

The Seasonal Influencer

2023 SPRING EDITION | A marketer's guide to weather's effect on consumer behavior

As one of the most dynamic forces on earth, weather shapes human emotions, decisions and habits.

For spring, that effect usually leads to revived spirits and fresh starts. But it's also one of the most influential seasons for shoppers and marketers.

With another early spring in the forecast for much of the US, here's how we expect March–May 2023 to impact buying behaviors.

Three ways spring weather will influence consumers

- Nods to nature:** The pull of nature will drive behaviors across categories including wellness, travel and even interior decorating.
- Revitalizing the soul:** Brighter moods and a blast of energy could make shoppers more likely to try new products.
- Cleaning up and out:** People will do a "clean 360" as they tidy up not only their homes but also their personal wellness and social lives.

2023 Spring at a Glance

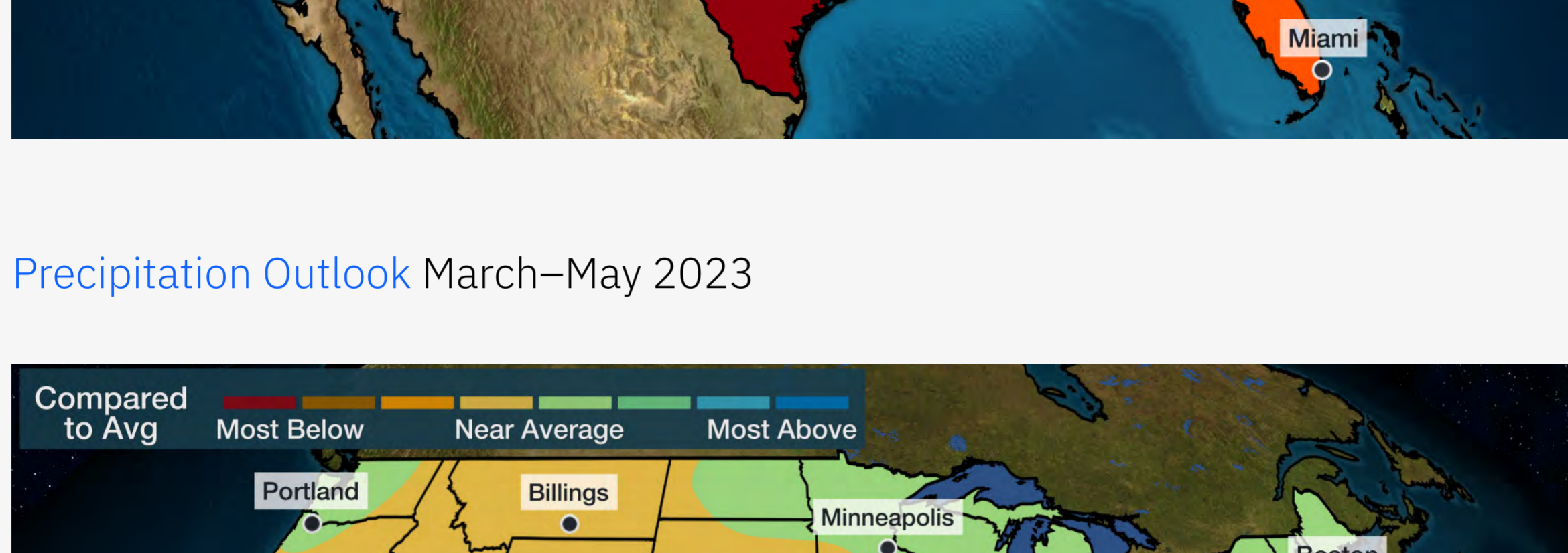
- NORMAL OR EARLY START TO SPRING IN THE SOUTH**
- LATE START TO SPRING IN THE NORTH**
- RAINY NORTHEAST, CONTINUED DROUGHT IN THE SOUTHWEST**

→ Temperatures are forecast to be colder than average for most of the north, and warmer than average for the south.

