

# 2025 Tariff Impact Report: How Trade Policy is Reshaping Retail Prices in the U.S.

Walmart 

amazon 





Lagardère

BEST  
BUY 

THE  
HOME  
DEPOT 


## Price Evolution

● Average Price Increase
 ● Average Price Decrease

	DISHWASHER	FRIDGE FREEZER	WASHER DRIER	CELLPHONE	CAMERA	COM
	10,6%	6%	6,1%			
	-1,2%	2,7%	2%	13,4%	-10%	1,
	-0,8%	7,2%	-18,8%	16,2%	-4%	-8
	-0,2%	-3,5%	-14,2%	33,7%	14,6%	4

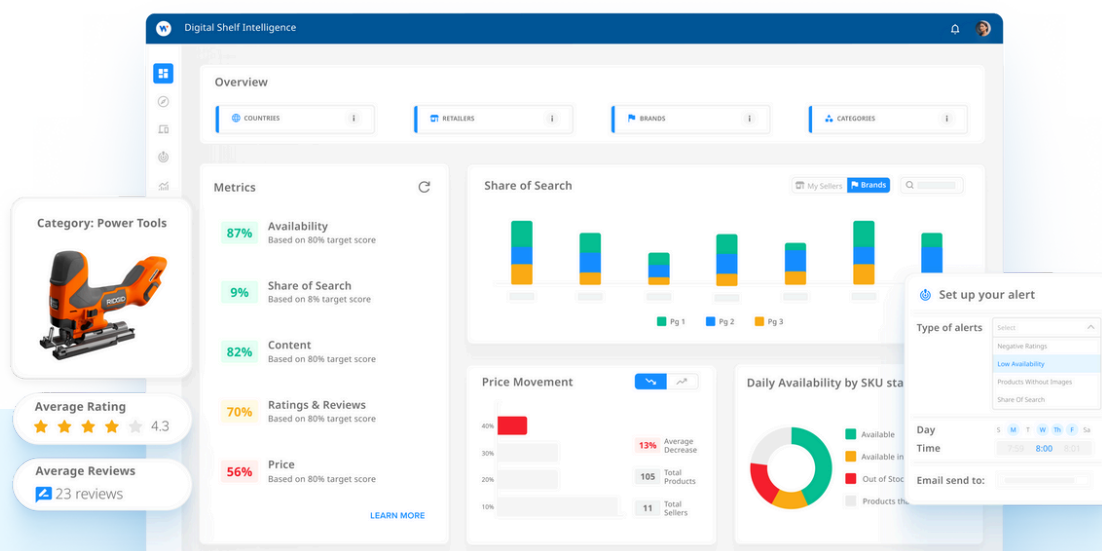
# Executive Summary: Price Signals in a Tariff-Driven Market

Recent tariff actions, particularly targeting steel, aluminum, and Chinese electronics, are reshaping retail pricing dynamics across major consumer categories. This report analyzes the impact of these measures on Appliances and Consumer Electronics (Computers, Smartphones, Cameras), highlighting how retailers and brands are responding in real time. Drawing on Wiser's retail pricing data, it identifies where costs are being passed through, where they're being absorbed, and what that means for future strategy.

## Key Findings:

- **Selective Cost Pass-Through:** Retailers are passing on tariff-driven cost increases unevenly: aggressively in categories like Cellphones, more cautiously in white goods like Dishwashers and Washer-Dryers.
- **Retailer Strategy Divergence:** Some players are using pre-tariff inventory to suppress pricing shifts, while others are testing higher thresholds in premium segments.
- **Category Volatility:** Pricing behavior varies significantly even within categories, driven by SKU mix, brand pricing power, and inventory turnover, not just raw input costs.
- **Data-Driven Advantage:** Real-time pricing visibility is essential for brands and retailers navigating tariff exposure, competitive positioning, and margin risk.

These findings make one thing clear: pricing in a tariff-impacted environment is no longer business as usual. Retailers and brands that rely on static strategies or outdated assumptions risk margin erosion and missed opportunities. Real-time, SKU-level visibility is now essential to respond with speed, precision, and confidence.



# Purpose & Context

This report explores the direct impact of recent global tariff actions on retail pricing. In today's environment of shifting trade policies, understanding how tariffs affect the cost structure and final retail prices is essential. This analysis is designed to provide clarity on why prices are changing and what these trends mean for the future.

