

EMERGING TRENDS

Enduring the Heat: How Weather & Climate Changes are Shifting Consumer Behavior



EXECUTIVE SUMMARY



- **Brands and retailers should evolve their supply chains and demand forecasting to handle increasingly unpredictable weather patterns.**
 - June 2024 marked the hottest June globally since 1850, with significant temperature increases in the US. Over 1 in 10 major categories show a fifth of consumption variance is due to temperature changes, driving increased purchasing in items like ice cream, alcoholic beverages, and household supplies.
- **Leaders should implement targeted marketing strategies and adjust seasonal promotions based on regional weather.**
 - Brands must rethink their seasonal cycles and marketing. With regional temperature increases, such as 5-6 degrees Fahrenheit above historical averages in the Midwest and Northeast and consumers are moving due to climate-related concerns, targeted marketing efforts are essential for maximizing marketing ROI.
- **Businesses should prepare for growing natural disasters by ensuring stock availability of emergency supplies and understanding migration trends.**
 - The US is experiencing an uptick in billion-dollar weather and climate disasters. These events lead to spikes in demand for tools, snacks, and essentials as households prepare for disasters. Regional variations in preparedness highlight the need for targeted distribution along with households relocating due to climate related concerns.

Introduction

ENDURING THE HEAT: HOW WEATHER & CLIMATE CHANGES ARE SHIFTING CONSUMER BEHAVIOR

If the relentless heat of the past few months has left you seeking relief, you're not alone. Over half of the US (58%) reports higher temperatures than in previous years, and there's a clear reason behind it. June 2024 extended a streak of record-hot months globally, with [NOAA confirming it](#) as the hottest June since 1850.

This trend is mirrored in the US, where parts of the West, South, and Northeast experienced their warmest June nights on record. Adding to the climate woes, four new billion-dollar weather and climate disasters were confirmed in June alone.

As temperatures rise and natural storms increase, Numerator reveals how these changes are reshaping consumer purchasing behaviors.



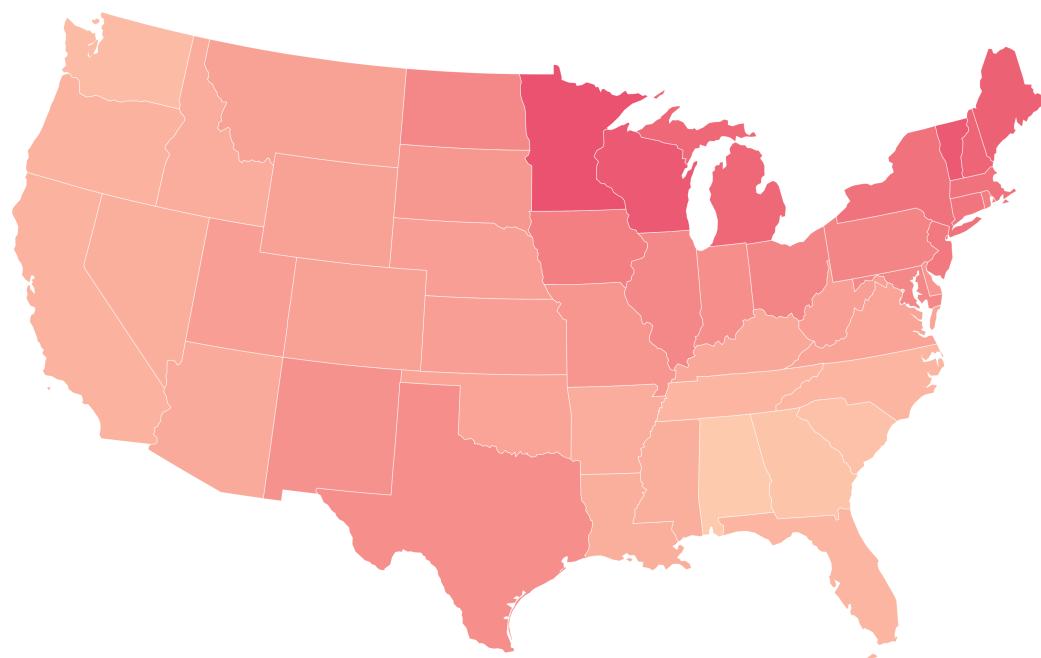
[Click here](#) to...
Read all the findings and view the
interactive charts for this article.