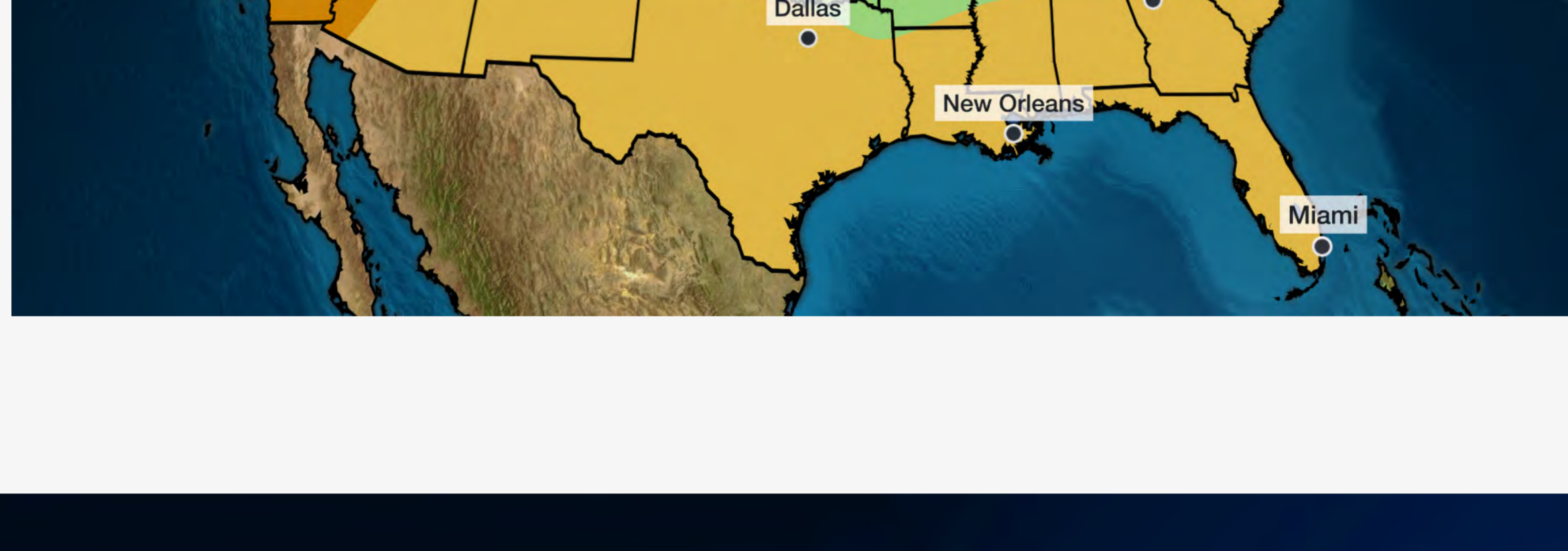
→ Continued drought conditions in the southwest could increase wildfires and worsen air quality.

→ The overlapping conditions of warmth and moisture in parts of the south and east may jump-start and increase the severity of allergy season.

Temperature Outlook March–May 2023



Precipitation Outlook March–May 2023



The newest edition of the Seasonal Influencer combines our weather outlook with proprietary research from The Weather Channel to break down this spring's relative influence on daily behaviors and provide three key trends to watch this season. ↓

01 Mother Nature is a driving force



Known for relieving stress and boosting overall wellness, nature is having its moment in the sun. Vacationers are now choosing nature over more urban destinations at record levels and home décor is beginning to mimic the great outdoors. As brands catch on, spring weather will only accelerate these popular trends.

Younger generations are particularly likely to choose nature as a way to relax. Some 63% of millennials say they want to disconnect from the urban grind and reconnect with nature and adventure.² One way they are reconnecting with nature is through travel. According to Skyscanner, "aqua adventures" are the primary must-haves for travelers aged 25–44 in 2023.³

90% OF PEOPLE SAY BEING OUTSIDE IN THE SPRING BOOSTS THEIR MOOD AND RELIEVES STRESS.¹

Marketers should seize the start of spring as an opportunity to help consumers include nature in their daily lives, both inside and outside their homes.

Those who do so will be likely to raise brand favorability and empathy.

Nature is blooming in key spring categories

- TRAVEL**
Ecotourism is set to be big in 2023 with more people planning to swap sunbathing for "forest bathing."³ Expect a rise in trips centered around wildlife spotting, stand up paddleboarding, and hiking this season.
- HOME DÉCOR AND IMPROVEMENT**
Interior designers predict a trend toward outdoor-indoor living in which homeowners invite nature indoors regardless of whether they're surrounded by trees or skyscrapers.⁴ Even the Sherwin Williams 2023 Color of the Year is all about connecting homes back to the enduring beauty of earth.
- ALLERGY**
After a warm winter, the south may be in for a tough allergy season. But even across the country, pollen season is predicted to start two-to-four weeks early this spring.