## Scope

We focus on two key retail categories selected for their sensitivity to tariff changes:

- Steel & Aluminum (including Appliances)
- Consumer Electronics (Computers & Smartphones)

These categories are explored with a detailed explanation of the recent policy actions, market responses, and the cascading effects on retail pricing.

## Data Methodology

### Data Sources:

- Internal Data:
  - Categories: Dishwashers, Refrigerators, Washer-Dryers, Cellphones, Cameras, Computers
  - Focus on top retailers and top brands for each category
- External Sources:  
Information from industry research, official trade announcements, and reputable news outlets.

### Timeframe:

- The analysis covers the period from 01/01/2025 to 04/16/2025.

# Overview

Recent global tariff actions, and the threat of further escalation, are significantly impacting U.S. retail pricing, particularly in steel, aluminum, and consumer electronics. Tariffs of up to 25% on metals and up to 20% on imported components and finished goods have been implemented in some cases, while others remain under review or have been temporarily suspended. As exemptions expire and downstream products like appliances, smartphones, and laptops are increasingly targeted, brands and retailers are being forced to adapt. This report outlines why these shifts are occurring, what has been enacted versus proposed, and the retail pricing trends now emerging as a result.

## Why It's Happening:

- **Policy Shift**  
New and reinstated tariffs on key raw materials and electronics imports are reshaping sourcing and production economics. Broader coverage means few sectors are untouched.
- **Global Supply Chain Dependencies**  
Many electronics rely on components from tariff-affected regions (especially China) amplifying cost pressures throughout the category.
- **Supply Chain Disruptions**  
Demand for domestically sourced materials has surged, but short-term capacity remains constrained. As a result, manufacturers are passing higher input costs downstream.
- **Inventory Frontloading**  
In anticipation of cost increases, many companies stocked up on inventory early in the year. But as new, tariffed orders enter the system, those buffers are vanishing—and prices are rising.

## Tariff Status by Category: Enacted vs. Proposed

Understanding the direct and indirect impact of tariffs on retail pricing requires clarity on which measures have been officially enacted versus those still under consideration, delayed, or partially applied. Below is a breakdown by key product categories relevant to this report.

### Steel and Aluminum

- **Enacted Tariffs**  
In February 2025, the US reinstated a 25% tariff on all steel and aluminum imports, removing previous exemptions to support U.S. production and national security.
- **Retail Impact**  
The reinstated tariffs have led to increased costs for downstream industries, including construction and manufacturing. Retail prices for appliances and home improvement products have risen accordingly.



# Overview

## Appliances (Downstream Impact)

- **Enacted Tariffs**

No direct tariffs have been placed on appliances, but rising steel and aluminum costs have indirectly raised manufacturing expenses.

- **Retail Impact**

Appliance prices have risen, especially for premium and U.S.-made models, as raw material cost increases are passed down the supply chain.

## Consumer Electronics

- **Enacted Tariffs**

As of May 2025, the U.S. eliminated the exemption for low-value imports from China and Hong Kong, triggering tariffs of up to 145% on items like electronics and apparel. In parallel, the administration has proposed new tariffs on imported semiconductors, with details pending.

- **Retail Impact**

Ending the de minimis exemption has driven up electronics prices, prompting retailers to adjust pricing and rework supply chains.

## Computers and Smartphones

- **(Proposed) Enacted Tariffs**

Smartphones and computers remain tariff-free for now, but ongoing trade tensions suggest they may soon face new levies.

- **Retail Impact**

No tariffs in place yet, but the threat is driving cost uncertainty and cautious pricing strategies.

## Retail Pricing Trends:

- **Tariff Pressure Is Driving Clear Price Movement**

Retail prices are rising in tariff-sensitive categories, especially Appliances and Electronics.

- **Retailer Pricing Strategies Are Diverging**

Some are passing on costs quickly, while others are holding or even lowering prices.

