

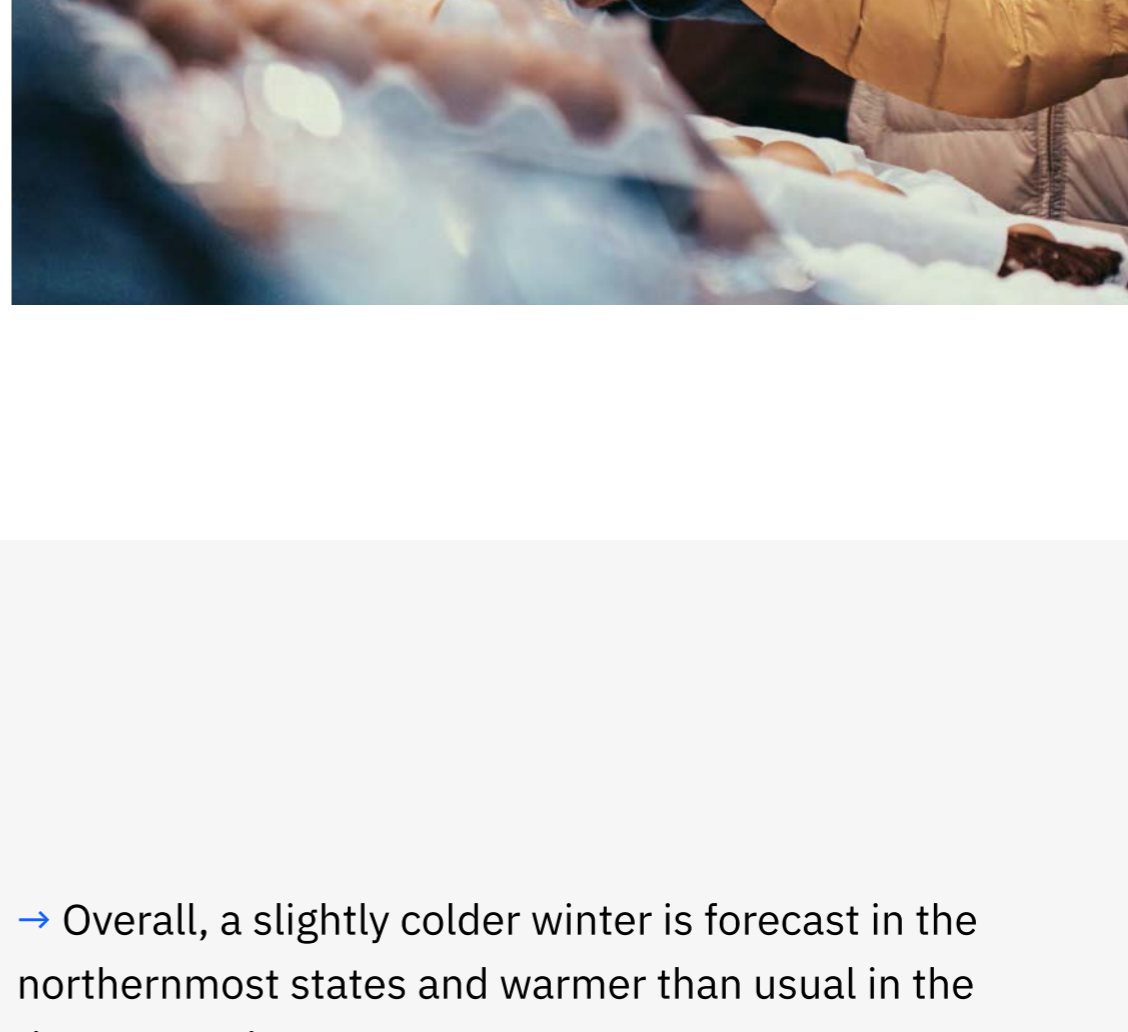
# Seasonal Forecast

2022-23 WINTER EDITION

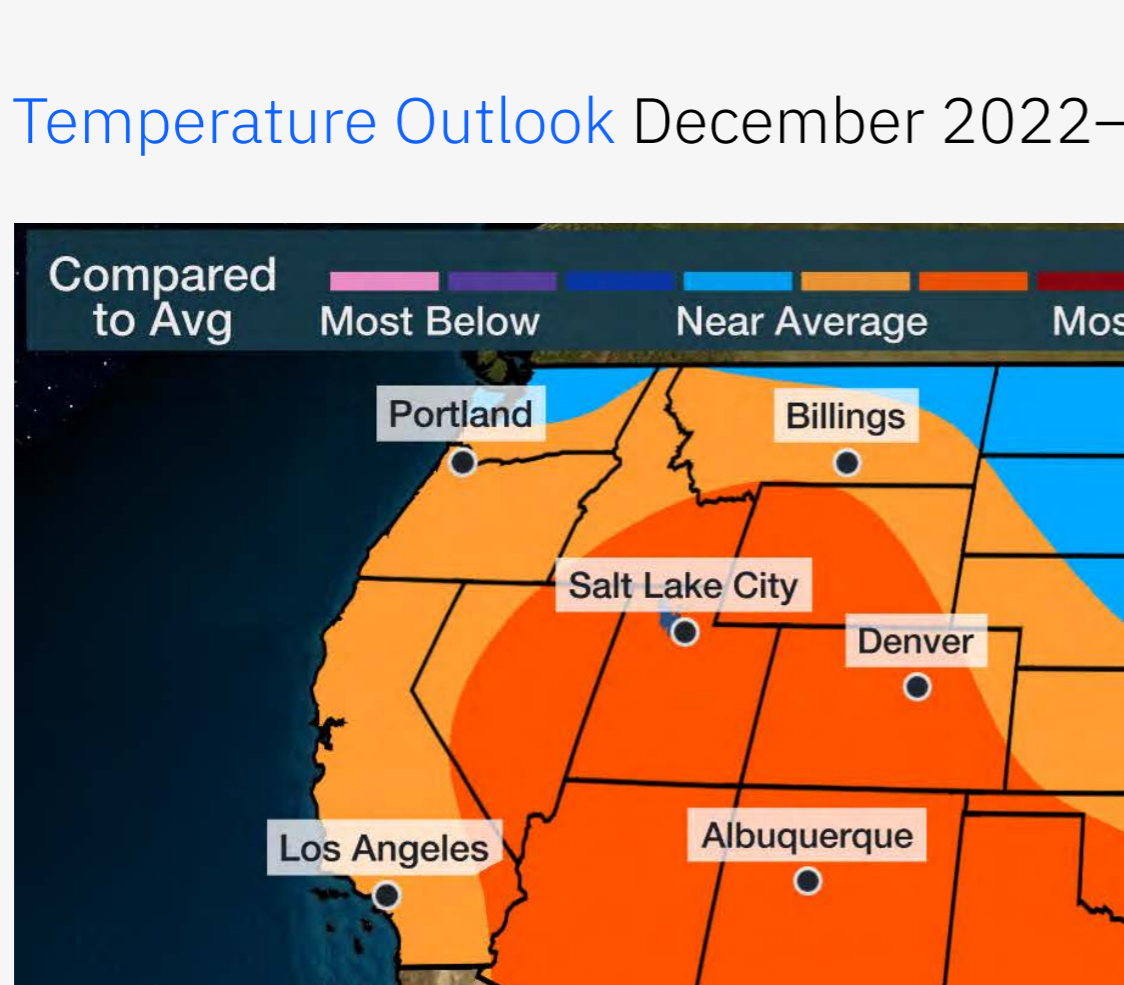
The original influencer, weather impacts what we try, what we buy, and how we feel.

Between La Niña and the Polar Vortex, winter 2022-23 promises to bring surprises. But consumers are anxious to get outside, celebrate the season and make the most of their resources amid inflation and energy cost volatility.

