A fashionably late fall season

The original influencer, weather expects what we fry, hug, and how we feel. 

Food & beverage

Fall weather inspires weekend road trips

- 67% of Gen Z and Millennials say fall weather makes them more likely to try new seasonal foods, especially when it is cold.
- 69% of adults say fall weather makes them crave richer, more comforting foods, especially when it is cold.

Auto parts and services

- 42% of adults say fall weather makes them think of winter preparation.
- 51% of adults say fall weather makes them think of winter maintenance.

Gardening and home improvement

- 63% of adults say fall weather makes them think of fall home décor.
- 66% of adults say fall weather makes them think of winter home improvements.

Recommended triggers:
- Weekend getaways
- In the fall specifically
- Plan to purchase fall décor when fall weather arrives
- Start to prepare for winter
- Seasonal first fall
- Hot beverage sales
- Apparel shopping
- Home furnishing shopping
- Parking lot, streets
- Home improvement shopping
- 46%
- 51%
- 66%
- 67%
- 69%
- 42%
- 51%
- 63%
- 66%
- 21%

Auto cleaner and protectant sales

Winter tire sales

- 51%
- 66%
- 67%
- 42%

Winter vehicle’s tires and accessories prior

- 42%
- 51%

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Contact us today to discuss what IBM Watson Advertising Weather Targeting can do for your brand.