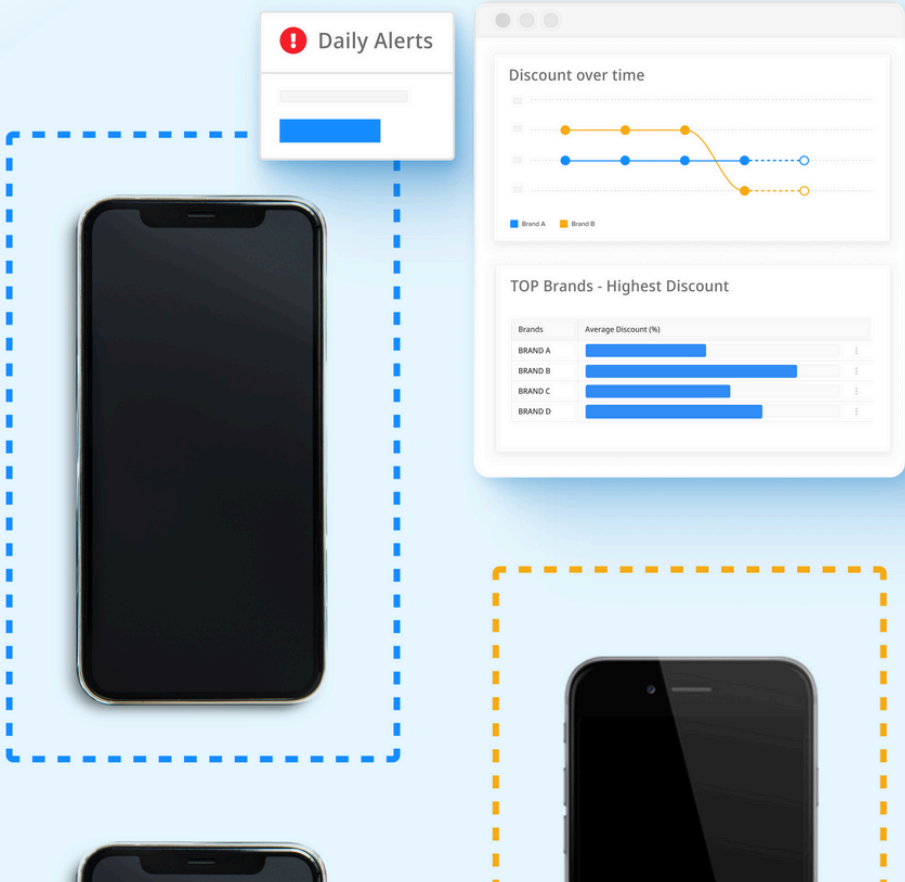
- **Brand Tactics Reflect Positioning**

Premium brands are absorbing costs; others are pushing through price hikes.

- **Category-Level Patterns Are Emerging**

Smartphone prices are up, while washer-dryers are down due to surplus or strategy shifts.

