



WEEKLY WEATHER FLASH

SEPTEMBER 18 –
OCTOBER 1

US

THIS WEEK:

The Official Start of Fall Brings Cooler Temperatures to the West, While the East Holds On to the Heat; Rain Expected Across the Northern Tier

A LOOK AHEAD:

Much of the Country Enjoys Cooler Temperatures; Eastern Regions Remain Warmer than Last Year; Wet in the Interior

EUROPE

THIS WEEK:

Cool in the East; Dry in Western and Central Europe; Wet in the Southeast

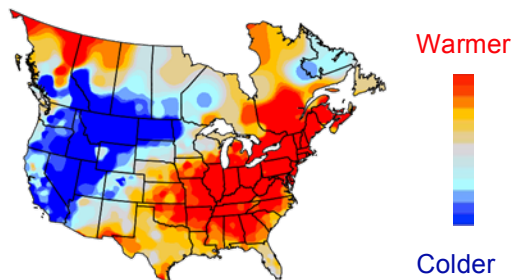
A LOOK AHEAD:

Warm in Western and Central Regions, but Cool in the East; Dry Across Most of the Continent Except in the North

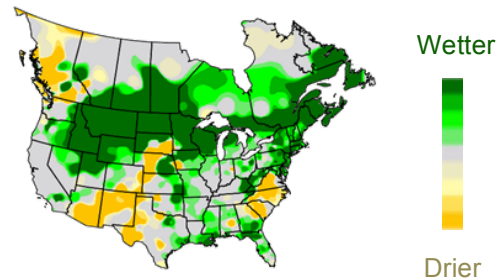


US WEEK OF SEPTEMBER 18-24

Temperature vs. Last Year



Precipitation vs. Last Year



Source: Planalytics

Retail implications: In the Northern and Central Plains, rainy weather will spur demand for rainwear. In the East, demand for fall products will still be limited due to warm temperatures in the region.

- **Last year this week, the weather was warm:** 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 West will continue to see temperatures cooler than normal and last year. Lows in the 40s are expected for northern areas and temperatures in the 50s and 60s are expected along the West Coast.
- **Warm in the East:** The official start of fall is anticipated to be warmer than normal and last year across the Eastern US. Locations from the Plains to the East Coast will see temperatures build into the 80s and heat indices reaching the 90s. The Deep South will see heat indices around 100°F.
- **Rain expected:** Early in the week, rain will push across the parched East following recent drought conditions. In the second half of the week, rain will move out of the Northwest into the Northern and Central Plains.
- **Tropics peaking:** Remnants of Tropical Storm Julia will continue to impact the Carolina coastline. Tropical Storm Karl is expected to become a hurricane by midweek as it continues to move across the Central Atlantic.

Impact on Retail

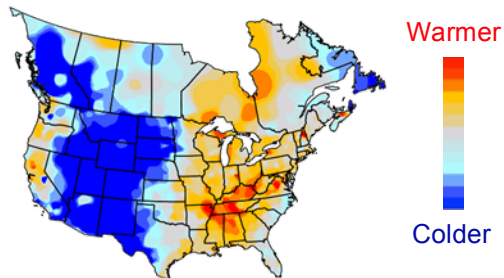


2%
HOT COFFEE

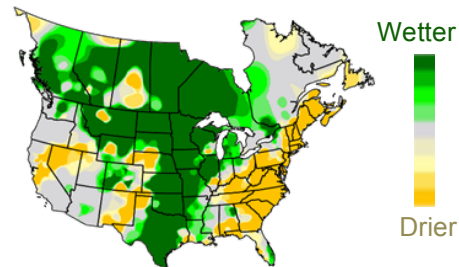


US WEEK OF SEPTEMBER 25–OCTOBER 1

Temperature vs. Last Year



Precipitation vs. Last Year

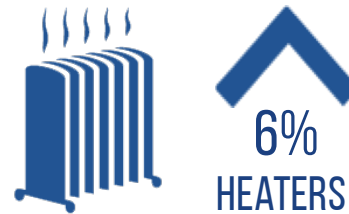


Source: Planalytics

Retail implications: The West is expected to see increasing demand for seasonal goods such as sweaters, boots and hot beverages due to cooler conditions. The East, too, will be cooler, which will boost demand for fall apparel in the region.