Weather patterns are becoming more unstable, and Americans are noticing.

12-Month Contiguous U.S. Statewide Temperature Anomaly¹

Labeled in °F | Based on Data Ending 7/19/2024



National Centers for Environmental Information

¹A temperature anomaly is the difference between the actual temperature and the average temperature over a specific period.



57%

of Americans say the temperature in their area is hotter than prior years.



33%

of Americans say storms where they live are occurring more often than prior years.

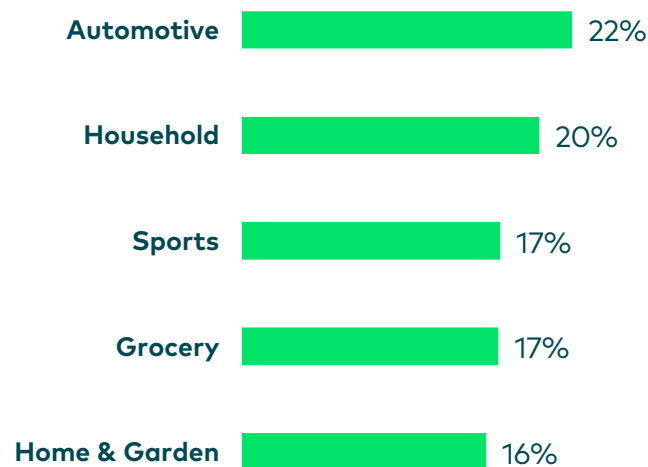
Numerator | N=2,005

Q. Which of the following weather changes have you noticed recently compared to prior years?

Temperature fluctuations drive shifts in consumer purchasing across various sectors.

% Major Categories Where >20% of Unit Variance is Explained from Temperature Changes by Sector

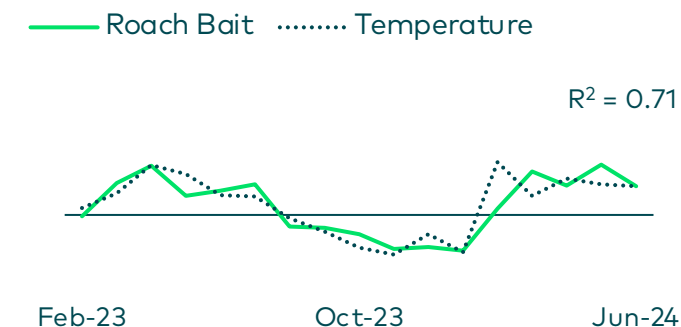
Top 5 Sectors | Past 12 Months Ending June 2024



Major Categories Where $R^2 \geq 0.2$ | % Unit and Avg. Temperature Change Month over Month | Numerator (Units Change) and National Centers for Environmental Information (Temperature Change)

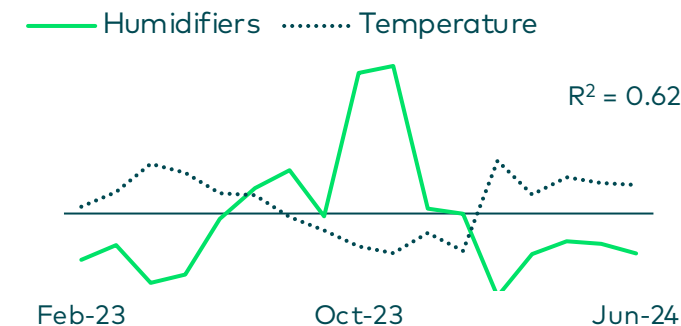
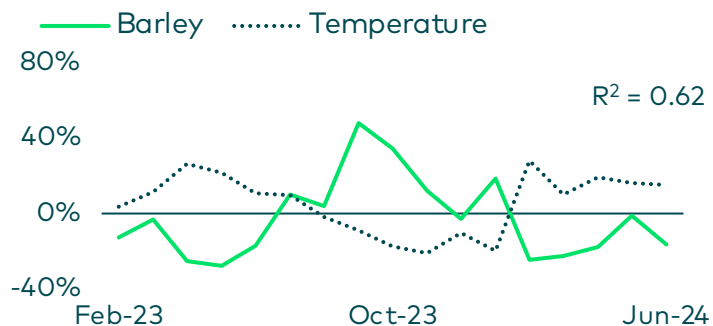
Example Categories Growing in Warmer Weather

