



# WEEKLY WEATHER FLASH

SEPTEMBER 11–24

## US

### **THIS WEEK:**

The Plains and Southwest See Cool Weather;  
Summer Hangs on in the East;  
Rain in the Plains

### **A LOOK AHEAD:**

The Official Start of Fall Brings Cooler  
Conditions to the West and Interior, While the  
East Remains Stuck in Summer;  
Rain in Many Areas

## EUROPE

### **THIS WEEK:**

Most Areas Remain Warm;  
Cool on the Iberian Peninsula;  
Wet in the West

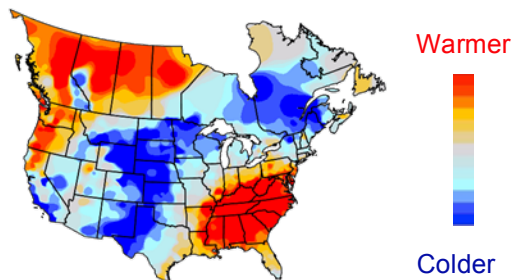
### **A LOOK AHEAD:**

Warm Across Most of the Continent;  
Cool in the East;  
Rain in Western and Central Regions

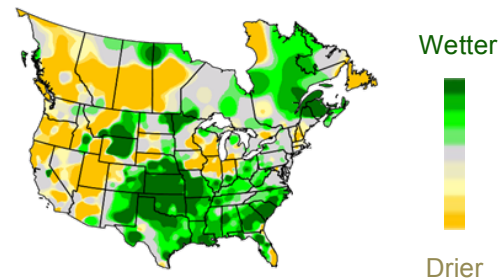


## US WEEK OF SEPTEMBER 11-17

## Temperature vs. Last Year



## Precipitation vs. Last Year



Source: Planalytics

**Retail implications:** Demand for sweaters, boots and light jackets will increase in the Plains and Southwest due to cool temperatures. Demand for fall items will be limited in the East due to warm and humid weather. Rain in the Plains will boost demand for wiper blades, rainwear and pumps, but at the expense of outdoor items such as car appearance, garden tools and barbecue accessories.

- **Last year this week, the weather was warm and dry:** The US had its warmest third week of September since 2005. Rainfall was below normal.
- **Cool in the Plains and Southwest:** Locations in the Plains and Southwest will see a cooler trend, with temperatures lower than both last year and normal. Temperatures may go down to the 50s in the morning in many areas in the region. The Pacific Northwest will be an exception, with temperatures trending above last year.
- **Warm in the East:** The Eastern regions will remain summery, while the West will feel more like fall. The East is likely to remain unusually warm and humid for much of the week. Later in the week, the Northeast will be cooler than last year, but temperatures will still be above normal.
- **Wet in the Plains:** The Plains have been dealing with a very stormy pattern that is expected to continue through the week; severe weather is possible.

## Impact on Retail

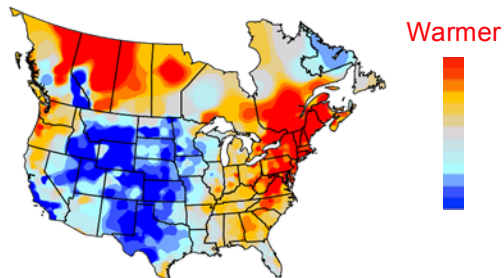




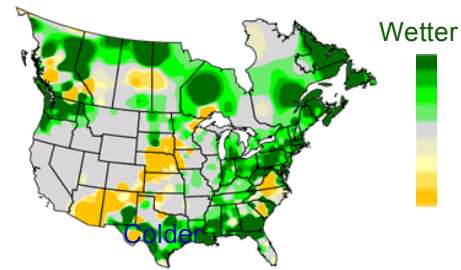


## US WEEK OF SEPTEMBER 18–24

## Temperature vs. Last Year



## Precipitation vs. Last Year



Source: Planalytics

**Retail implications:** Demand for cold-weather categories will be robust in the Interior and West. Fall demand will continue to lag in the East due to warm weather. Rain in the Interior will elevate the need for pumps and generators in the region.

