

A close-up photograph of a maple leaf with vibrant autumn colors (yellow, orange, and red) is partially visible in the top left corner. The rest of the background is a soft-focus image of numerous raindrops falling, creating a sense of motion and atmosphere.

WEEKLY WEATHER FLASH

OCTOBER 30–
NOVEMBER 12

US

THIS WEEK:

A Mix of Weather to Start November; Colder than Last Year in the East; Warm in the Interior and West; Scattered Rain for the West and Plains

A LOOK AHEAD:

Warm Across Most of the Country; Cold Weather Appears in the East; Wintry Conditions Are Limited

EUROPE

THIS WEEK:

Cool Across the Continent; Rain Moves from the East; Snow in the East

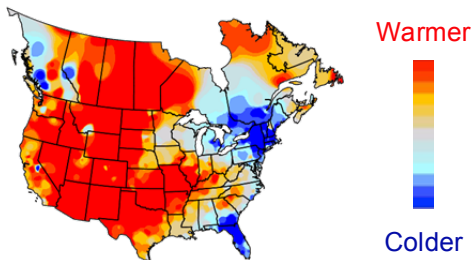
A LOOK AHEAD:

Autumnal Feel Across Most of the Continent; Wintry in the East; Cloudy and Wet in Most Areas

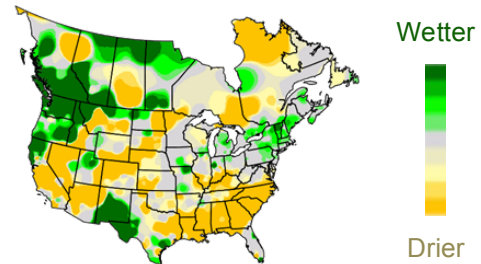


US WEEK OF OCTOBER 30-NOVEMBER 5

Temperature vs. Last Year



Precipitation vs. Last Year



Source: Planalytics

Retail implications: In the East, cool conditions later in the week will aid demand for seasonal items. Warm weather in the Interior and West will depress demand for cold weather categories.

- **Last year this week, the weather was warm and wet:** The US had its warmest start to November since 1975. It was also the wettest first week of November since 2004.
- **Chilly in the East:** Many locations in the Plains and South are likely to see temperatures trend above normal. In the Eastern regions, a colder trend will be seen late in the week and into the weekend.
- **Warm in the Interior and West:** Areas from the Mississippi River to the West Coast will see warm conditions. Temperatures will trend above last year's.
- **Rain, but no monster storms:** Early in the week, the weather will be dry in most locations east of the Rockies. However, by midweek, wet weather will move from the West into the Plains. By late week, rain is expected to make it to the Northeast, although the Southeast will remain dry. Wintry weather will be limited.

Impact on Retail

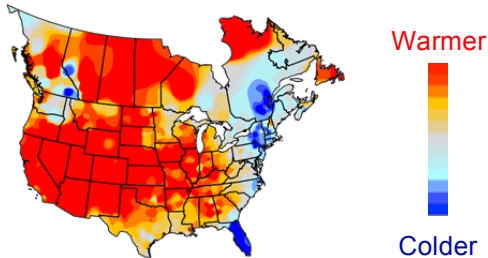


22%
ELECTRIC BLANKETS

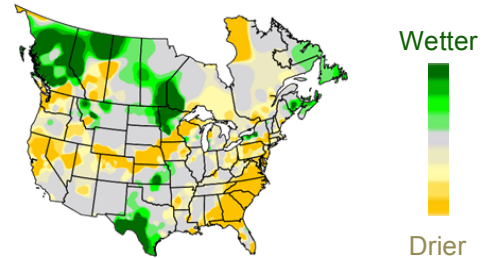


US WEEK OF NOVEMBER 6–12

Temperature vs. Last Year



Precipitation vs. Last Year



Source: Planalytics

Retail implications: In most of the country, demand for cold weather apparel, heaters and hot beverages will lag due to warm temperatures. Any early-winter demand will remain subdued, as no snow or ice is expected.