Here's what marketers should expect this winter:



## 2022-23 winter at a glance

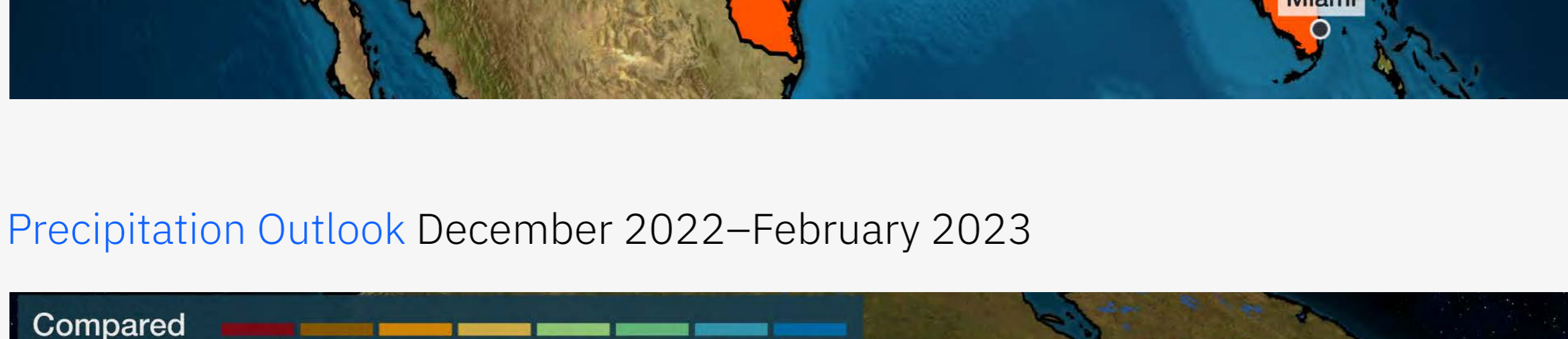


→ Overall, a slightly colder winter is forecast in the northernmost states and warmer than usual in the deeper south.

→ Seasonal and weather-related needs will drive consumer shopping this winter.

→ On average, the winter season is warming faster than other seasons. As the planet warms, more water evaporates into the atmosphere, causing more precipitation that could result in more snow.

