



Sensormatic
by Johnson Controls



FOOTFALL MONITOR

Comprehensive benchmark of store customer traffic by UK nations, location type, and major cities.

AUGUST 2026

Covering the four weeks 02 - 29 August 2026





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Headline Commentary



Helen Dickinson OBE
Chief Executive | British Retail Consortium

“Footfall improved on the previous month, though still down on last year. The cooler temperatures played a key role, bringing shoppers back after a scorching July to stock up on essentials and back-to-school items. Retail parks were the standout performers but the overall picture shows high streets face an uphill battle.”

“Retailers don’t need warm words, they need lower costs. With his first Budget weeks away, Chancellor Healey has a chance to throw Britain’s high streets a lifeline. Retail faces cost pressures and households are watching every penny. Government action on business rates and energy costs would help keep prices down, support investment, and sustain the jobs and communities that retail underpins across the country.”



Andy Sumpter
Head of Consulting & Analytics | EMEA | Sensormatic

“August delivered a modest improvement for UK retail footfall, with total visits down -1.7% year-on-year. While still firmly in negative territory, this marks a welcome improvement on both July and June, suggesting the pace of decline may be beginning to ease. However, it is worth remembering that this remains negative growth against last year’s already modest performance, underlining the continued pressure facing retailers.”

“This performance was once again driven by Retail Parks, which recorded growth of +1.0%, making them the only retail destination to attract more visitors than a year ago. High Streets remained under the greatest pressure at -3.1%, while Shopping Centres were comparatively resilient at -0.5%. Above-average temperatures may have continued to influence behaviour, although conditions were less extreme than July’s record-breaking heat. Meanwhile, rising inflation, now at a two-year high, is likely placing renewed pressure on disposable incomes.”

“With the industry’s most important trading period fast approaching, there are reasons for cautious encouragement, but not complacency. England continues to lag the other home nations, weighing on the overall UK result. The challenge for retailers remains unchanged: converting a modest improvement in footfall into meaningful spend as the industry’s most important trading season draws nearer.”



Executive Summary

August footfall remained below last year's level, although the decline eased compared with both July and June. Cooler temperatures helped support a modest improvement in shopper activity, but retailers continued to face a challenging trading environment. Retail Parks remained the strongest-performing location, and the only destination to record growth year-on-year, while High Streets continued to experience the steepest decline. Scotland remained the strongest-performing UK nation, while England lagged behind the rest of the UK. Within England, the East of England was the best-performing region for a second consecutive month, while London remained the weakest-performing region. Overall, footfall showed signs of stabilising ahead of the key autumn trading period, although shopper activity remained below last year's levels.

Retail Footfall Index: Aug 2026

- **Aug-26 vs Aug-25:** Footfall Volume [down 1.7%]
- **Aug-26 vs Prev Mth:** Footfall Recovery [up 0.4pp]
- **3-mth average:** YoY Footfall Volume [down 2.3%]

↓ 1.7%
% change YoY

Footfall By Shopping Location:

Retail Park

- **YoY:** Footfall Volume [up 1.0%]
- **MoM:** Footfall Recovery [down 0.2pp]

↑ 1.0%
% change YoY

Shopping Centre

- **YoY:** Footfall Volume [down 0.5%]
- **MoM:** Footfall Recovery [up 0.9pp]

↓ 0.5%
% change YoY

High Street

- **YoY:** Footfall Volume [down 3.1%]
- **MoM:** Footfall Recovery [up 0.7pp]

