The moment the weather changes retailers risk losing millions through low stock levels, empty shelves and disappointed customers. Through consultation with leading retailers, the Met Office, the world renowned and trusted meteorological service, has developed DemandMet. With this tailored weather forecasting service, you can improve product availability for your customers, whatever the weather!

Act now to get the best information for your decisions

Contact us now for more information.
retail@metoffice.gov.uk or call +44 (0)1392 885680
www.metoffice.gov.uk/retail
WEATHER IMPACT ON THE RETAIL INDUSTRY

- In the UK food and grocery market, the weather causes fluctuations in footfall and sales, shortages in availability, impact on costs and efficiencies of the whole supply chain.

- Fresh, chilled and seasonal products are particularly affected by changes in weather.

- In the lead up to key trading periods, when cash flow and rotation are tight, any change to the regular seasonal weather pattern can have a massive impact on consumer purchases.

- Sales could be lost as customers go elsewhere or make no purchases at all.

If there was 100 per cent availability at all times, it is estimated it would be worth £1.1 billion to the industry.

Consumer confidence

When asked, the top 25 retail CEOs highlighted the weather as the most important factor influencing consumers after inflation and confidence.

8% Unemployment / fear of unemployment

40% Inflation / cost of living

4% North-south divide in shopper behaviour

12% The weather

4% Consumer debt

8% Higher taxes (inc VAT)

24% Recovery in consumer confidence

However, unlike inflation and confidence, retailers can now do something to protect themselves against the impact of weather.

DemandMet™ supply met

NEW forecast advisory services

The DemandMet portfolio includes the following forecast advisory services:

National forecast

Designed to enable retailers to easily and quickly digest the feel of the weather for the UK and how it evolves throughout the days and weeks.

14 day regional forecast

Focuses on describing the feel of the weather for regions of the UK, putting the forecast information into context of previous weather conditions. Forecasts for specific stores, depots or key suppliers can also be provided.

Executive summary

A one-page document that provides a review of last week’s weather and an overview for the coming week.

Forecaster advice

Customers can call and speak to a forecaster to receive full advice and support in forecast interpretation. Forecasters can support you in making decisions during severe weather, leading up to key trading periods, or when there is low confidence in forecast conditions.

Weather warnings and alerts

We provide relevant and timely warnings of severe weather, described succinctly and focusing on impacts to your business. In addition, we provide alerts to changes in weather types that are likely to trigger an alteration in consumer behaviour.

Why choose DemandMet?

- We supply ‘model days’ to identify relevant days in the past with similar weather conditions to enable better planning.

- We provide direct access to our forecasters to ensure you receive full advice and support in forecast interpretation.

- We tailor our service to your exact specifications.

- We offer proven accuracy, clarity and confidence for weather-based decisions; decreasing the time spent on interpretation.

To discuss the opportunities that DemandMet can bring to your business, contact our retail team today.

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