

Spring Weather

5 tips for small retail employers on how to plan for spring weather

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Consumer spending can shift as quickly as the weather during the volatile months of spring. This is particularly true for those coming off an extreme winter, when weather-weary consumers are ready to “think spring” and shop for seasonal goods at their local small businesses.

TIP 1: Weather sensitivity is highest in springtime

Most consumers are more sensitive to changes in the weather in the spring than other times of the year. As days have more sunlight, shoppers spend more time out of their home and have a greater propensity to spend more. Because of this, small changes in weather can bring large changes in demand. A warmer than normal day brings opportunities to promote spring products, advertise your brand and drive traffic to your storefront or website.

TIP 2: Understand the impact of weather on spring holidays

Core spring holidays can be a key time for purchasing spring apparel. Easter falls on April 5 this year, two weeks earlier than last year. The arrival of milder temperatures and dry conditions are ideal to lift traffic into restaurants and pubs over St. Patrick’s Day, lift demand for spring apparel and accessories leading up to Easter, and drive sales of flowers and garden categories during the run-up to Mother’s Day.

TIP 3: Tax refunds can trigger spending

Tax refund season can bring an injection of cash for consumers. Those who receive a refund and/or are coming off the stress of filing taxes are more likely to be looking for some retail therapy and be interested in making seasonal purchases. Consider promoting ways customers can use tax refunds to shop your store, particularly on sunny and seasonally mild shopping days.

TIP 4: Remember the rainy days

April showers might bring May flowers, but small businesses typically see a notable decrease in traffic during rainy days. During these periods, small businesses can proactively market to customers via email and texts to shop online. You can also consider holding social events like classes or workshops to give customers a reason to stay inside your store for longer periods of time.

TIP 5: Stock up on severe weather supplies

Springtime is the peak of severe weather season. Depending on your business, consumers will look to prepare by purchasing emergency supplies (batteries, flashlights, etc.) and recover or replenish items based on a specific event and its impacts. Small retailers should have a checklist and documented policies to address severe weather challenges across the physical retail environment, providing guidance for physical infrastructure, technology, supply chain and personnel.

For additional information including updated insights, please visit NRF’s [WeatherIQ page](#), which is published regularly in conjunction with industry partner [Planalytics](#).

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