↓ 3.1%
% change YoY

pp = percentage points
YoY = Year-on-Year
MoM = Month-on-Month

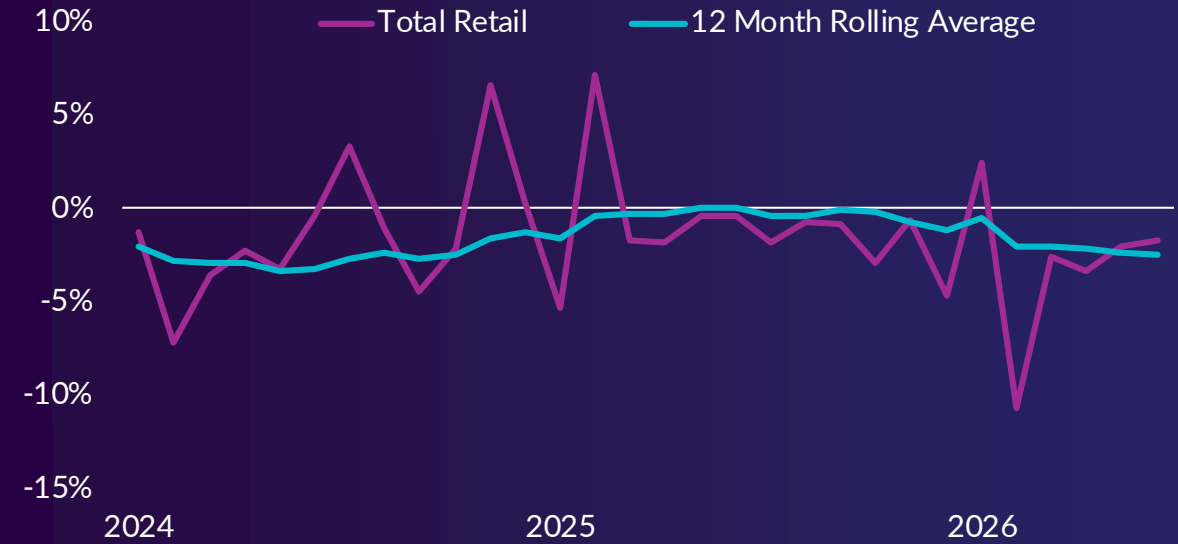


UK Total Retail (Month)

August 2026: **down 1.7%** (YoY)

- Footfall remained below last year's levels in August, though the 1.7% decline marked a further improvement on July's 2.1% fall.
- Consumer demand remained subdued, with households continuing to balance spending priorities against ongoing cost pressures.
- Summer holiday activity and seasonal spending patterns influenced shopping behaviour, supporting a modest improvement in footfall compared with recent months.
- Shoppers continued to focus spending on planned purchases, with discretionary trips remaining under pressure across much of the month.
- Overall, August's performance suggests retail footfall remains on a soft footing, though the rate of decline eased for a second consecutive month.

MONTHLY TOTAL UK RETAIL FOOTFALL (% CHANGE YOY)



Source: Sensormatic



UK Total Retail (August-26: Weeks 1-4)

Week 1: down 1.3% (YoY)

- August opened broadly in line with July, with footfall remaining below last year's level but showing no significant deterioration.
- Consumer activity remained cautious, though visits held relatively steady compared with earlier months.

Week 2: down 0.6% (YoY)

- Footfall improved in the second week, marking the strongest performance of the month.
- Shoppers showed a greater willingness to visit retail destinations, helping narrow the year-on-year decline..