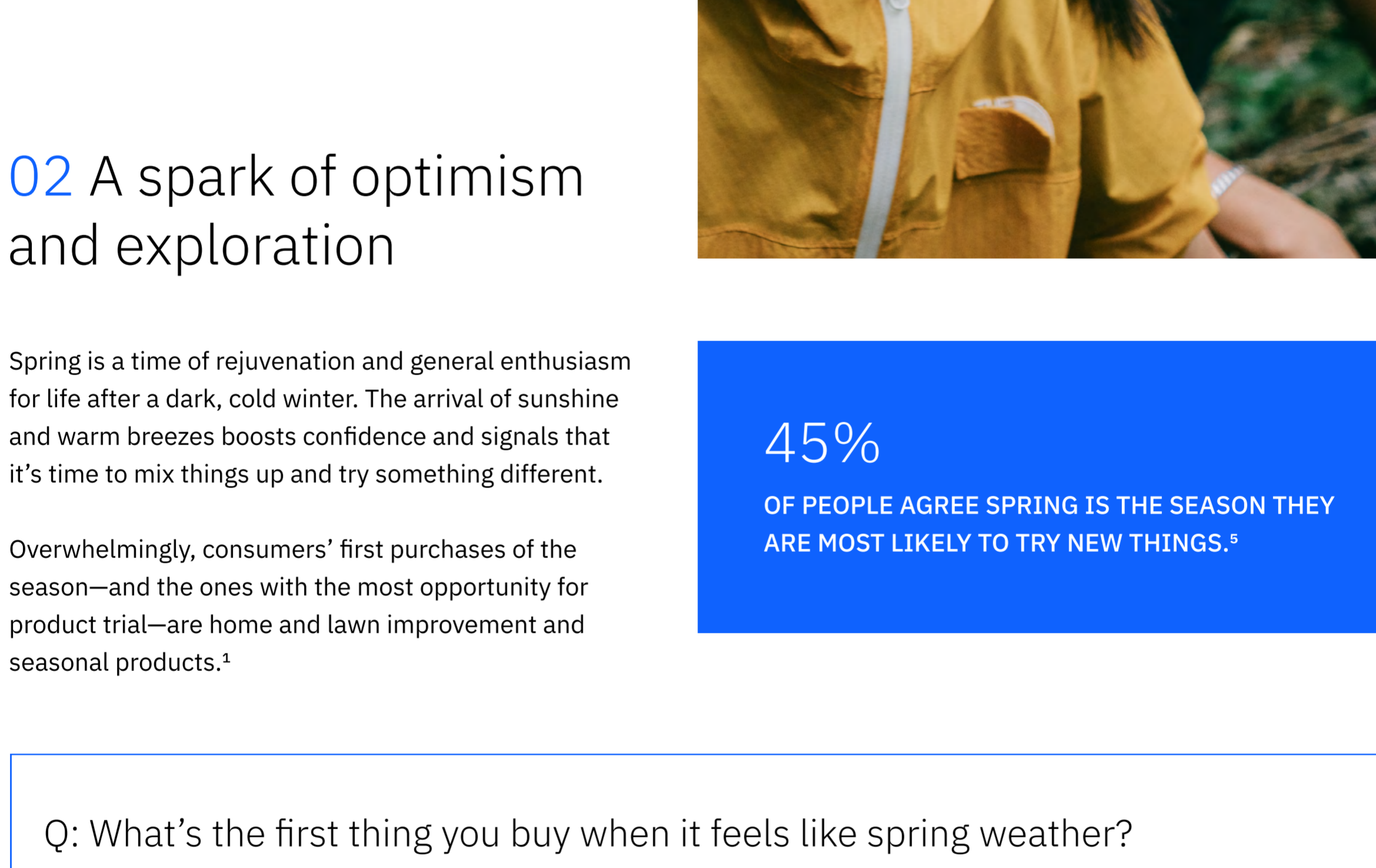
02 A spark of optimism and exploration



Spring is a time of rejuvenation and general enthusiasm for life after a dark, cold winter. The arrival of sunshine and warm breezes boosts confidence and signals that it's time to mix things up and try something different.

