

HURRICANES IMPACT INSIGHTS

Q4 2017 AND 2018

WHAT IS THE NATIONAL IMPACT?

Preliminary estimates of the impact of Harvey and Irma are all over the map, from \$150 billion (Moody's) to \$290 billion (Accuweather) compared with estimates of Katrina at \$118 billion. Prevedere continues to forecast a strong consumer that will lead to a positive outlook for retail and CPG in Q4 of 2017.

- Do not have a knee jerk reaction based on speculation
- Outlook for Q4 2017 and 2018 are unchanged
- Check out our webinar for our more details on the forecast for holiday season and the key economic indicators to watch.



USING KATRINA TO UNDERSTAND THE IMPACT IN HOUSTON AND FLORIDA

Using Prevedere's real-time external insights engine, their economists built a model that uses the impact of Hurricane Katrina to forecast the economic implications for areas affected by the Hurricanes. You can download the full analysis in the [Hurricane Impact Insights](#) webinar.

PROJECTED IMPACT ON HOUSTON AND FLORIDA

- **Houston's** retail sales growth rate is projected to fall from 2-3% year over year growth to -4% to -8% year over year decline through the end of the year
- The **Florida** retail sales rate was expected to accelerate to the 4-5% range in the second half of 2017 but will now be projected to be flat for the rest of the year rather than growing.

KEY TAKEAWAYS

- **Apply heavier downgrade for discretionary items, and a forecast boost for disaster-recovery necessities and a forecast boost for disaster-recovery necessities**
- **Lean on e-commerce offerings, where products can be delivered to consumers in the affected areas**
- **CPG and Retailers need to downgrade accordingly**

FOR MORE INFORMATION

To learn more about these insights in more detail or for any additional questions, please contact inquiries@prevedere.com or call 888-686-7746.

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