

# Best Buy's foot traffic growth sprinted past its competitors' in Q2 2021

Article

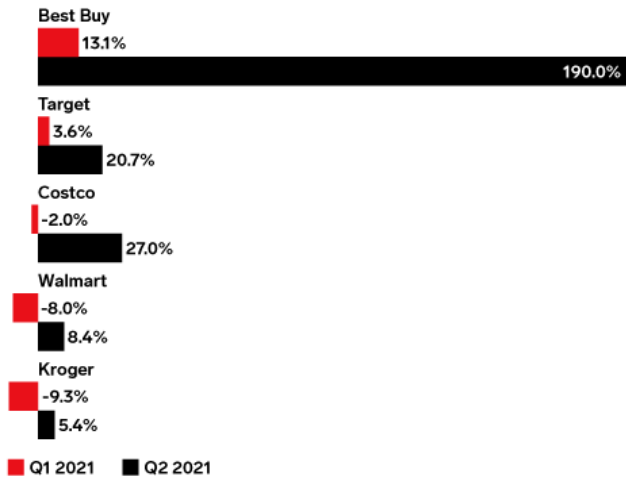
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Several US big-box retailers saw major growth in foot traffic last quarter, as consumers sensing a lull in the pandemic dared to shop in-store. **Best Buy** was far out ahead, with an

astronomical increase of **190.0%** year over year. This surge was likely propelled by **The Bigger Deal Savings Event**, its competing **Amazon Prime Day** promotion.

### In-Store Retail Foot Traffic Growth of Select US Big Box Retailers, Q1 2021 & Q2 2021

% change vs. same period of prior year



Source: Placer.ai, July 19, 2021

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