## Temperature Outlook December 2022-February 2023

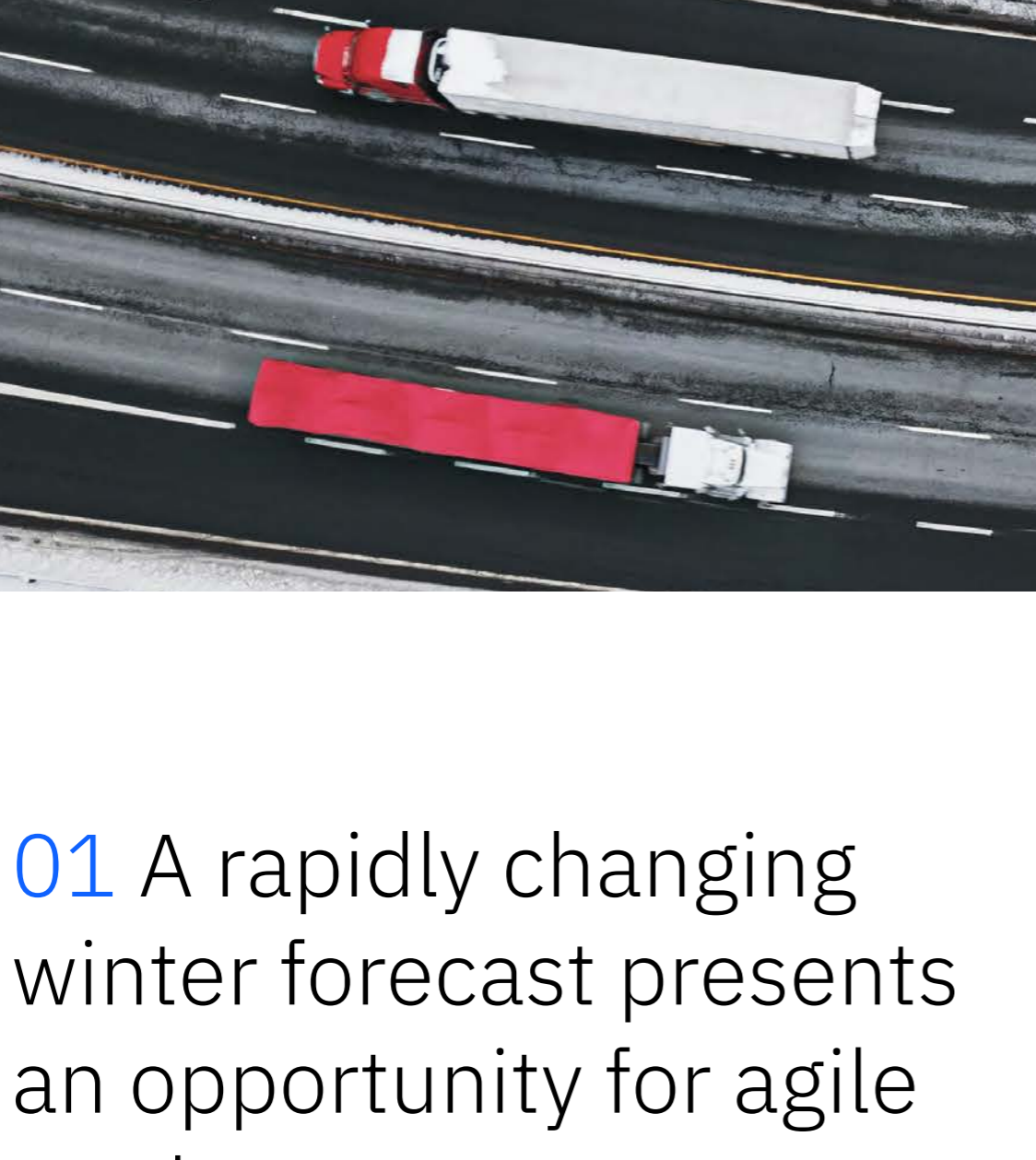


## Precipitation Outlook December 2022-February 2023



IBM Watson Advertising and The Weather Channel surveyed over 5500 consumers about their attitudes and intentions for the upcoming season.

Based on those results and our own forecast data, here are three key themes that marketers should expect for winter 2022. ↓



### 01 A rapidly changing winter forecast presents an opportunity for agile marketers

The potential forecast for this winter is especially volatile as La Niña, the Polar Vortex and atmospheric conditions could alter how cold this winter will be and how far south the cold weather could extend.

This potential variability is important to marketers because of weather's proven impact on consumer behavior in the winter, specifically within sectors like energy, travel/transportation and retail. A sudden change to the forecast

