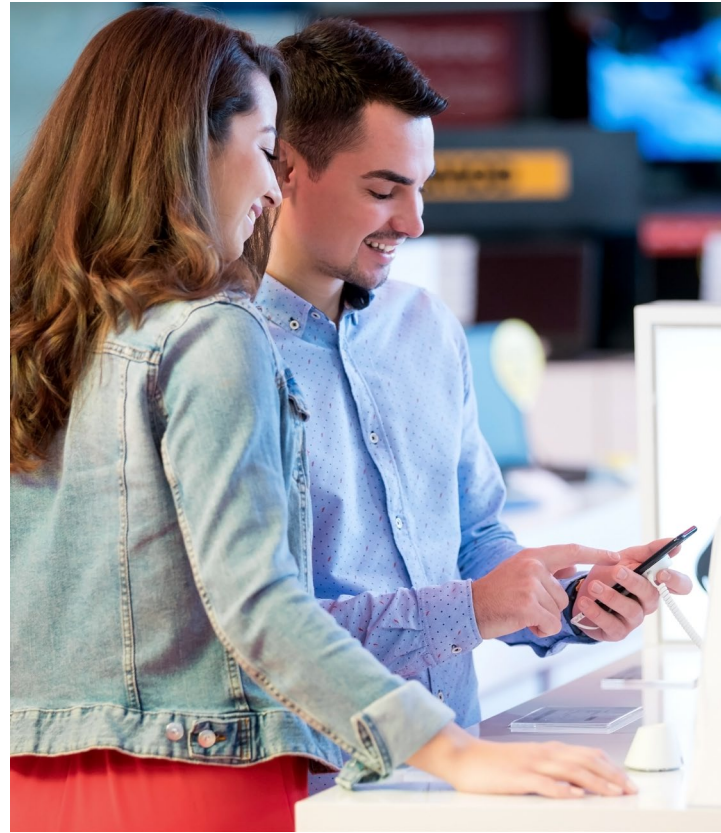
Outlet

-2.8%

Busiest Day for  
in-store Shopping

11/28

Driven by shoppers looking to get  
the best Black Friday deals.



## AI Frontier: Blending Innovation and Tradition

Don't miss our Big Ideas session at NRF Big Show 2026, where Mike Love (CRO from Boot Barn) and Sterling Raehtz (Sensormatic Solutions) reveal how Boot Barn blends advanced AI insights with the values that define its brand. Discover how innovation and tradition work together to create genuine customer connections.

[Learn More](#)

## Spotlight: Black Friday Traffic Trends

Despite severe Midwest weather, Black Friday (Nov. 28) in-store visits dipped by only 1.7%, outperforming year-to-date trends, according to Sensormatic Solutions ShopperTrak Analytics data. Shoppers continued to seek out deals, with luxury and outlet retailers outpacing broader declines.

[Get the Full Story](#)

## Resources



### Event

[NRF 2026: Reimagine  
the Power of Your  
Storefront](#)



### Smart Exit Solutions

[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 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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