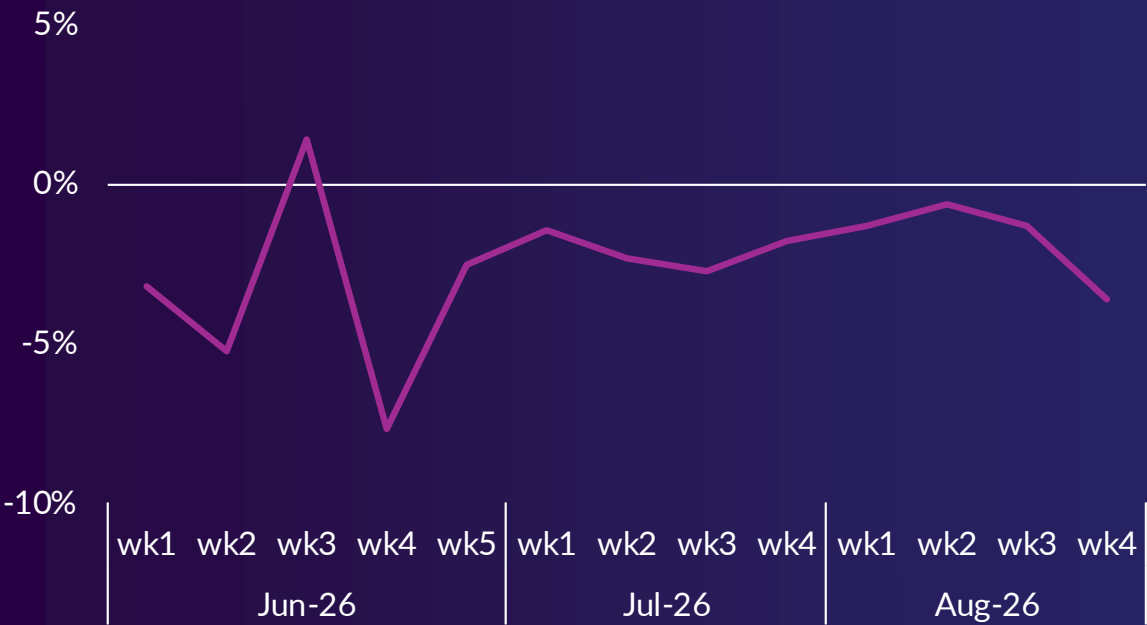
Week 3: down 1.3% (YoY)

- Footfall weakened slightly from the previous week, reversing some of the improvement seen in mid-August.
- Consumer spending patterns remained measured, limiting growth in shopping trips.

Week 4: down 3.6% (YoY)

- Footfall fell more sharply towards month-end, recording the weakest performance of August.
- The decline suggests consumer demand remained subdued, with retail destinations struggling to sustain visitor numbers at the end of the month.

WEEKLY TOTAL UK RETAIL FOOTFALL (% CHANGE YEAR-ON-YEAR)



Source: Sensormatic



UK Shopping Locations

Retail Park: up 1.0% (YoY)

- Retail Parks were the only location type to record growth in August, highlighting their continued resilience in a challenging trading environment.
- Consumers continued to favour convenient, value-led destinations, supporting footfall at Retail Parks despite broader weakness across retail.
- For a fifth consecutive month, Retail Parks outperformed both High Streets and Shopping Centres, reinforcing their position as the strongest-performing format.

Shopping Centre: down 0.5% (YoY)

- Shopping Centre footfall remained below year-ago levels but outperformed High Streets for a third consecutive month.
- The relatively modest decline suggests destination-led trips remained more resilient than routine High Street visits.
- While shoppers remained selective, Shopping Centres continued to benefit from their broader mix of retail, leisure and hospitality offerings.

High Street: down 3.1% (YoY)

- High Streets continued to record the steepest decline of any location type in August, despite improving from July's 3.8% decline.
- Consumer caution continued to weigh on discretionary and impulse trips, leaving town and city centre footfall under pressure.
- Despite some month-on-month improvement, High Street performance remained notably weaker than both Retail Parks and Shopping Centres.

UK FOOTFALL BY LOCATION (% CHANGE YOY)



Source: Sensormatic



UK Nations

N Ireland: up 2.8% (YoY)

- Recorded the strongest footfall performance of the UK's four nations in August, with footfall remaining above last year's level.
- Improved on July's growth rate, increasing from +2.6% to +2.8%.
- Was the only UK nation to record positive footfall growth in August.

Rank (YoY)



Scotland: down 0.1% (YoY)

- Footfall was broadly unchanged from last year in August, declining by just 0.1%.
- Performance weakened from July's growth of +2.7%, but Scotland remained the second-best performing UK nation.
- Continued to outperform both Wales and England despite returning to a slight decline.