45% OF PEOPLE AGREE SPRING IS THE SEASON THEY ARE MOST LIKELY TO TRY NEW THINGS.⁵

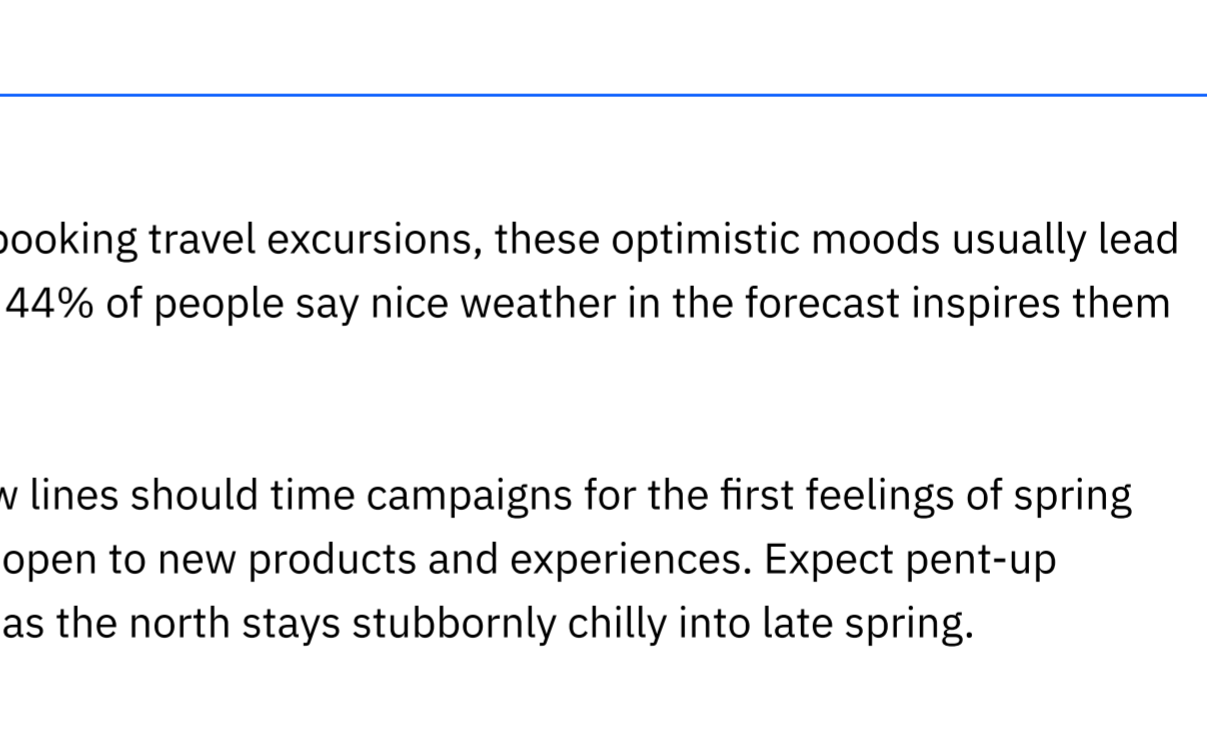
Overwhelmingly, consumers' first purchases of the season—and the ones with the most opportunity for product trial—are home and lawn improvement and seasonal products.⁶



Whether it's picking up a new hobby, trying a fragrance or booking travel excursions, these optimistic moods usually lead to an increase in spending across categories. For example, 44% of people say nice weather in the forecast inspires them to take last-minute road trips.⁶

Marketers looking to gain more customers or introduce new lines should time campaigns for the first feelings of spring weather in each region to catch people when they're more open to new products and experiences. Expect pent-up demand for spring products to unleash earlier in the south as the north stays stubbornly chilly into late spring.

