

ShopperTrak

2019 Top Busiest Shopping Days

The full list of predicted busiest shopping days in the U.S. is as follows:

- 2** **Dec 21**
Super Saturday (Saturday before Christmas)
- 3** **Dec 26**
Day after Christmas (Boxing Day)
- 4** **Dec 14**
Two Saturdays before Christmas
- 5** **Nov 30**
Saturday after Black Friday
- 6** **Dec 22**
Sunday before Christmas
- 7** **Dec 23**
Monday before Christmas
- 8** **Dec 28**
Saturday after Christmas
- 9** **Dec 27**
Friday after Christmas
- 10** **Dec 07**
1st Saturday in December



Holiday Facts:

8 out of 10



of the busiest days are in December

Make Your Traffic Merry and Bright!

45%

Combined, ShopperTrak's Top 10 Busiest Shopping Days data are predicted to account for nearly 45% of the 2019 holiday season's total in-store shopping visits.

ShopperTrak Insights can inform more than foot traffic:

Retailers can leverage traffic insights during the holidays to make data-based decisions. Focusing on the top busiest shopping days can help inform scheduling decisions, merchandise floor sets, inventory fulfillment and even loss prevention awareness.



Predicted top busiest shopping days in Canada include:

- 12/26/2019 – Boxing Day (Day after Christmas)
- 11/29/2019 – Black Friday
- 11/30/2019 – Saturday after Black Friday
- 12/21/2019 – Super Saturday (Saturday before Christmas)
- 12/14/2019 – Two Saturdays before Christmas

Powered by ShopperTrak Data

For additional information, please visit www.sensormatic.com

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