



WEEKLY WEATHER FLASH

OCT 4
- OCT.17



UNITED STATES

- Oct. 4–10: Warmth Returns to the East and Midwest, Cool and Wet in the Southern Plains, Rain and Flooding Continue in the Southeast
- Oct. 11–17: Drier Conditions Prevail Across Most of North America, Cool in the East and Warmer in the Plains and West

EUROPE

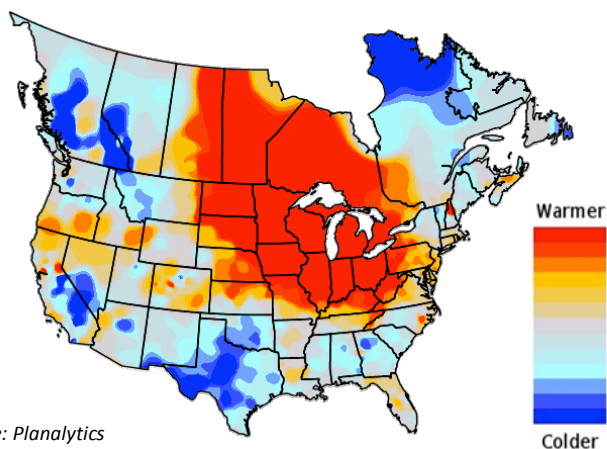
- Oct. 4–10: Near to Above Normal Early in the Week, Cooling Down Later in the Week
- Oct. 11–17: Cooler Conditions Throughout the Week for Most of Europe, Warm Later in the Week All the Way to Scandinavia



UNITED STATES

WEEK OF OCTOBER 4–10

Temperature vs. Last Year



Source: Planalytics

IMPACT ON RETAIL

Pants -6%

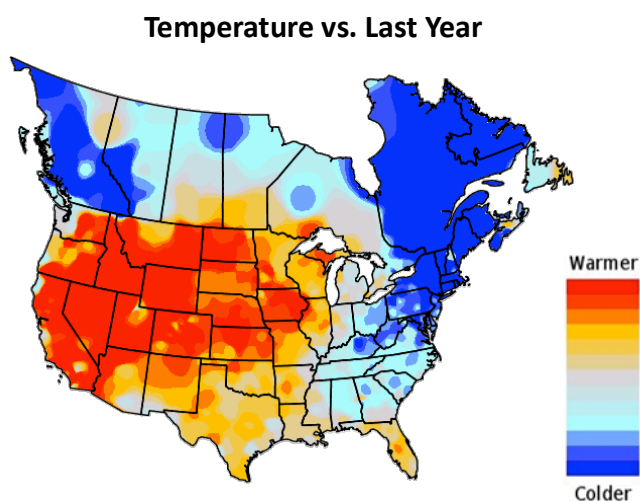


Retail implications: Warmth in the West and the heartland will hinder demand for fall items; retailers in the Plains can stay optimistic.

- **Last year, this week was the warmest since 2006:** Precipitation was below normal, although remnants of Hurricane Simon brought rainfall to the Southwest.
- **This year, it is even warmer:** Drier conditions, along with temperatures that are warmer than normal and last year, will overtake the West late in the week.
- **Cool and wet in the Desert Southwest:** The Carolinas will see a cool and wet start, as will the Southwest, which will remain cooler than normal and last year.

UNITED STATES

WEEK OF OCTOBER 11-17



Source: Planalytics



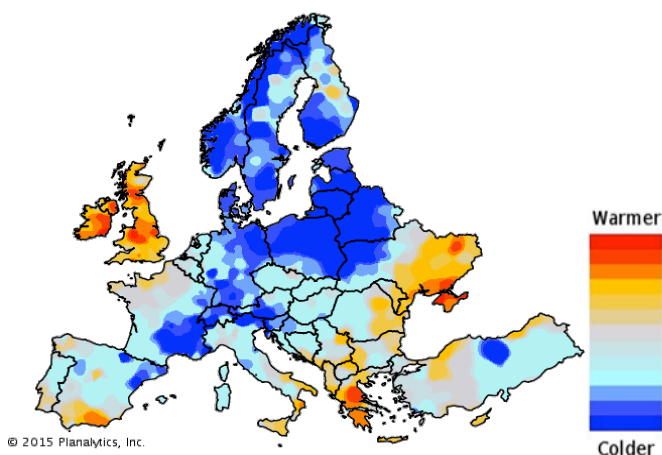
Retail implications: Areas east of the Mississippi River can expect strong seasonal demand due to cooler temperatures.

- **Last year, this week was warm:** The US saw its warmest second week of October since 2011. Columbus Day was the warmest since 2011 and the wettest in over 50 years.
- **This year, the West gets even hotter:** Warmer and drier-than-normal conditions are expected in the West. The Plains and Intermountain West will continue to trend warmer than normal and last year.
- **Showers expected:** Showers will threaten the Great Lakes, Northeast and East Coast. The Pacific Northwest may also see showers late in the week.

EUROPE

WEEK OF OCTOBER 4–10

Temperature vs. Last Year



Source: Planalytics

IMPACT ON RETAIL

Beer (UK) ↑
Sweaters (Norway) ↑



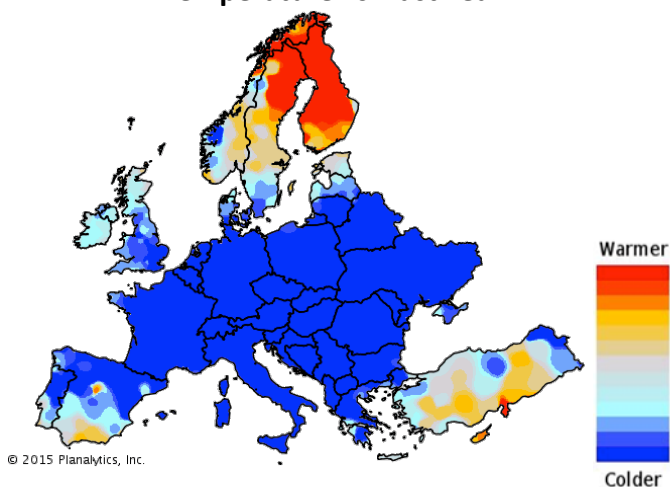
Retail implications: Much cooler temperatures will overtake Central and Eastern Europe by midweek, boosting fall demand.

- **Unsettled in the Central and Southeastern regions:** Showers are likely early in the week in Western Europe. Showers will be heavy at times from midweek to late in the week in the South-Central and Southeast regions.
- **Hurricane Joaquin remnants:** The hurricane's remnants are expected to track west of Ireland late in the week, with gusty winds near the coasts of Ireland and Scotland.

EUROPE

WEEK OF OCTOBER 11–17

Temperature vs. Last Year



Source: Planalytics

IMPACT ON RETAIL

Hot Chocolate (Germany) ↑
Soft Drinks (Finland) ↑



Retail implications: Strong fall demand can be expected, as most of Europe is expecting temperatures far colder than this week last year.

- **Cooler conditions remain:** Temperatures that are cooler than normal and last year will remain, and spread further west into the UK and Spain. Scandinavia will begin to warm late in the week, especially compared to last year.
- **Rain across Central Europe:** A system moving into Western Europe at the start of the week will bring showers to France and the UK and then move east by midweek, bringing showers and high-elevation snow to much of Central Europe, from the Mediterranean to Scandinavia.

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