03 Spring cleaning goes beyond the home

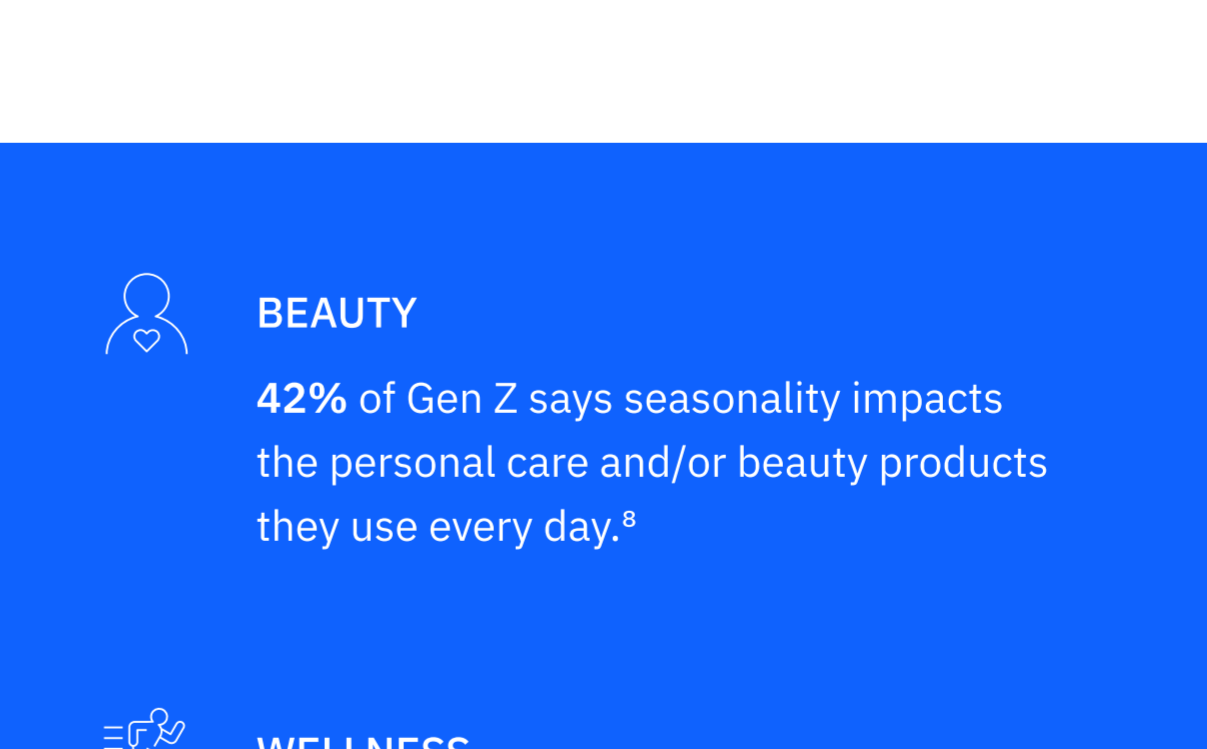


The itch to pick up a broom and dustpan begins as soon as the spring sunlight reveals fluffies* of dust bunnies left over from winter. And while homes will certainly be cleaned in the spring, people will also simplify, organize and dust off other areas of their lives.

- AUTO**
30% of people are most likely to service their vehicle in the spring.⁷
- BEAUTY**
42% of Gen Z says seasonality impacts their self-care and/or beauty products they use every day.⁸
- SOCIAL**
69% of people say that spring weather makes them feel more social.¹
- WELLNESS**
37% of people say they will start or renew a self-care or wellness routine once spring weather is in their forecast (up 16% since Feb. 2021).⁷

As spring weather cues people to look for tips, inspiration and products, marketers can use that same influential weather signal to meet shoppers in their search for renewal in all aspects of their lives.

Navigate spring with a weather-driven strategy



Spring will bring a much-needed burst of optimism and curiosity for exploring new products and experiences, giving marketers an opportunity to reach customers with maximum impact through data-driven campaigns based on how people are feeling and what they want.

The right tools can help marketers utilize changing weather conditions to anticipate shopping behaviors, deliver personalized and privacy-forward experiences, reduce media waste and ultimately improve campaign performance.

IBM Watson Advertising uses the influential power of weather to help our clients react to customers' wants and changing market demands by understanding how upcoming weather will impact shoppers at a regional level.

Get ahead of the spring season now →

* Yes, a group of wild rabbits is called a "fluffie." Tell your friends.
 1. IBM Spring Pulse Survey, January 2023
 2. Why Millennials Are Going Back to the Land, Emily Folk, See Change Magazine, August 31, 2020, <https://www.seechangemagazine.com/why-millennials-are-going-back-to-the-land/>
 3. Travel Trends 2023: The year of price-driven decisions, Skyscanner, November 21, 2022, <https://www.skyscanner.net/news/travel-trends>
 4. This 2023 Trend Will Flip Indoor-Outdoor Living on Its Head, Apartment Therapy, Alyssa Longobucco, January 2, 2023, <https://www.apartmenttherapy.com/outdoor-indoor-living-trend-37197670>
 5. IBM Spring 2021 Retail Survey, February 2021
 6. IBM Watson Advertising Travel 2022 Behavior Survey, June 2022
 7. IBM Spring 2022 Behavior Survey, December 2021
 8. IBM Watson Advertising Personal Care & Beauty Survey, August 2022