



US WEEKLY WEATHER OUTLOOK

- **April 17–23: The Majority of North America Will Trend Warmer than Last Year and Normal. Stormy Weather Is Expected Throughout the Plains and South-Central Regions.**
- **April 24–30: Retail 1Q Ends with Warmer-than-Normal Temps for Most of the US. The West Trends Cooler than Last Year. An Active Week of Rain.**

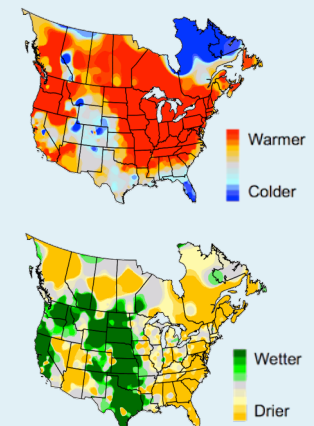
US: WEEK OF APRIL 17–23

Retail implications: Hotter-than-normal temperatures will encourage spring sales.

- **Last year, this week was cooler than normal:** The coolest comparisons were in New England and the Great Lakes region. It was the wettest the week had been since 1979.
- **Spring finally arrives:** Temperatures will rise above normal and last year for almost all of the US. Areas from the Central Plains to the East can expect readings in the mid-to high 70s. In the West, temperatures will climb into the 70s and 80s as far north as interior Washington. The Rockies, however, will start the week cold.
- **Heavy rain expected:** A front will bring heavy rain to the Plains and South-Central regions. Large hail and strong winds are expected. The storm will cause prolonged rain, leading to flooding from eastern Nebraska to eastern Texas, with record flooding likely in Houston.

IMPACT ON RETAIL:

Sports Drinks +40%



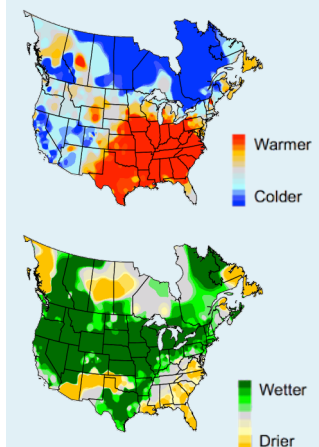
US: WEEK OF APRIL 24–30

Retail implications: Healthy demand for spring apparel, lawn and garden products, and iced beverages can be expected, thanks to the warm temperatures.

- **Last year, this week was near normal:** Conditions were the driest they had been since 1992.
- **Pleasant conditions to start, cooler conditions to end:** It will continue to be warmer than normal for most of the US throughout the week. Temperatures below last year's will spread from the West into all but the Southeast to finish off the month. Western locations are expected to trend cooler than last year for much of the week.
- **More rain, and heaviest in the West:** Light rain will track from the Northwest to the Mid-Atlantic region during the first half of the week. By the middle of the week, a storm system will slowly move across the West, bringing rain and mountain snow to a large area, including drought-stricken regions of California.

IMPACT ON RETAIL:

Lawn and Garden +6%





EUROPE WEEKLY WEATHER OUTLOOK

- **April 17–23: West-East Split Remains. Rain Spreads Toward the East.**
- **April 24–30: Cooling Off and Becoming Wet.**

EUROPE: WEEK OF APRIL 17–23

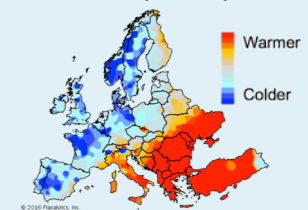
Retail implications: Slightly drier conditions will be favorable for footfall and outdoor activity, but temperatures will continue to challenge spring sales.

- **Cooler air pushes east:** Seasonable-to-cool air will push eastward across the continent early in the week. There will be a slight rebound in temperatures during the middle of the week, but a strong cold shot will drop in from Friday to Saturday.
- **Not as wet:** Cold fronts will track across Europe at the beginning and end of the week. Rainfall will generally be lighter than the past week's systems.

IMPACT ON RETAIL:

T-Shirts (Turkey)

Hot Cereal (France)



EUROPE: WEEK OF APRIL 24–30

Retail implications: It will be another challenging week for sales of spring products, as temperatures will remain well below both normal and last year.

- **Winter-like spring:** Unusually cool weather will settle across much of the continent, with very little moderation through the week. A warm pocket in the Southeast will shrink down to cover only Turkey by the end of the week.
- **Rain and snow in the East:** Low pressure will form along a cold front in the East, generating widespread rain. Higher hills will see a wet snow mix, while some low-lying areas could see a few flakes in the nighttime hours. Western areas will become much more settled.

IMPACT ON RETAIL:

Rainwear (Germany)

Outerwear (Norway)

