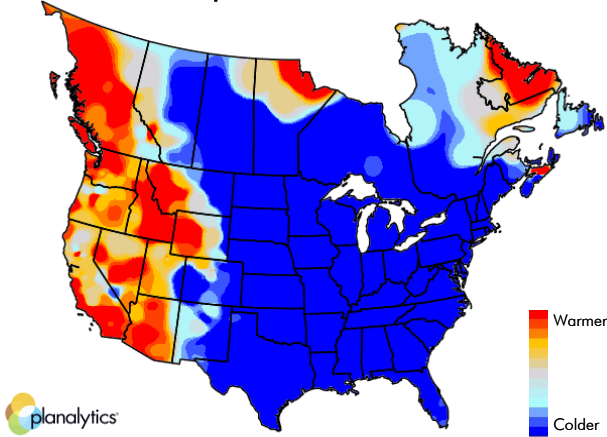


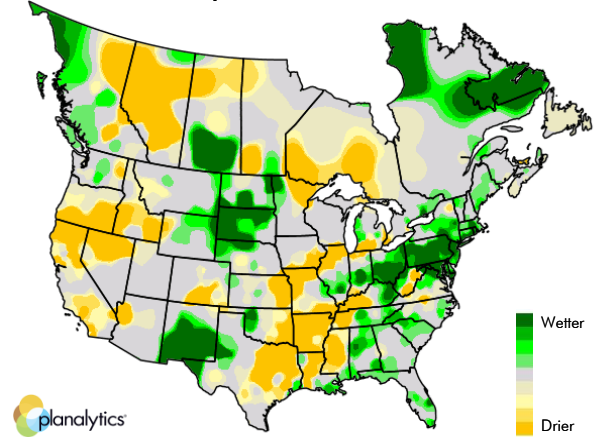
LAST WEEK: January 25, 2026 – January 31, 2026 (Retail Week 52/January Week 4)

Winter Kept its Icy Grip on Much of the Country, Cold Weather Categories Flourished. Heavy Snow in the Carolinas. Warmer for the West. A Similar Temperature Pattern in Canada.

Temperature vs Last Year

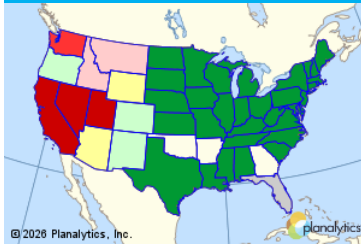


Precipitation vs Last Year

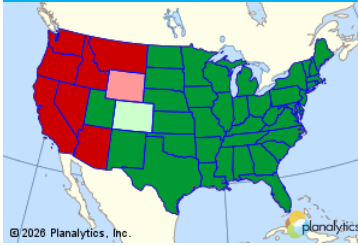


Weather-Driven Demand (WDD) Category Notables

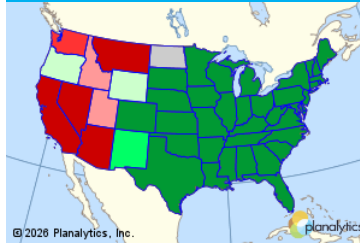
Snow Throwers USA +156%



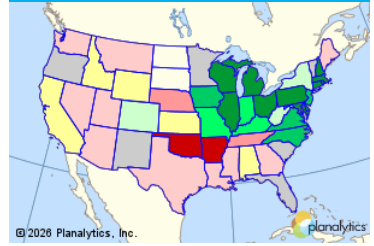
Heaters USA +63%



Firewood USA +45%



Sporting Goods Traffic USA +2.6%



WDDs represent the estimated % change in demand of the product / category based purely on the year-over-year changes in weather.

Weekend Review

Bitterly cold temperatures continued across the central and eastern U.S. A winter storm dumped up to a foot and a half of snow across interior North Carolina, South Carolina, and Virginia. Subfreezing temperatures were observed as far south as Florida.

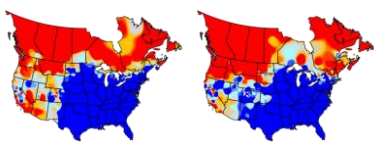
Much of the West was warmer than LY with rain and snow in the Northwest.