# CONSUMER ELECTRONICS



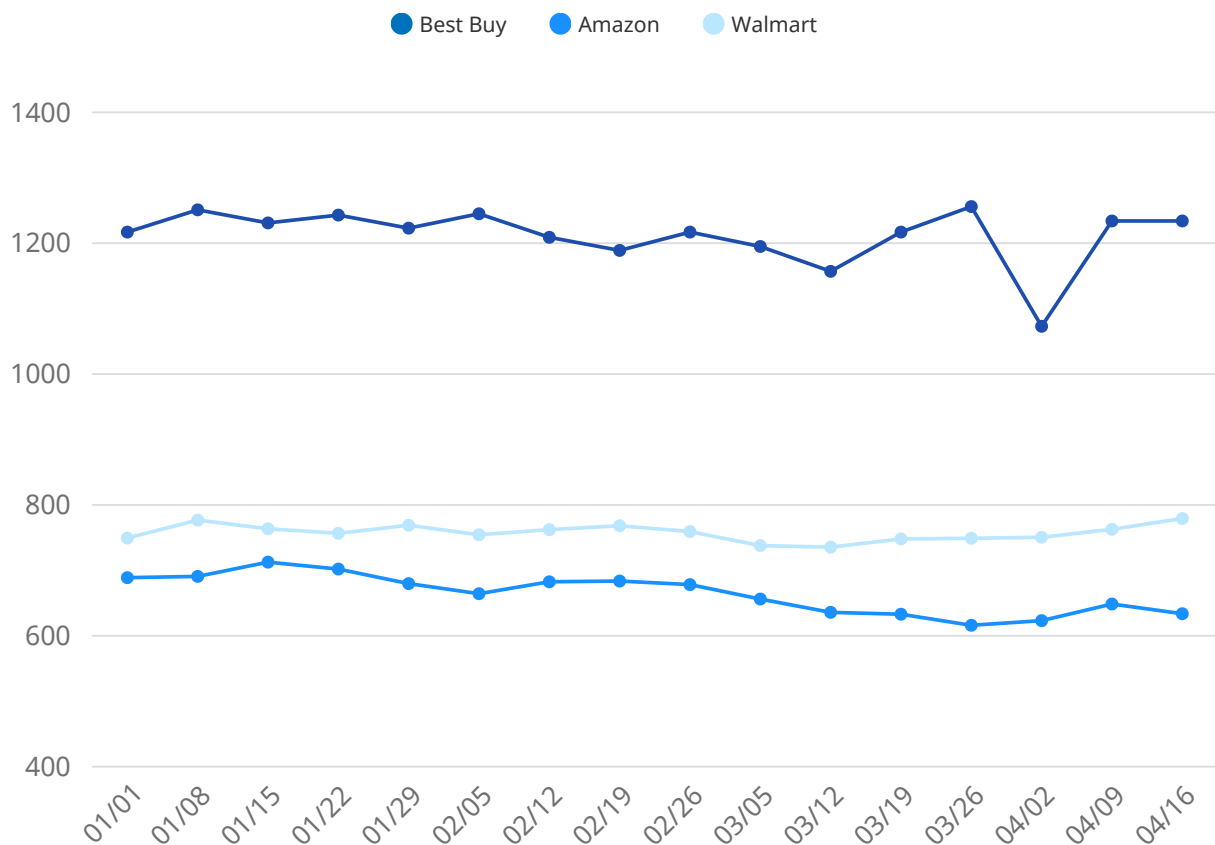
# Computers: Stable Prices Mask Underlying Cost Pressure

Despite being one of the most tariff-exposed categories, computer prices have remained relatively stable across major retailers in early 2025. Unlike other electronics categories showing volatility or clear upward shifts, the computer segment is seeing muted price responses, suggesting that competitive pressures, slow inventory turnover, and pre-tariff stock are delaying the visible impact of cost increases.

- **Best Buy** shows the most volatility, but prices ultimately return to baseline levels after a temporary drop, indicating SKU mix or promotional cycles rather than sustained inflation.
- **Amazon** shows flat to slightly declining trends, with no indication that tariff-related cost increases are being passed on yet.
- **Walmart** exhibits a minor uptick in April, potentially reflecting new inventory cycles, but not enough to indicate a widespread pricing shift.

This pattern suggests that while tariffs may be increasing landed costs for computers, the effect on retail prices is being deferred, likely due to slower sales cycles, competitive positioning, and existing inventory buffers.