Wales: down 1.3% (YoY)

- Footfall remained below last year's level in August, with the rate of decline worsening from July.
- Despite the month-on-month setback, Wales continued to outperform England and ranked third among the UK's nations.
- The decline was less severe than those recorded earlier in the year, particularly in February and April.

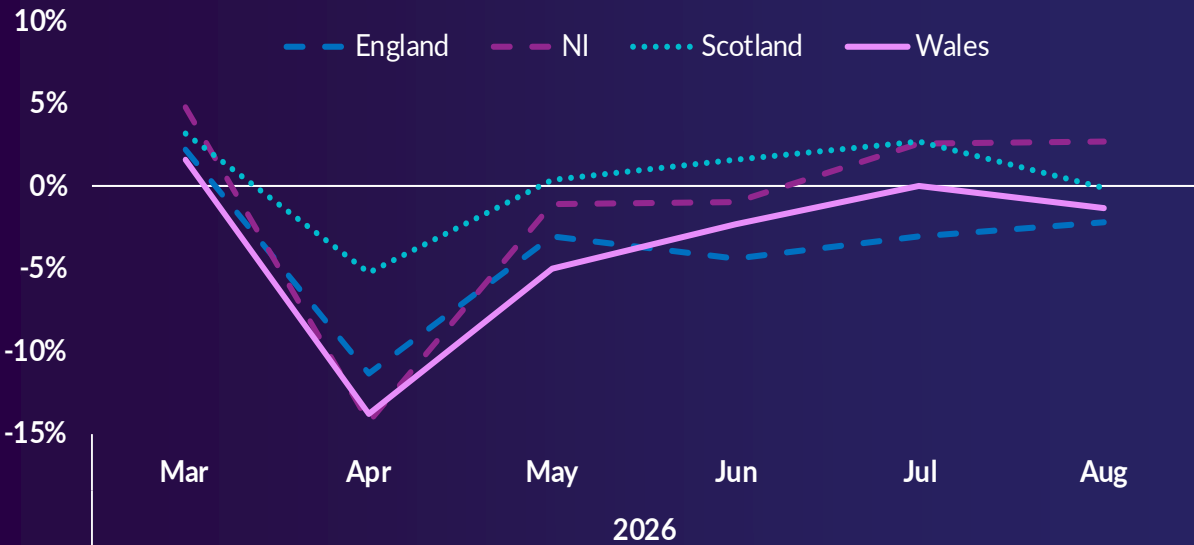


England: down 2.1% (YoY)

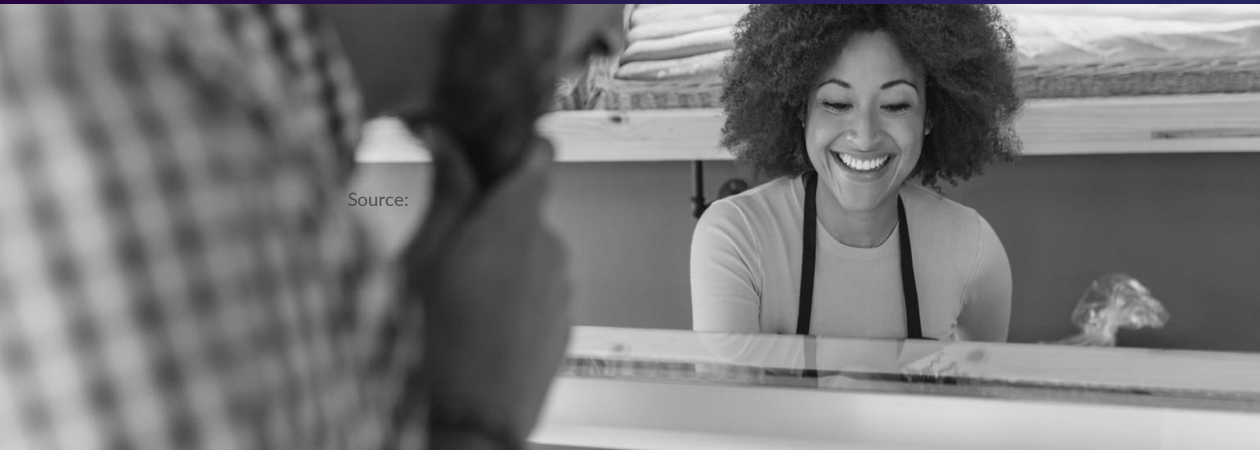
- Recorded the weakest footfall performance of the UK's four nations in August, with footfall remaining below last year's level.
- The rate of decline improved from -3.0% in July to -2.1% in August.
- Despite the monthly improvement, England remained the only nation to record a decline of more than 2% in August.