could mean disruptions to the supply chain, shifts in consumer purchase behavior, global inflation and uncertainties about energy costs.

A data-driven, dynamic weather strategy can enable brands to react and respond to changing weather and capitalize on its market impacts much more quickly than businesses relying simply on a calendar and historical data.

**Weather defined**

**LA NIÑA**  
The periodic cooling of the Pacific Ocean that typically—though not always—means a colder winter in the northern and western US and a warmer south and east.

**POLAR VORTEX**  
A swirling current that helps keep colder air near the Earth's poles. If the vortex weakens, colder air is "released" and moves further south in the US.<sup>1</sup>



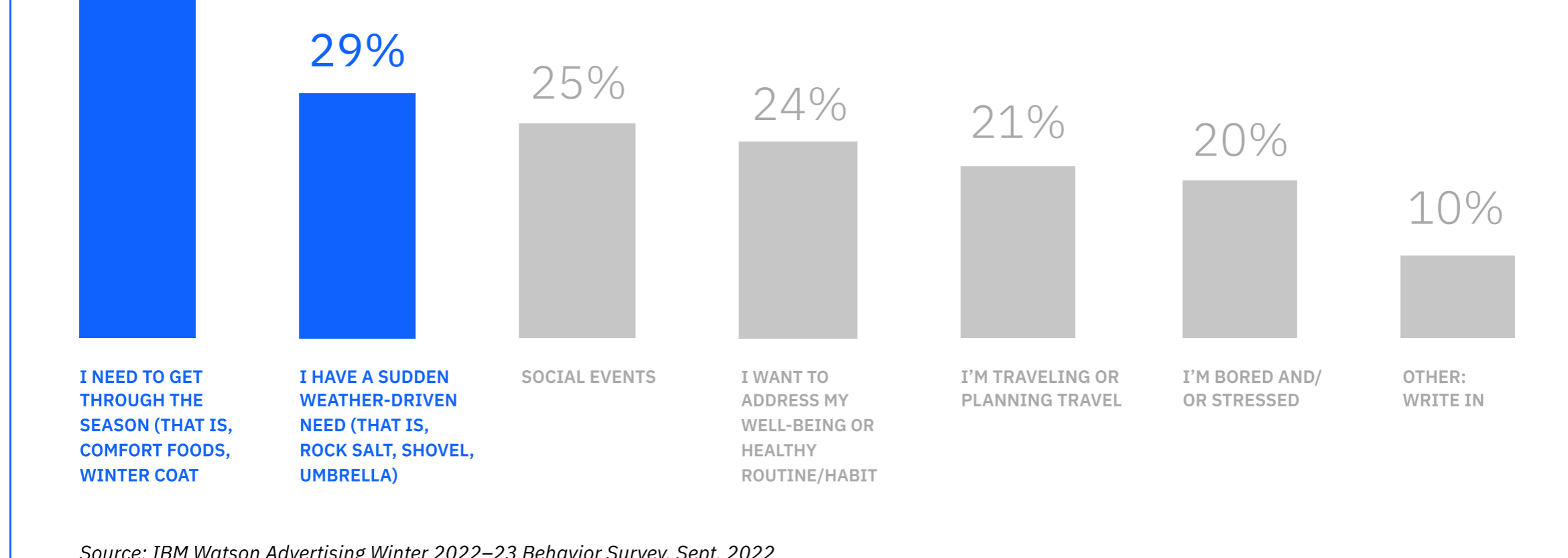
### 02 Planning and practicality prevail