AVERAGE PRICE BY RETAILER



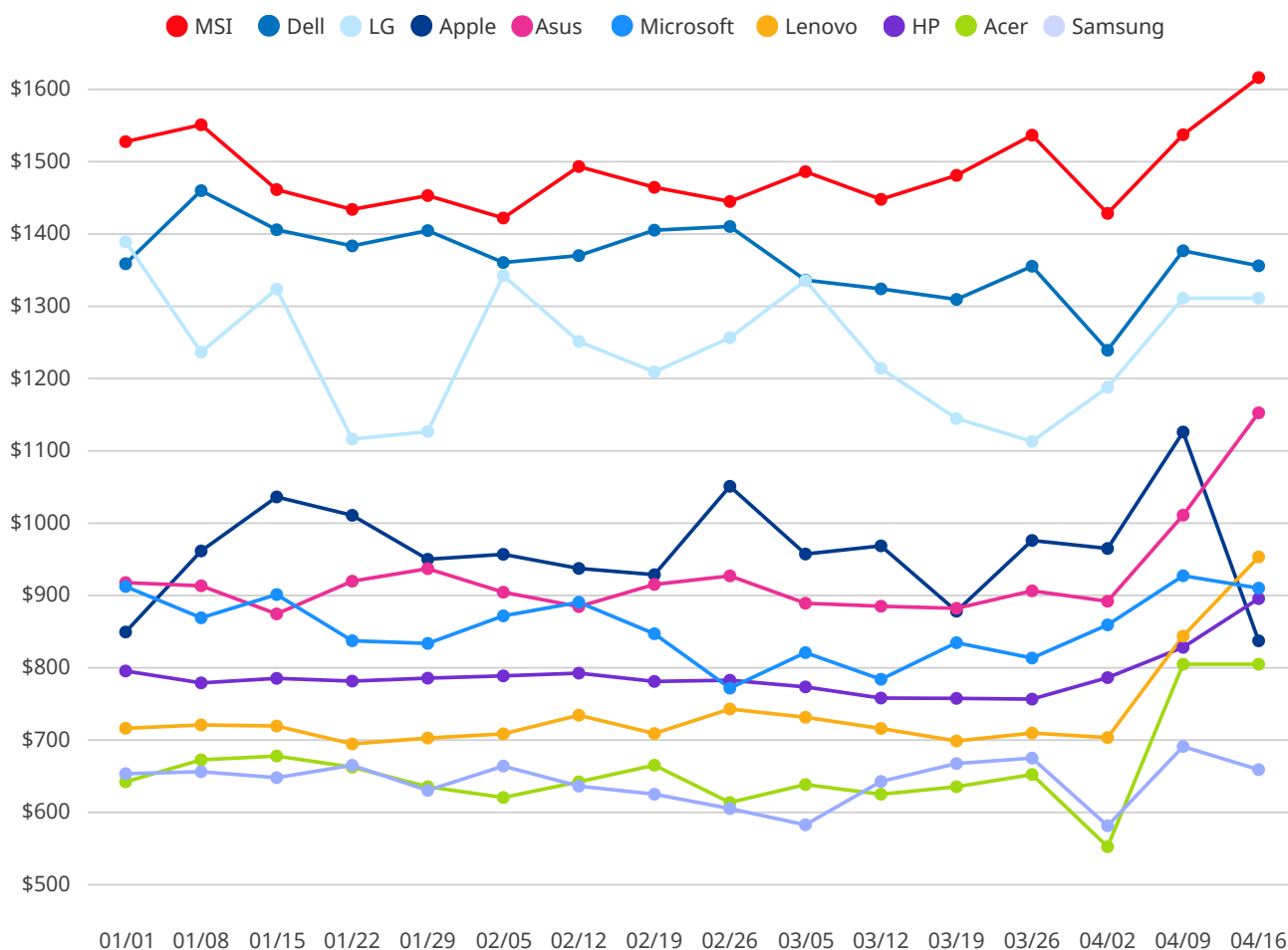
# Computers: Tariff Pressure Expands Beyond Premium Brands

Recent pricing trends suggest that tariff-related cost pressures are no longer confined to premium brands: entry-level and mid-tier players are now showing some of the steepest increases.

- **MSI** remains the highest-priced brand, with prices up nearly 6%, likely sustained by performance-focused buyers less sensitive to inflation.
- **Acer** and **Lenovo** show the most dramatic growth (+30% and +33% respectively) indicating that even budget-focused segments are feeling the squeeze.
- **Asus** and **HP** exhibit moderate price increases, which may reflect changes in product mix or selective cost pass-through.
- **Dell**, **Microsoft**, and **LG** are outliers, showing mostly flat or declining averages—suggesting stronger inventory management, promotional strategies, or delayed cost transmission.

Tariff and cost pressures are spreading across the category, and even stable-priced brands may be forced to raise prices as inventory turns over.