- **Last year this week, the weather was warm and dry:** The US had its warmest fourth week of September since 2010. Rainfall was the lowest for the week since 2004.
- **Cool in the West:** The Interior and Western regions will continue to see cooler temperatures.
- **Still warm in the East:** Fall officially starts on September 22, but the East will still not feel very fall-like, as temperatures in the region are expected to remain higher than last year and normal throughout the week.
- **Rain in most regions:** Most regions from the Plains to the East Coast are expected to see a stormy week. In the already saturated Interior, there will be potential for localized flooding. Locations in the East will also see rain. Dry conditions will continue in the drought-stricken West.

## Impact on Retail

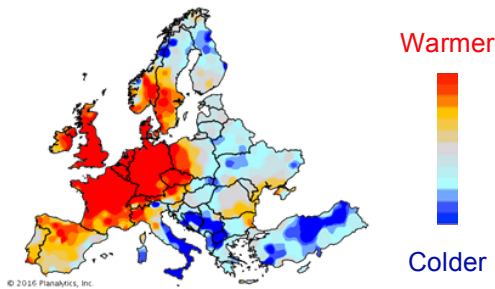


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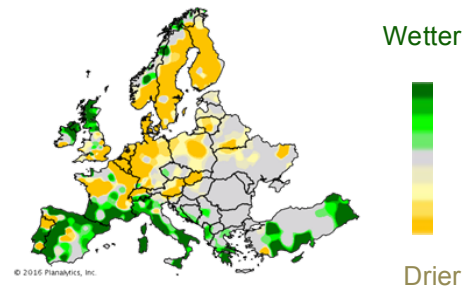


## EUROPE WEEK OF SEPTEMBER 11-17

### Temperature vs. Last Year



### Precipitation vs. Last Year



Source: Planalytics

### Impact on Retail



OUTDOOR  
PRODUCTS

Netherlands



ICE CREAM



Turkey

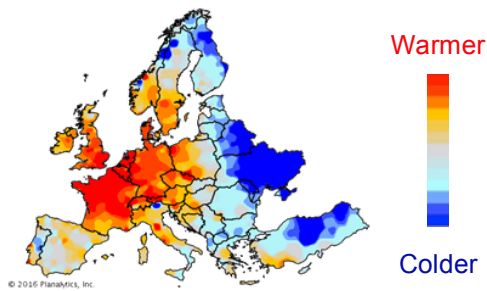
**Retail implications:** A combination of warmer and dryer conditions will boost demand for late-summer products, as well as retail store traffic, in many Central European areas.

- **Still warm in most regions:** A large part of Europe will see temperatures continue to soar into the 30s. The Iberian Peninsula will see relief from the heat very early in the week as temperatures drop by 5–12° Celsius.
- **Wetter in the West:** A pair of low-pressure systems will come ashore in the West, bringing heavy rain. A dry high-pressure system will remain locked over the rest of the continent.

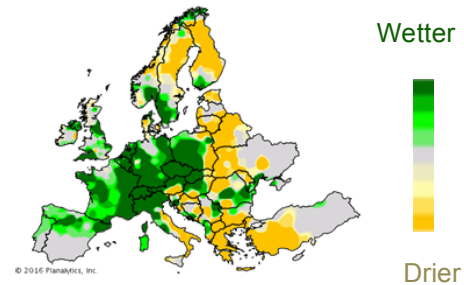


## EUROPE WEEK OF SEPTEMBER 18–24

### Temperature vs. Last Year



### Precipitation vs. Last Year



Source: Planalytics

### Impact on Retail



France



PORRIDGE



Ireland

**Retail implications:** Rainy weather in the Western and Central areas will boost demand for rainwear. Cool weather in the East will stimulate demand for fall categories.

- **Still warm across most of the continent, except in the East:** Most areas across Europe will see temperatures continue to run several degrees warmer than normal and last year. However, regions in the far East will remain cooler than last year.
- **Rain continues:** Storm systems will continue to push in, spreading rain. Locations across Western and Central Europe will see rainy conditions over the week.



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