% Unit and Avg. US Temperature Change Month Over Month



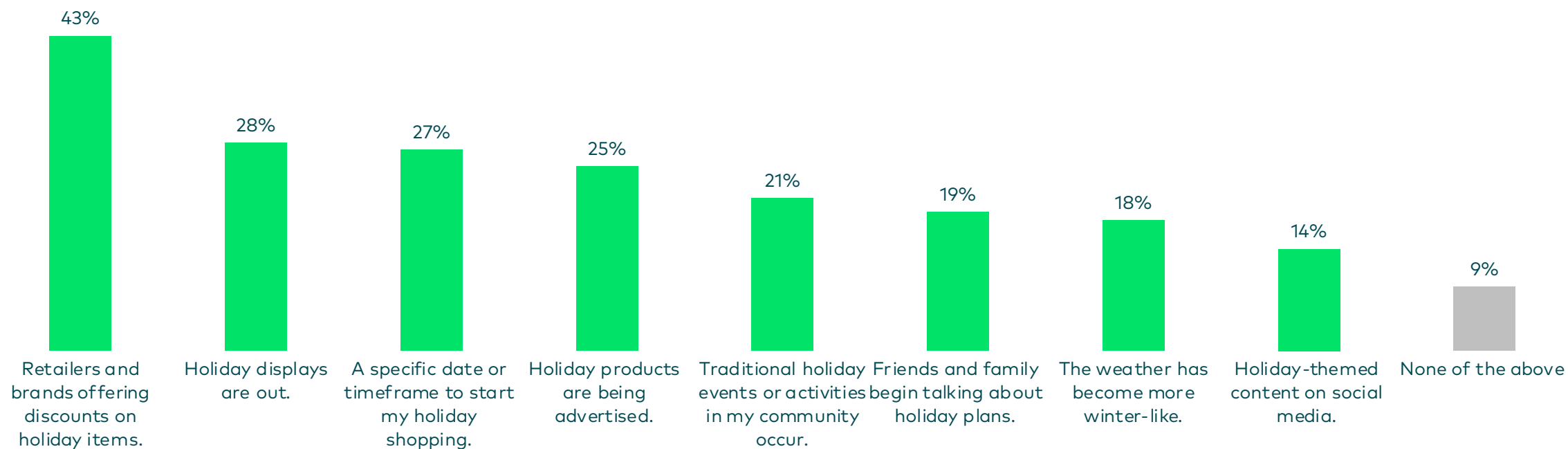
Example Categories Growing in Colder Weather

% Unit and Avg. US Temperature Change Month Over Month



Even with growing temperatures, brands and retailers drive winter holiday purchasing over weather.