AVERAGE PRICE BY BRAND



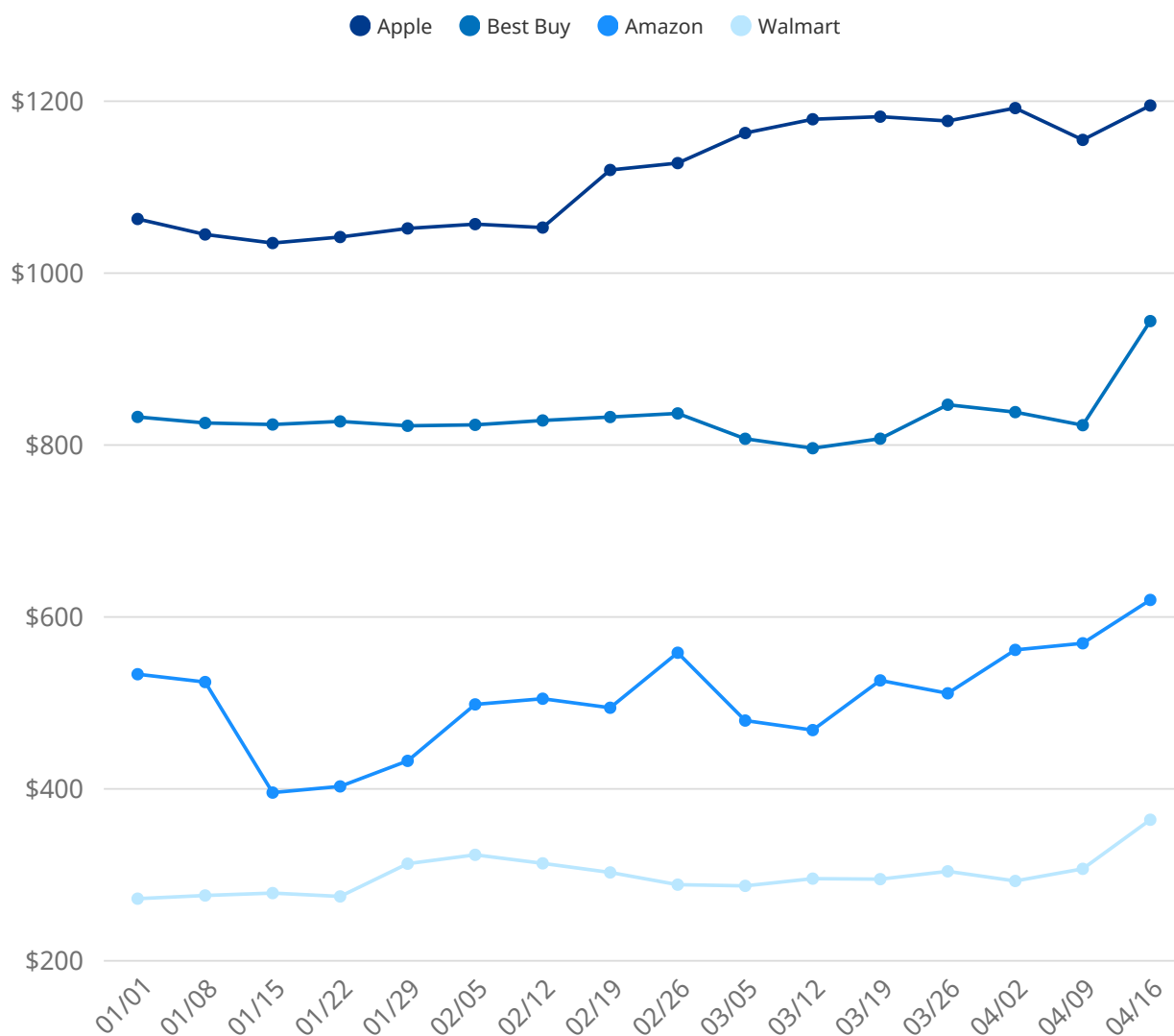
# Cellphones: Clear Pass-Through of Tariff Pressure

Unlike other electronics, cellphone prices are rising consistently across all major retailers, a sign that tariff costs are being widely passed to consumers.

- **Walmart** shows the most dramatic increase (+34%), but **Amazon** and **Best Buy** are also trending up steadily.
- **Apple** stands out with a sharp price climb from mid-February onward, likely reflecting new model introductions and fewer promotions.

With high demand, strong brand loyalty, and fewer discounts, smartphones appear to offer retailers more pricing power, making them a key category where tariffs are being absorbed at the shelf without major pushback.