NATIONAL FOOTFALL (% CHANGE YEAR-ON-YEAR)



Source: Sensormatic



England Regional Rankings

Best Performing: East of England up 1.9% (YoY)

- Recorded the strongest footfall growth in August, remaining the best-performing region for a second consecutive month.
- The region's performance strengthened from +0.1% in July to +1.9% in August, extending its lead over the rest of England.
- Was one of only two English regions to record positive footfall growth in August, alongside the West Midlands.

Worst Performing: London down 4.9% (YoY)

- London recorded the largest year-on-year footfall decline in August, with footfall remaining 4.9% below August 2025 levels.
- Despite remaining at the bottom of the regional rankings, London's performance improved slightly from -5.3% in July to -4.9% in August.
- London and the South East recorded the steepest footfall declines among English regions in August, at -4.9% and -3.4% respectively.
- The capital remained the weakest-performing English region for a third consecutive month.

*Customers of Sensormatic can contact Sensormatic directly to request additional information, including a detailed breakdown of footfall data by city.

	Aug-26	Jul-26	Aug-26 rank	Jul-26 rank	Rank Change
East of England	+1.9%	+0.1%	1	1	→ 0
West Midlands	+0.7%	-0.4%	2	2	→ 0
South West England	-0.6%	-2.5%	3	5	↑ +2
East Midlands	-0.7%	-0.9%	4	3	↓ -1
North West England	-1.0%	-1.2%	5	4	↓ -1
Yorkshire and the Humber	-1.0%	-4.1%	5	7	↑ +2
North East England	-2.1%	-2.9%	7	6	↓ -1
South East England	-3.4%	-5.1%	8	8	→ 0
London	-4.9%	-5.3%	9	9	→ 0

Source: Sensormatic

Methodology

The BRC & Sensormatic

Together with the BRC and its members, Sensormatic has worked to develop the most representative and robust indicator of UK store footfall traffic available – providing retailers with confidence to rely on the data for their business decision making.

Sensormatic, the leading global retail technology portfolio from Johnson Controls, is the UK's market leader in in-store footfall measurement. Its index delivers insights based on input from more than 1.5 million data collection devices in the retail marketplace and 40 billion shopper visits captured by the Sensormatic brand each year





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Author

Asim Dey
Analyst
T: 02078548961
E: asim.dey@brc.org.uk

BRITISH RETAIL CONSORTIUM

The Form Rooms, 22 Tower Street, London WC2H 9NS
+44 (0)20 7854 8900 | info@brc.org.uk | brc.org.uk
British Retail Consortium – a company limited by
guarantee Registered in England and Wales No. 405720

BRC member enquiries

E: market.intel@brc.org.uk

Media enquiries

Tom Holder
T: 0207 854 8924
M: 0777 52382432
E: tom.holder@brc.org.uk / media@brc.org.uk

Sensormatic Press Office

Katarzyna Breczko
T: +49 173 7070 562
E: katarzyna.breczko@jci.com