Cues for Starting Winter Holiday Purchasing
% of Respondents



Numerator | N=2,005

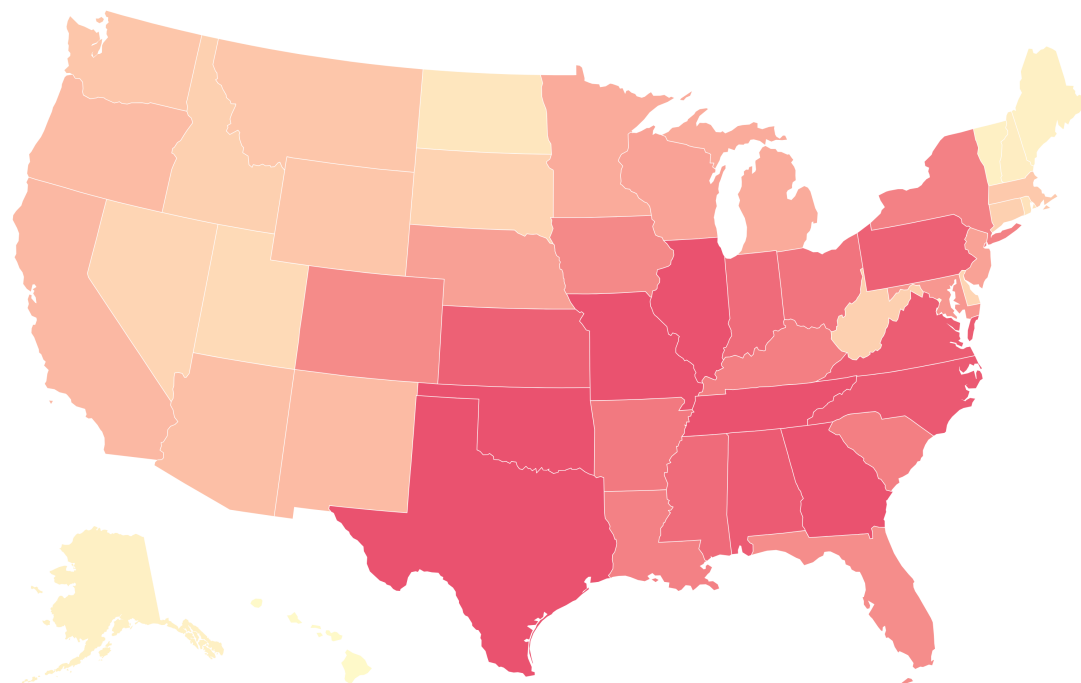
Q. Imagine you are looking to purchase holiday presents and/or decorations for the winter. Which of the following indicators would you use to determine it is the right time to purchase them?

Preparedness of natural events ties closely with who experiences them the most.

