

US WEEKLY WEATHER OUTLOOK

- **May 1–7: A Warm Run-Up to Mother’s Day Weekend in Western Markets Lifts Demand for Spring Accessories and Apparel, While a Cooler East Challenges Seasonal Demand. Rain Expected for the Coasts.**
- **May 8–14: Warmth Spreads Across North America; East to Trend Cooler Early and Late in the Week. An Active Pattern Brings Wet Weather to the Interior and the East.**

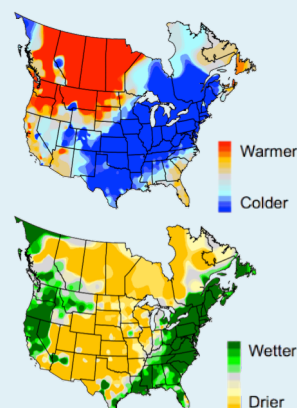
US: WEEK OF MAY 1–7

Retail implications: Comps for spring apparel and consumables in the East will stay tough, while the West will see increased seasonal demand.

- **Last year, this week was the warmest since 2007:** Rainfall was near normal and severe weather was active in the Plains. Mother’s Day was the warmest it had been since 2004.
- **Rain on the fringes:** The West Coast will begin dry, but showers will return for the second half of the week. The Central US will receive a respite from the recent heavy rain, but showers will linger in the Northeast for most of the week.
- **Mother’s Day Weekend:** The western half of North America will trend warmer than last year, while the East will be much cooler. Scattered showers are possible for parts of the West and Northeast.

IMPACT ON RETAIL:

Sunglasses -7%



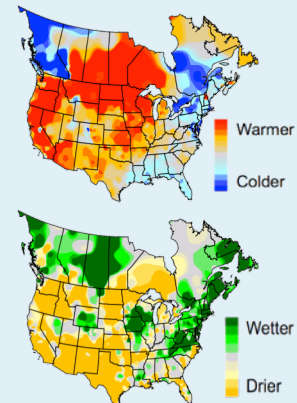
US: WEEK OF MAY 8–14

Retail implications: The strongest demand for warm weather categories will be seen west of the Mississippi, while part of the East will still see challenging comps for iced beverages, sun care and spring softlines as conditions remain cool.

- **Last year, this week’s temperatures were warmer than normal:** The warmth was driven by eastern regions. Rainfall was above normal.
- **Spring is back:** The majority of the country will see normal spring temperatures, while some regions in the East, though seasonal and spring-like, will see temperatures that are cooler than last year.
- **Storminess returns:** Strong storms, including severe weather, will impact the Plains early in the week. Light rain and scattered thunderstorms will reach the East by midweek. The pattern will repeat by week’s end as the next storm comes ashore in the West.

IMPACT ON RETAIL:

Iced Beverages +3%





EUROPE WEEKLY WEATHER OUTLOOK

- **May 1–7: May Starts Out Cool, and Rain Shifts South.**
- **May 8–14: Warmth Spreads, but Rain Intensifies.**

EUROPE: WEEK OF MAY 1–7

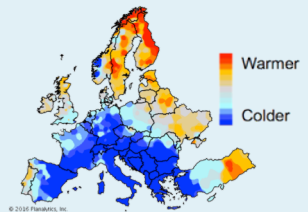
Retail implications: Drier conditions in the northern half of the continent will have a positive effect on retail store traffic, but demand for spring products will remain suppressed due to the cold weather.

- **May starts out cool:** Temperatures will be very cool at the start of the week, but will start to moderate and may be above normal by Saturday. Given last year's warmth, comps will remain weak throughout the week.
- **Rain shifts south:** The North will face dry conditions as high pressure anchors over the region. A pair of low-pressure systems will cause rain across the Mediterranean Basin.

IMPACT ON RETAIL:

Coffee (Germany) ▲

Rainwear (Greece) ▲



EUROPE: WEEK OF MAY 8–14

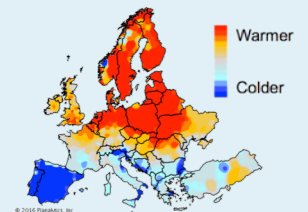
Retail implications: Warmer temperatures in many areas will have a positive effect on demand for seasonal products such as barbecue equipment, frozen burgers and T-shirts.

- **Warmth spreads:** The outbreak of spring warmth will spread from Northern and Central Europe into the Southeast as the week goes on. Cool temperatures will slowly ease across Iberia by late week.
- **Becoming wetter:** A very slow-moving front will bring rain and thunder from west to east throughout the week.

IMPACT ON RETAIL:

Garden Equip. (Ireland) ▲

Tea (Portugal) ▲





WEATHER FLASH

Deborah Weinswig, CPA

Managing Director
Fung Global Retail & Technology
New York: 917.655.6790
Hong Kong: 852.6119.1779
China: 86.186.1420.3016
deborahweinswig@fung1937.com

Aragorn Ho
Research Associate

HONG KONG:

10th Floor, LiFung Tower
888 Cheung Sha Wan Road, Kowloon
Hong Kong
Tel: 852 2300 2470

LONDON:

242-246 Marylebone Road
London, NW1 6JQ
United Kingdom
Tel: 44 (0)20 7616 8988

NEW YORK:

1359 Broadway, 9th Floor
New York, NY 10018
Tel: 646 839 7017

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