Perhaps more than any season, winter conditions like snow and ice can be disruptive to daily life, increasing consumers' need to check the forecast and plan ahead. Fifty percent of consumers say that winter weather prompts them to plan their weekend further in advance. Thirty-seven percent check the weather in winter to determine the best time to go shopping (versus only 17% in fall).<sup>2</sup>

In addition to planning ahead, consumers are also prioritizing "needs" over "wants" due to economic concerns. This trend could affect shopping behaviors over the next few months.

**66%**  
OF CONSUMERS ARE MORE CONCERNED ABOUT THE ECONOMY THIS HOLIDAY SEASON THAN LAST YEAR.<sup>3</sup>

Brands with products that could be considered "needs" should implement a weather strategy that can recognize when shifting conditions will suddenly create a spike in demand.



Even if a product is less of a necessity, marketers should understand when weather will provide optimal moments to connect with audiences as they plan when to shop and what to buy. This strategy should be accurate and agile enough to respond quickly when an unexpected storm or other weather events disrupt consumers' existing plans.



### 03 For consumers, staying healthy goes beyond avoiding sickness

Weather and health are inextricably linked. With an active flu season already underway, it's no surprise that consumers cited avoiding colds, flus and viruses as their top challenge (48%).<sup>2</sup>

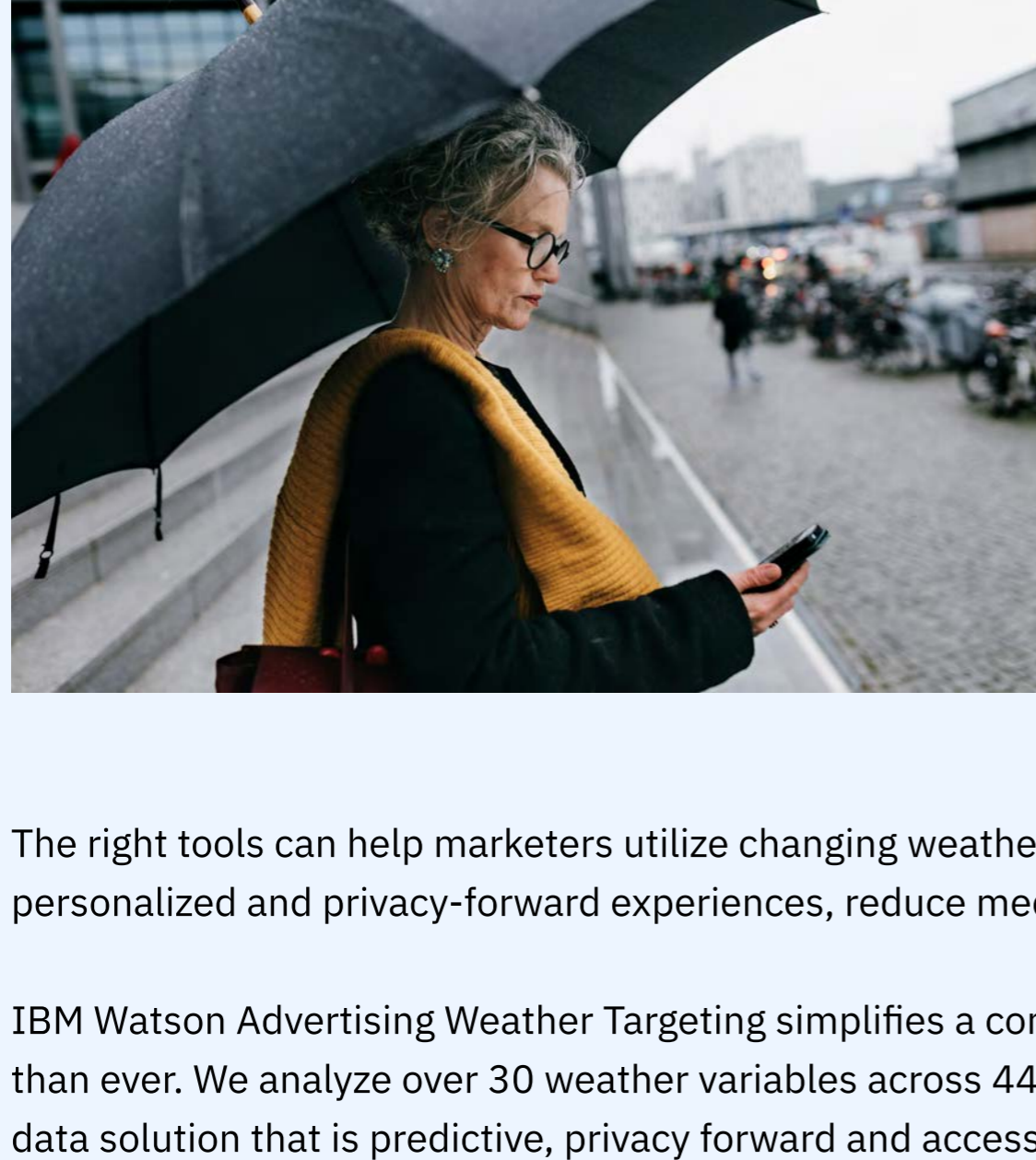
Weather can be an essential decision-making resource for health-minded consumers as they identify moments in which symptoms may flare up, determine when and how to take medications, and in which activities they can safely and comfortably participate.<sup>4</sup>

**44%**  
SAID THEY PURCHASE COLD/FLU/ IMMUNE SYSTEM MEDICATION WHEN WINTER ARRIVES.

**45%**  
ARE CONCERNED ABOUT PHYSICAL COMFORT ISSUES SUCH AS DRY SKIN, DRY EYES, OR ACHES AND PAINS.<sup>2</sup>

While 80% of people look forward to winter, seasonal affective disorders and mental health challenges are also top of mind for consumers. Forty percent are worried about winter blues.<sup>2</sup> The volatility of the forecast combined with economic strains could compound these issues as consumers become increasingly stressed when unexpected weather events cause unplanned purchases.

Accurate weather data can help brands predict moments of need and get closer to the point of sale. This includes not only medication and outdoor activity; food is also a powerful coping mechanism in stressful weather. Sixty-three percent of consumers crave richer, more comforting foods, especially when it is cold, snowy, rainy or stormy. Forty-six percent cook more at home in winter because they enjoy making seasonal recipes.<sup>2</sup>



### Navigate this volatile winter with a data-driven weather strategy.

The right tools can help marketers utilize changing weather conditions to anticipate consumer behavior, deliver personalized and privacy-forward experiences, reduce media waste and ultimately improve campaign performance.

IBM Weather Targeting simplifies a complex task and makes activating a weather strategy easier than ever. We analyze over 30 weather variables across 44,000 zip codes and use AI technology to create an automated data solution that is predictive, privacy forward and accessible across the ecosystem.

Get ahead of the winter season now →

1. What is the Polar Vortex?, National Weather Service, <https://www.weather.gov/safety/cold-polar-vortex>  
 2. IBM Weather Targeting Winter 2022-23 Behavior Survey, Sept 2022  
 3. The 2022 holiday shopping and travel report, IBM Institute for Business Value, October 2022  
 4. IBM Weather and Health Impact Survey, 2020