



## US WEEKLY WEATHER OUTLOOK

- **March 27–April 2: Roller Coaster Temperatures and an Active Precipitation Pattern Close March Retail Across North America. Spring Demand Strongest in the East.**
- **April 3–9: April Begins Colder Than Last Year with Normal Temperatures in the East, While the West Basks in Warmth. Severe Weather in the Plains, Lingering Snow in the North.**

### US: WEEK OF MARCH 27–APRIL 2

**Retail implications:** Temperatures will be slightly above normal in much of the East, encouraging spring demand.

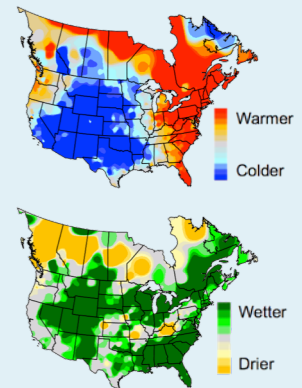
- **Last year, this week was the warmest since 2012:** The US was driest it had been in 20 years.
- **Flip-flopping in the East:** The Plains states will see the most varied temperatures of the week as the region will start cool, warm up, then cool back down. The week will also begin with rain throughout in the Northeast. By midweek, a storm system will tap into Gulf moisture, bringing rain—inclusive of severe weather—to the mid-South and thunderstorms to the eastern US.
- **Spring takes a time-out in the West:** Cooler-than-normal air will move from the West into the Plains early in the week. Temperatures will trend well below last year from the Southwest to the Plains.

#### IMPACT ON RETAIL:

Fans +6%

Rainwear +4%

T-shirts +1%



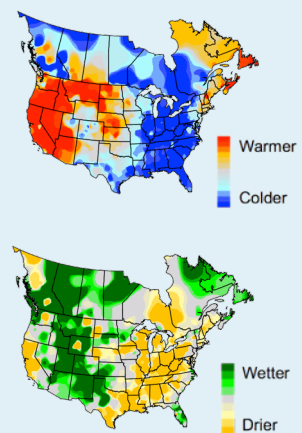
### US: WEEK OF APRIL 3–9

**Retail implications:** Warmth in the West will encourage spring demand.

- **Last year, this week was warmer than normal:** Rainfall was above normal. Severe weather was widespread, with over 30 tornadoes affecting the Midwest.
- **A cold start in the East:** The calendar says spring, but much of the eastern US will feel a late blast of winter with temperatures plunging 10 to 15 degrees below normal and last year. By midweek the cold air will start to ease, and by week's end spring warmth will be back.
- **April showers:** The active spring precipitation pattern continues. The Plains should be on watch for heavy rain and severe thunderstorms. Snow will mostly be confined to the northern Rockies.

#### IMPACT ON RETAIL:

Sun care +3%





## EUROPE WEEKLY WEATHER OUTLOOK

- **March 27–April 2: A Stormy Week Ahead.**
- **April 3–9: A Warm and Dry Start to the Week.**

### EUROPE: WEEK OF MARCH 27–APRIL 2

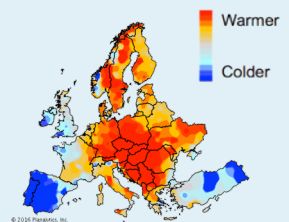
**Retail implications:** The warmer temperatures in central and eastern Europe will fuel a strong spring demand.

- **Stormy week:** A strong storm system will move through the English Channel with heavy rain and high winds. A frontal boundary will move onshore and stall, producing periods of showers across the north and west. High pressure will bring drier weather to the southeast.
- **Mild west, warmer east:** Rain and onshore winds will keep the west seasonable to cool, while high pressure will drive warmer temperatures in central and eastern Europe.

#### IMPACT ON RETAIL:

Rainwear (Portugal) ▲

Sandals (France) ▲



### EUROPE: WEEK OF APRIL 3–9

**Retail implications:** Demand for spring categories will be strongest in southern Europe.

- **A warm and dry start:** High pressure will hold early in the week, leading to warm and pleasant conditions for most, although Iberia will see rain early in the week.
- **Rain pushes in late:** A frontal system will bring rain and cooler air into the western half of the continent late in the week. Warm and dry weather will continue across the southeast until the weekend.

#### IMPACT ON RETAIL:

Outerwear (Portugal) ▲

Umbrellas (France) ▲

