Weather influences commerce in numerous ways including businesses’ ability to manufacture and sell products. Weather service providers create tailored “value-added” products to help businesses mitigate weather-related risks, capitalize on opportunities, and increase profits.

- The U.S Gross Domestic Product (GDP) fluctuates 3-6% each year due to weather variability.
- In the U.S., roughly 250 commercial service providers offer value-added weather products and services.
- The market value of the climate and weather industry is estimated at $7 billion (2017).
- That equates to $1.34 T each year (2011-2014 GDP estimates).
- And produces editorial content (i.e. blogs, broadcasts) that informs public audiences.
- If fully monetized, the value of the weather data across all U.S. industries equates to $13 billion.
- And is projected to grow 10-15% per year!

Weather service providers combine NCEI’s climate and weather data with industry-specific information to develop products and services that support operational and strategic decision-making.

- NCEI archives NOAA climate and weather data collected from satellite, radar, and weather stations around the world.
- Weather service providers use these data to develop customized value-added products such as forecasts, charts, maps, and tools.
- Their clients in various sectors use these products to inform strategic decision-making and gain a competitive advantage.

Value-added products and services, created with NCEI’s data, support decision-making across a range of sectors. Here are just a few examples:

**Legal**
- Serve as evidence for insurance claims and legal cases helping resolve liabilities.
- This applies to transportation accidents, slips and fall incidents, and hail damage.

**Media**
- Support weather service providers to develop editorial content for a public audience.
- Weather Underground’s blog, Category Six, attracts millions of readers each year.

**Retail**
- Optimize product placement in grocery stores based on weather conditions.
- Inventory is sold and the retailer does not discount or discard merchandise.

**Energy**
- Inform energy traders on how weather conditions deviate from the average.
- Energy traders use this information to buy, sell, and trade natural gas and electricity on the market.