Frequency of Billion-Dollar Weather & Natural Events

Number of Events | 2000 to 2024

Low High

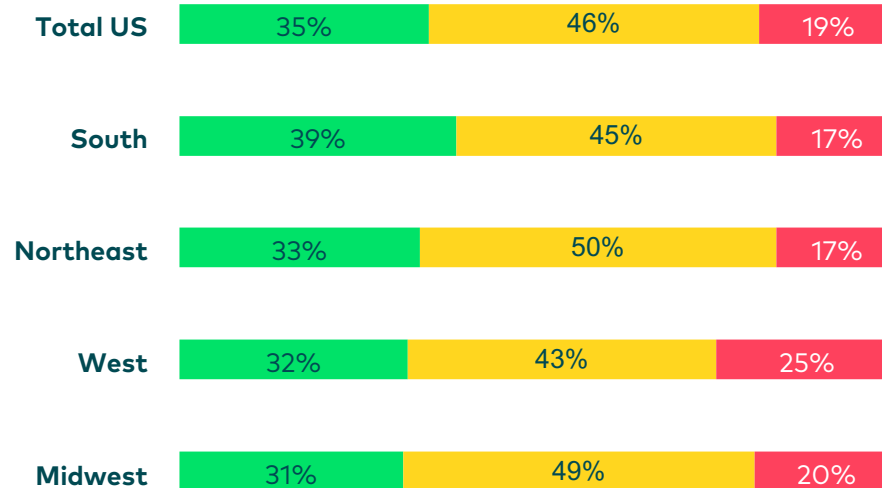


National Centers for Environmental Information

Level of Preparedness for Weather Event by Region

% of Respondents

■ Prepared ■ Neutral ■ Unprepared



Numerator | N=2,005

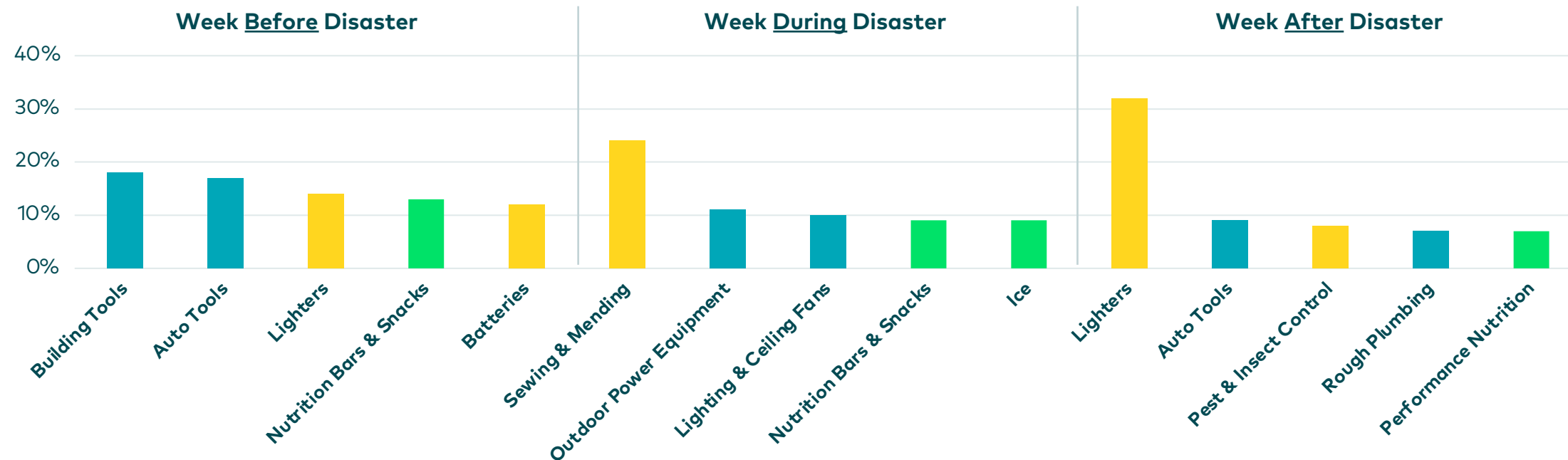
Q. How prepared would you say you are for having necessary supplies should a natural weather event (e.g., hurricane, tornado, flooding, etc.) occur in your area?

Natural disasters interrupt purchase cycles, boosting demand for certain durable goods and consumables.

Top 5 Growing Departments During Natural Disaster by Phase (% Change in Households)

Week Over Week Changes | Among Billion Weather Climate Disasters in the US Identified by the NOAA During 2023

■ Tools & Home Merchandise ■ Household Supplies ■ Consumables



Numerator | Limited to Grocery, Health & Beauty, Pet, Household, Home & Garden, Office, Automotive, Tools & Home Improvement

Looking at 22 identified storms/disasters within the contiguous US, limited to states affected by each storm. Departments were selected based on sample size and relevancy.

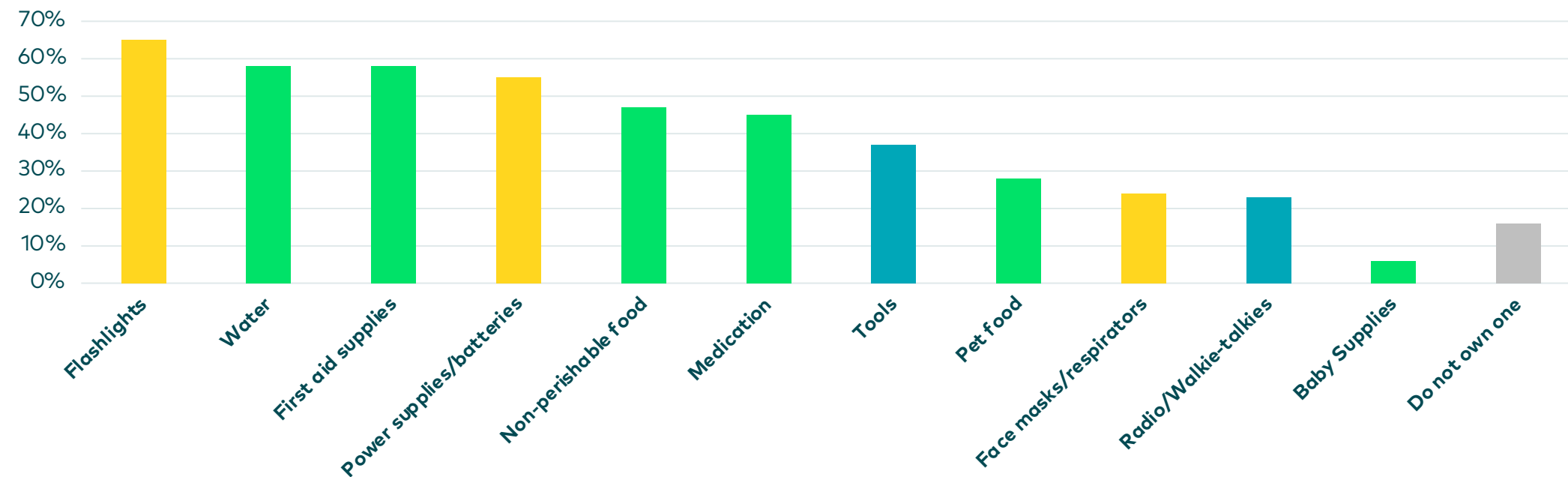
Winter storms during December were excluded due to seasonal category purchases.

