WEATHER FLASH

US WEEKLY WEATHER OUTLOOK

- **April 10–16: Cold Start, but the East Warms Up by Late Week. The West Stays Warm. April Showers for Most.**
- **April 17–23: Warmth Blankets North America, Making Businesses Sing. The West Gets Wet, While the East Remains Dry.**

US: WEEK OF APRIL 10–16

Retail implications: The unseasonable coldness covering the eastern part of the US will continue to dampen demand for spring categories.

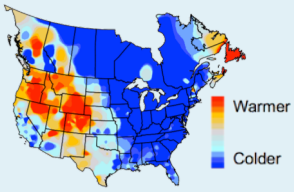
- **Last year, this week was the warmest since 2012:** Rainfall was above normal, while a late-season snowstorm brought snow to Utah and Colorado.
- **The East starts cold, while the West maintains its warmth:** The Eastern US will continue to shiver early in the week, but spring warmth will finally return to the region by the end of the week. Warmer temperatures will continue across the West, although the Southwest Coast will be chillier than normal and last year. A low-pressure system will cause scattered rain and thunder across the Southwest early in the week.
- **April showers expected:** Early in the week, rain will move through the Great Lakes and Northeast. Rain will track across the Northern Plains late in the week. Showers and potentially severe thunderstorms will extend southward to Texas into the weekend.

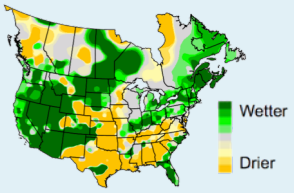
IMPACT ON RETAIL:

Windshield Wipers +4%

Sandals -12%

Pest Control -14%





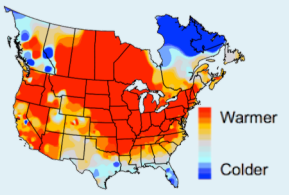
US: WEEK OF APRIL 17–23

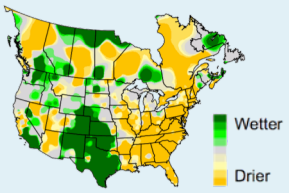
Retail implications: Spring warmth in most areas will increase demand for sports drinks, shorts and sandals.

- **Last year, this week was cooler than normal:** It was the wettest the week had been since 1979.
- **Spring warmth expected:** Temperatures will soar well above normal and last year in most areas. Only the Gulf Coast will see seasonable temperatures, challenging spring goods comps in that region the most.
- **All cloudy on the western front:** More welcomed rain will fall across the Plains at the beginning and end of the week. The East will generally be drier, although light showers will swing through the Northeast during the week.

IMPACT ON RETAIL:

Bicycles +9%





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WEATHER FLASH

EUROPE WEEKLY WEATHER OUTLOOK

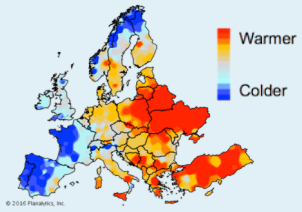
- **April 10–16: West-East Split Remains. Rain Spreads Toward the East.**
- **April 17–23: Cooling Off and Becoming Wet.**

EUROPE: WEEK OF APRIL 10–16

Retail implications: Warmth in the West late in the week will boost spring demand, matching demand in the East.

- **West-East split remains**: Cooler-than-normal temperatures will cover the West early in the week, but turn more seasonable by the end of the week. Warmer air will persist across the East throughout the week.
- **Rain spreads east:** High pressure will weaken again, allowing rain to overspread the continent.

IMPACT ON RETAIL:
T-Shirts (Croatia) ▲
Hot Cereal (France) ▲

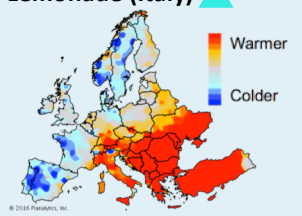


EUROPE: WEEK OF APRIL 17–23

Retail implications: Online purchasing will increase as wetter conditions in most areas will make consumers shift from retail shopping to online shopping.

- **Cooling off:** Above-normal temperatures will give way to seasonable or colder-than-normal readings as high pressure breaks down.
- **Becoming wetter:** As high pressure weakens, frontal systems will bring more widespread rain across the continent.

IMPACT ON RETAIL:
Raincoats (Germany) ▲
Lemonade (Italy) ▲



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