- **Last year this week, the weather was warm and wet:** The US saw its warmest end to September since 2011 and its fifth-warmest week in over 55 years, driven by temperatures in the West. It was also the wettest week since 1986.
- **Cooler in the West:** Locations from the West out into the Plains will see much cooler air, with temperatures dropping below normal and last year.
- **Cool start and mild finish in the East:** The Northeast and Mid-Atlantic regions will begin the week cool, but trend warmer than normal and last year by the weekend.
- **Rain in the Interior:** Early in the week, heavy rain and thunderstorms will push from the Plains to the East. Later in the week, light rain will move along the border.

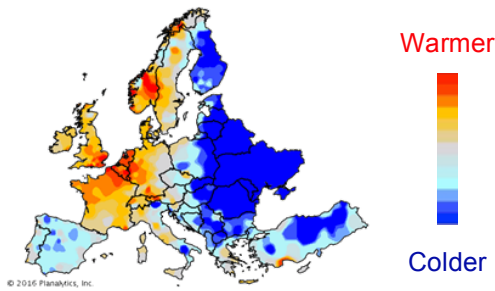
Impact on Retail



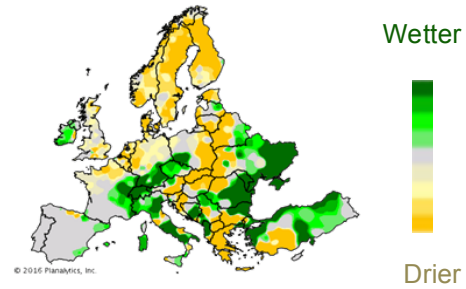


EUROPE WEEK OF SEPTEMBER 18-24

Temperature vs. Last Year



Precipitation vs. Last Year



Source: Planalytics

Impact on Retail



Switzerland



France

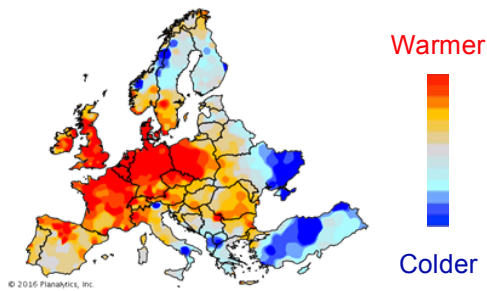
Retail implications: In the Eastern and Southern areas, demand for fall ranges will improve as temperatures cool down. In the Central regions, year-over-year demand for products such as knitwear, coffee and duvets will be suppressed, as temperatures will remain warmer than last year.

- **Cooling down across the continent:** Western and Central Europe will see temperatures slipping closer to normal. The East will see temperatures below normal.
- **Rain pushes into East:** A low-pressure center will slowly move from Italy into Southeastern Europe, bringing rain with it. Drier weather will spread across Western and Central Europe behind the low-pressure system.

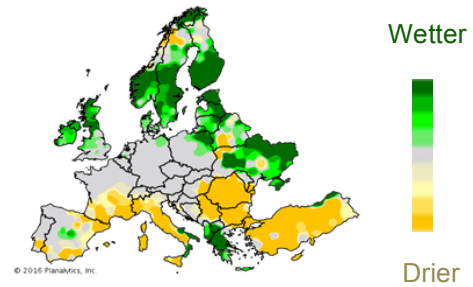


EUROPE WEEK OF SEPTEMBER 25–OCTOBER 1

Temperature vs. Last Year



Precipitation vs. Last Year

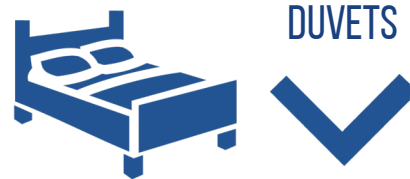


Source: Planalytics

Impact on Retail



Germany



Poland

Retail implications: Demand for rainwear will increase in Northern Europe due to wet weather. Warm conditions in the West will have a positive effect on retail traffic, benefiting demand for products such as soft drinks and outdoor categories.

- **Warmer in the West and cooler in the East:** Many areas in Western and Central Europe will see temperatures climbing back above normal. The East will see weather that is seasonable to cool.
- **Wet in the North:** High pressure will push rain into the North. The rest of the continent will see drier weather.



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