Canada also had a split comp pattern with snow for many.

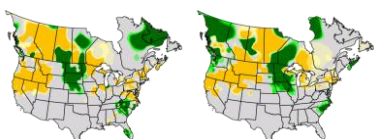
Sat., 1/31

Sun., 2/1

Temperature vs. LY



Precipitation vs. LY



Weekly Summary

Temperature & Precipitation Notables

United States Coldest Since 1995; Driest Since 2021; Snowiest Past 60+ Years

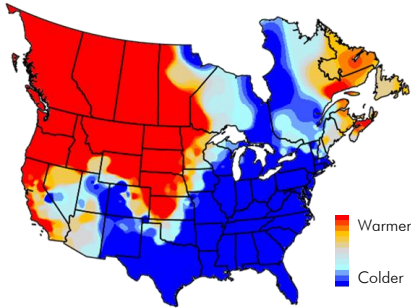
Canada Coldest Since 2018, Wettest Since 2021; Least Snow Since 2023

- **Arctic Conditions for the East, Warm in the West.** Brutally cold conditions persisted from the Plains to the East Coast, driving continued demand for cold weather lines such as boots, outerwear, and comfort foods. The Northeast, South Central, and Southeast regions were coldest in the past 60+ years, the Eastern North Central since 1995, and the Western North Central since 2006. A host of cities had record-cold temperatures, including such markets as Baltimore, Cleveland, Dallas, Houston, Nashville, New Orleans, Indianapolis, NYC, and Philadelphia. In contrast, the Northwest and Southwest were warmest since 2023. Phoenix was warmest since 2017, LA and San Diego since 2019.
- **Another Winter Storm for the South.** A nor'easter type storm dropped over a foot of snow on inland areas of VA/NC/SC with lesser amounts near the coast, creating demand for snow and ice removal products not normally seen in those areas. Additionally, the wintry precipitation caused power outages, providing the need for items such as batteries and firewood. Snow also fell from the Great Lakes to the Northeast. Rain and snow returned to the Midwest and Northwest as well.
- **Cold in Canada.** Most of Canada stayed colder for the week, but British Columbia and the far Northeast trended warmer than LY. Halifax was coldest since 2004, Toronto and Winnipeg since 2018. Conversely, Calgary was warmest since 2021, Vancouver since 2023. More snow fell across central and eastern Canada. Toronto had another 18 inches of snow while other eastern markets checked in with 6 to 12 inches.
- **Last Year** (week-ending 2/1/25), the U.S. was coldest since 2022, driest since 2021, and snowiest since 2022. Canada was coldest since 2021, driest since 2020, and snowiest since 2022.

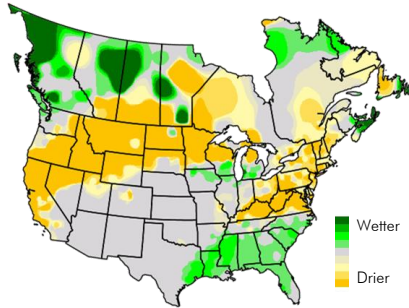
THIS WEEK: February 1, 2026 – February 7, 2026 (Retail Week 1/February Week 1)

No Relief from the Cold in the East, Milder Air to Spread into the Northern Plains. Snow to Persist from the North Central to the East. Canada to Stay Split but Drier.