Emergency kits consist of mainly household supplies and consumables.

Items Found in Emergency Supply Kit

% of Respondents

■ Tools & Home Merchandise ■ Household Supplies ■ Consumables



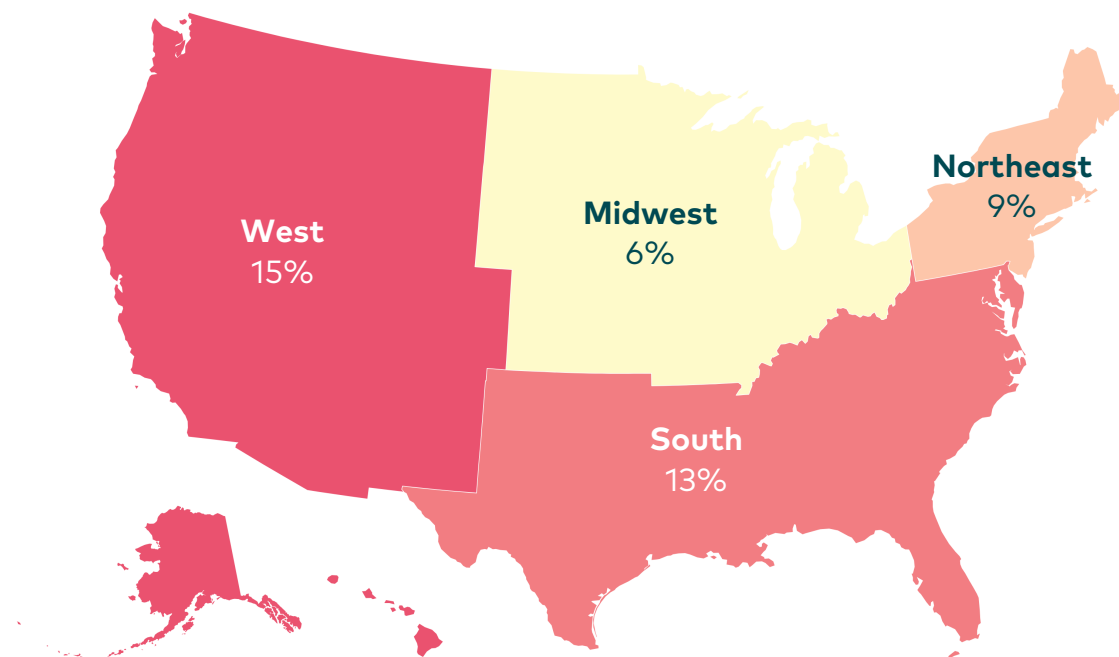
Numerator | N=2,005

Q. What is currently in your emergency supply kit?

Consider migration trends driven by weather as population movement will affect consumption by region.

Have Relocated Due to Climate-Related Concerns

% of Households



"I am actually in the process of moving back to North Carolina where I grew up... It is a better climate to live in there and it has summer, fall, winter and spring. Florida has gotten so hot to the point where it's uncomfortable and I don't even want to go outside. I definitely think that it makes more sense to migrate north."

- Current Millennial Florida Resident

Numerator | N=2,005

Q. Have you ever relocated or considered relocation because of climate-related concerns (e.g., floods, hurricanes, extreme temperatures, etc.)? Select one.

NuQual Interview | Q. In a previous survey, you mentioned relocating due to climate-related concerns (e.g., floods, hurricanes, extreme temperatures). We'd love to hear about what led to your decision to move – what were some of the important criteria that impacted your decision?



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