- **Last year this week, the weather was warm and wet:** The US had its warmest and wettest second week of November since 2009. Veterans Day in the US was the warmest since 2009 and the wettest since 2012.
- **Warm in most areas, cool in the East:** Warm weather is anticipated for most of the country this week and temperatures are expected to trend above normal. Locations in the East will see different conditions, though, with temperatures trending slightly cooler than last year.
- **Rain in some areas, but no snow or ice:** There will be some showers during the week, with Interior regions experiencing the wettest weather. However, snow and ice are not expected across the country.

Impact on Retail

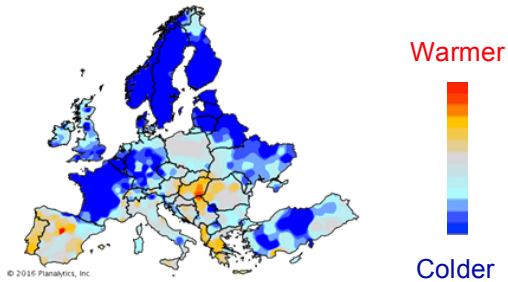


5%
OUTERWEAR

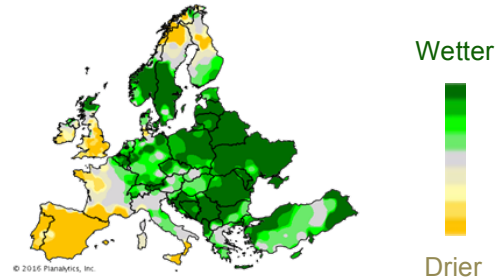


EUROPE WEEK OF OCTOBER 30-NOVEMBER 5

Temperature vs. Last Year



Precipitation vs. Last Year



Source: Planalytics

Impact on Retail



COATS

Norway



SOFT DRINKS



Turkey

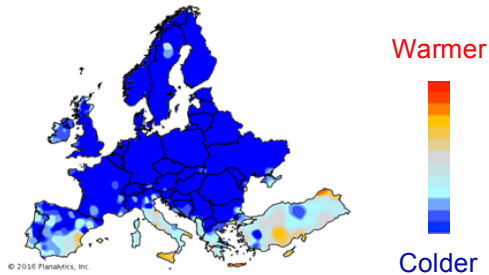
Retail implications: Cooler temperatures across the continent will boost year-over-year demand for winter products such as tea, knitwear and duvets. However, wet conditions in most Eastern areas will suppress retail store traffic.

- **Cooler air on the way:** In Western and Central areas, temperatures during the week will start out warmer than normal. The East will see seasonable-to-cool air. Much cooler air will develop across Eastern areas by Tuesday, then start to move westward, covering all but Iberia by the end of the week.
- **Rain and snow from the East:** The cold push from the East will bring rain on the leading edge. Locations in Eastern Europe will see a changeover to snow or a mix of rain and snow.

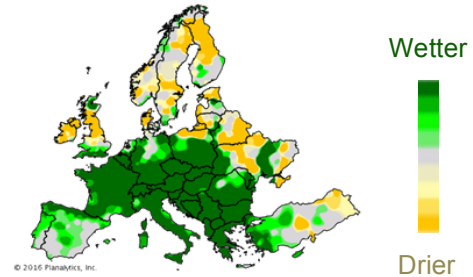


EUROPE WEEK OF NOVEMBER 6–12

Temperature vs. Last Year



Precipitation vs. Last Year



Source: Planalytics

Impact on Retail



HEATERS



BOTTLED WATER



Germany

Bulgaria

Retail implications: Autumnal weather across most of the continent will suppress demand for winter categories, but wintry weather in the East will stimulate demand for such items.

- **Autumnal feel for most:** Most areas across Europe will have a distinct autumnal feel during the week. However, some locations in the East will feel more like winter as chilly temperatures persist.
- **Cloudy and wet for most:** Lots of low-lying clouds, fog and rain are expected across the continent. Snow remains likely in the East, while Western areas will see snow at higher elevations, including in the higher hills of Northwestern Germany.



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