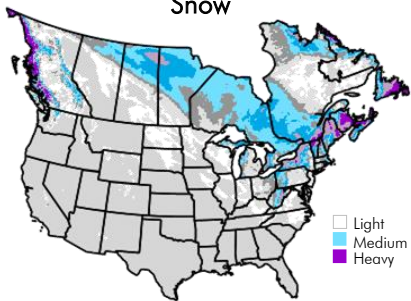
Temperature vs. LY



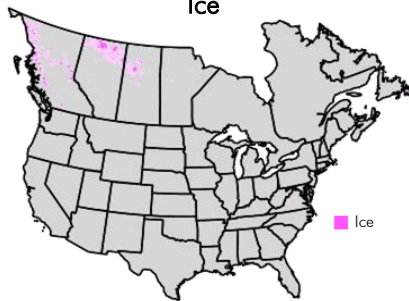
Precipitation vs. LY



Snow



Ice



UNITED STATES

Thermals	+40%
Ice Melt	+25%
Boots	+21%

UNITED STATES

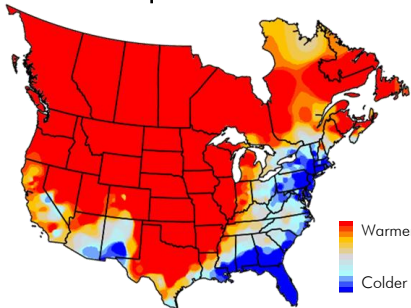
Fleece	+17%
Auto Batteries	+13%
Soup	+5%

- **Unrelenting Cold.** The vicious cold snap will continue for most of the East and South. Warmth will begin to seep into the Plains.
- **More Snow.** Areas of snow will continue to cross the Upper Midwest and Great Lakes on their way to the Northeast and Mid Atlantic. Mid-week rain or snow showers will cross the Southeast, and some rain and mountain snow will fall in the Northwest.
- **Chilly in Eastern Canada.** Bitterly cold air will continue across most of the East, but warmer air will spread from the West into the Prairies. We can expect snow to track across the country while rain or snow falls near the West Coast.
- **Last Year** (week-ending 2/8/25), the U.S. was coldest since 2023, driest since 2012, and snowiest since 2022. Canada was coldest since 2023, driest since 2014, and snowiest since 2023.

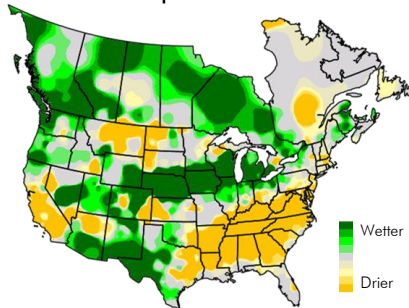
NEXT WEEK: February 8, 2026 – February 14, 2026 (Retail Week 2/February Week 2)

Cold Expected to Ease in the East. Wetter West and Central. Warmer Than LY in Canada, Eastern Markets Slow to Warm. Snowy West, Drier East.

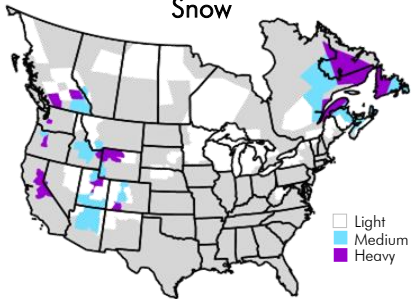
Temperature vs. LY



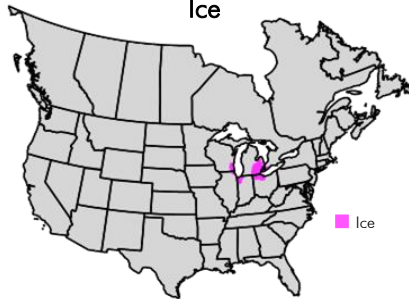
Precipitation vs. LY



Snow



Ice



UNITED STATES

Outerwear	+4%
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UNITED STATES

Restaurant Traffic	+4.5%
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— Next Week Outlook & Callouts —

- **Not as Cold.** The long-promised but never realized break from arctic conditions could finally be at our doorstep. Temperatures will slowly rise to near or above LY in the East with a concurrent colder trend in the West.
- **Cross - Country Storm.** Another weather system will track across the U.S. with rain, snow, and ice possible. As of now, the heaviest precipitation is expected to be focused across western and central regions.
- **Valentine's Day Outlook.** The Northwest and the East Coast will trend warmer than LY, but the Midwest and Southern Tier will be chillier. For reference, LY the U.S. was coldest and driest with the least snow since 2022, and Canada driest since 2021 but coldest and snowiest since 2022.
- **Warming in Canada.** Much of Canada will become warmer than LY but the Southeast will turn last. Snow will develop in the Prairies and work eastward from Tuesday to Saturday.
- **Last Year** (week-ending 2/15/25), the U.S. was coldest since 2021 and wettest since 2020 with the least snow since 2023. Canada was coldest since 2021 and driest since 2004 with the least snow since 2022.