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Sensormatic Solutions Unveils 2019 Holiday Shopper Traffic Recap

In-store shopper numbers demonstrate the importance of last-minute holiday shopping for brick-and-mortar

NEUHAUSEN, Switzerland – (Jan. 7, 2020) – Johnson Controls today announced that [Sensormatic Solutions](#), its leading global retail solutions portfolio, released the annual ShopperTrak traffic and behavior trends recap for the 2019 holiday season, the period of time spanning from the Sunday before Thanksgiving Day, Nov. 24, 2019, through Saturday, Dec. 28, 2019. The traffic data shows that Sensormatic Solutions initial prediction of the [top 10 busiest shopping days](#) aligned with the actual busiest in store shopping days. Altogether, the actual busiest shopping days of 2019 accounted for 46.5 percent of the total season's brick-and-mortar traffic.

"This year the holiday calendar varied greatly from 2018," said Brian Field, senior director of global retail consulting for ShopperTrak. "With Black Friday landing during the final days of November, the holiday shopping calendar was compressed, which meant fewer shopping days this season. Additionally, there were only three Saturdays in December before the Christmas holiday, while there were four in 2018. The calendars align more closely between 2019 and 2020, except that Christmas Day will be on a Friday in 2020."

Predicted 2019 Busiest Shopping Days U.S.

1. Friday, Nov. 29 – Black Friday
2. Saturday, Dec. 21 – Saturday before Christmas, also known as Super Saturday
3. Thursday, Dec. 26 – Day after Christmas, also known as Boxing Day
4. Saturday, Dec. 14 – Two Saturdays before Christmas
5. Saturday, Nov. 30 – Saturday after Black Friday
6. Sunday, Dec. 22 – Sunday before Christmas
7. Monday, Dec. 23 – Monday before Christmas
8. Saturday, Dec. 28 – Saturday after Christmas
9. Friday, Dec. 27 – Friday after Christmas

10. Saturday, Dec. 7 – First Saturday in December

Actual 2019 Busiest Shopping Days U.S.

1. Friday, Nov. 29 – Black Friday
2. Saturday, Dec. 21 – Saturday before Christmas, also known as Super Saturday
3. Monday, Dec. 23 – Monday before Christmas
4. Sunday, Dec. 22 – Sunday before Christmas
5. Saturday, Dec. 14 – Two Saturdays before Christmas
6. Saturday, Nov. 30 – Saturday after Black Friday
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8. Saturday, Dec. 28 – Saturday after Christmas
9. Friday, Dec. 27 – Friday after Christmas
10. Saturday, Dec. 7 – First Saturday in December

Sensormatic Solutions predictions for the busiest shopping days in Canada also aligned with the actual busiest days in-store.

Predicted 2019 Busiest Shopping Days Canada

1. Thursday, Dec. 26 – Day after Christmas, also known as Boxing Day
2. Friday, Nov. 29 – Black Friday
3. Saturday, Nov. 30 – Saturday after Black Friday
4. Saturday, Dec. 21 – Saturday before Christmas, also known as Super Saturday
5. Saturday, Dec. 14 – Two Saturdays before Christmas

Actual 2019 Busiest Shopping Days Canada

1. Thursday, Dec. 26 – Day after Christmas, also known as Boxing Day
2. Friday, Nov. 29 – Black Friday
3. Saturday, Nov. 30 – Saturday after Black Friday
4. Saturday, Dec. 21 – Saturday before Christmas, also known as Super Saturday
5. Monday, Dec. 23 – Monday before Christmas

Overall, the total December traffic (Dec.1 - Dec.29), was down 6.1 percent in the U.S. and down 5.0 percent in Canada year-over-year.

For more information on Sensormatic Solutions 2019 holiday shopping predictions and holiday data, additional press releases are available here:

- [Top 10 Busiest Days](#)
- [Thanksgiving & Black Friday Data](#)
- [Super Saturday Predictions](#)

About Johnson Controls

At Johnson Controls, we transform the environments where people live, work, learn and play. From optimizing building performance to improving safety and enhancing comfort, we drive the outcomes that matter most. We deliver our promise in industries such as healthcare, education, data centers and manufacturing. With a global team of 105,000 experts in more than 150 countries and over 130 years of innovation, we are the power behind our customers' mission. Our leading portfolio of building technology and solutions includes some of the most trusted names in the industry, such as Tyco®, York®, Metasys®, Ruskin®, Titus®, Frick®, Penn®, Sabroe®, Simplex®, Ansul® and Grinnell®. For more information, visit www.johnsoncontrols.com or follow us @johnsoncontrols on Twitter.

About Sensormatic Solutions

Sensormatic Solutions is the leading global retail solutions portfolio of Johnson Controls enabling smart and connected shopper engagement. By combining critical insights into retail inventory, shopper traffic and loss prevention, Sensormatic Solutions powers operational excellence at scale and helps create unique shopping experiences. Our solutions deliver real-time visibility and predictive analytics for accurate decision-making across the enterprise, enabling retailers to confidently move into the future. With more than 1.5 million data collection devices in the retail marketplace, we capture 40 billion shopper visits and track and protect billions of items each year. Our retail portfolio features the premier Sensormatic, ShopperTrak and TrueVUE brands. Please visit <http://www.sensormatic.com>, or follow us on [LinkedIn](#), [Twitter](#), and our [YouTube channel](#).

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