



Evolution of private weather services in different countries: frameworks and economic results

Karl G. Gutbrod (1), Paul Edwards (2), and Michaela Schludecker (1)

(1) meteoblue AG, CEO, Switzerland, (2) Stanford University, Palo Alto, California, USA

The market for private meteorological services (PMS) has been developing in OECD countries since the mid of last century, after lifting of state monopolies and other restrictions. Growth has been most dynamic in the USA, where deregulation begun before the EU, and more recently also in several OECD countries, with double digit growth rates in recent years.

This study first determines the presence, size and activities of PMS in 8 countries, and their core market activities, for the year 2016, and does the same for the NHMS. The study further examines the position of the PMS in the meteorological value chain, and the evolution of the private weather services market in 8 countries located in 3 continents, in relation to the national hydro-meteorological services (NHMS), as well as to the country population, size, gross domestic product and other factors, including geography.

The study further analyses the operational framework for private services , based on various market and public sources, which allow to group the markets in 3 categories of market evolution, according to their framework conditions and resulting economic KPI (key performance indicators), with different levels of economic development and benefits.

The conclusions of the study allow to make some predictions about the future of the global weather enterprise in other countries, and some recommendations for the development of the private sector market for weather services. Thereby, the study aims to contribute to creating a better framework for the economic, social and environmental benefits of the weather services industry as a whole.