## AVERAGE PRICE BY RETAILER



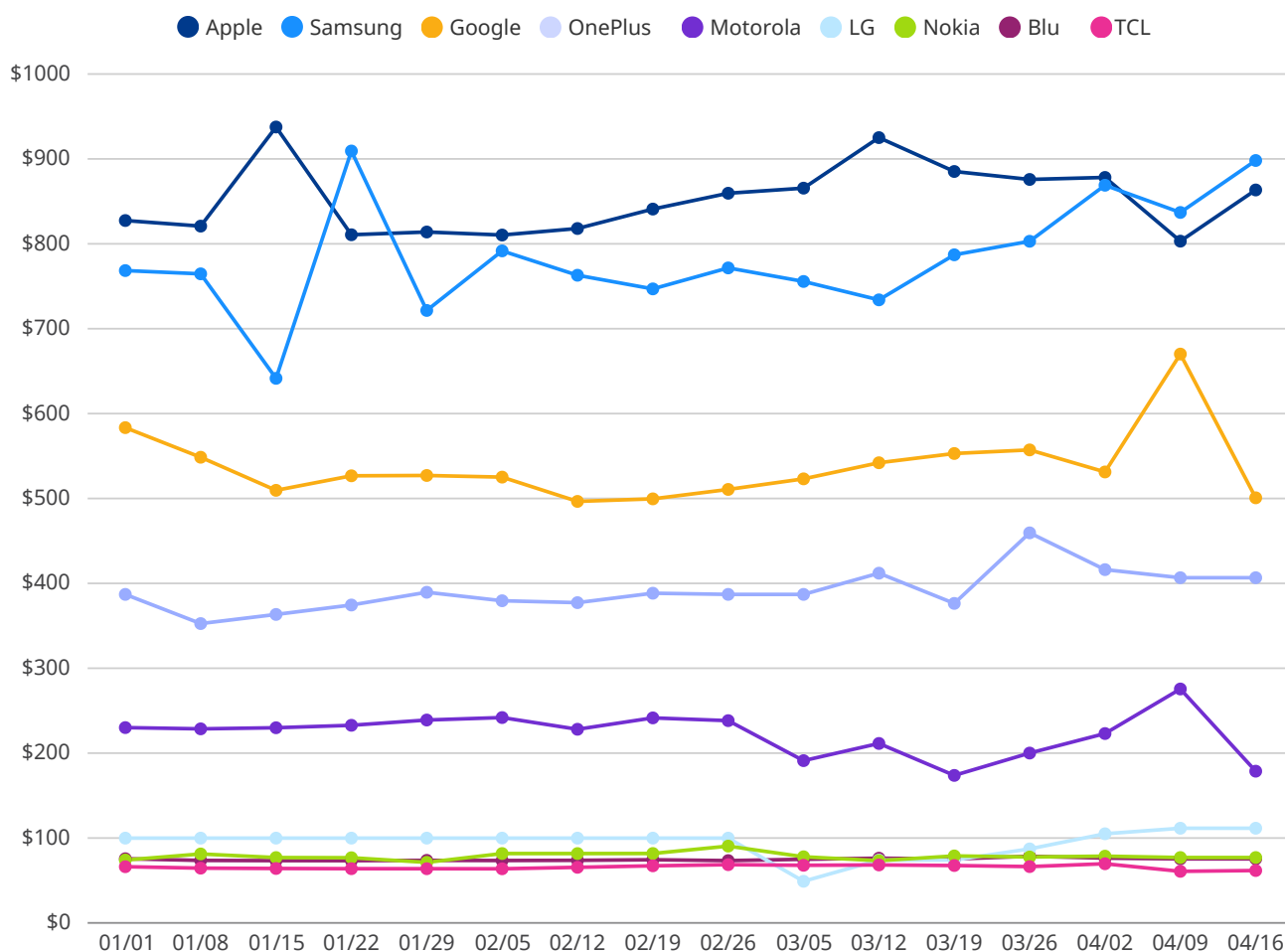
# Cellphones: Pricing Power Is Uneven

Brand-level pricing behavior shows that tariff pressure is interacting with launch cycles and brand strength in complex ways.

- **Samsung** (+17%) and **Apple** (+4%) have steadily raised price, supported by strong brand loyalty and likely timed to model refreshes.
- **Google** saw a brief spike but largely held pricing flat, while **Motorola** has dropped sharply, suggesting aggressive discounting or demand softness.
- Budget brands like **TCL**, **Blu**, **Nokia**, and **LG** remain flat, likely due to tight pricing bands and fewer new releases.

This category continues to reflect a mix of cost pass-through and strategic positioning: premium brands are testing higher thresholds, while value-tier players hold the line to stay competitive.

AVERAGE PRICE BY BRAND



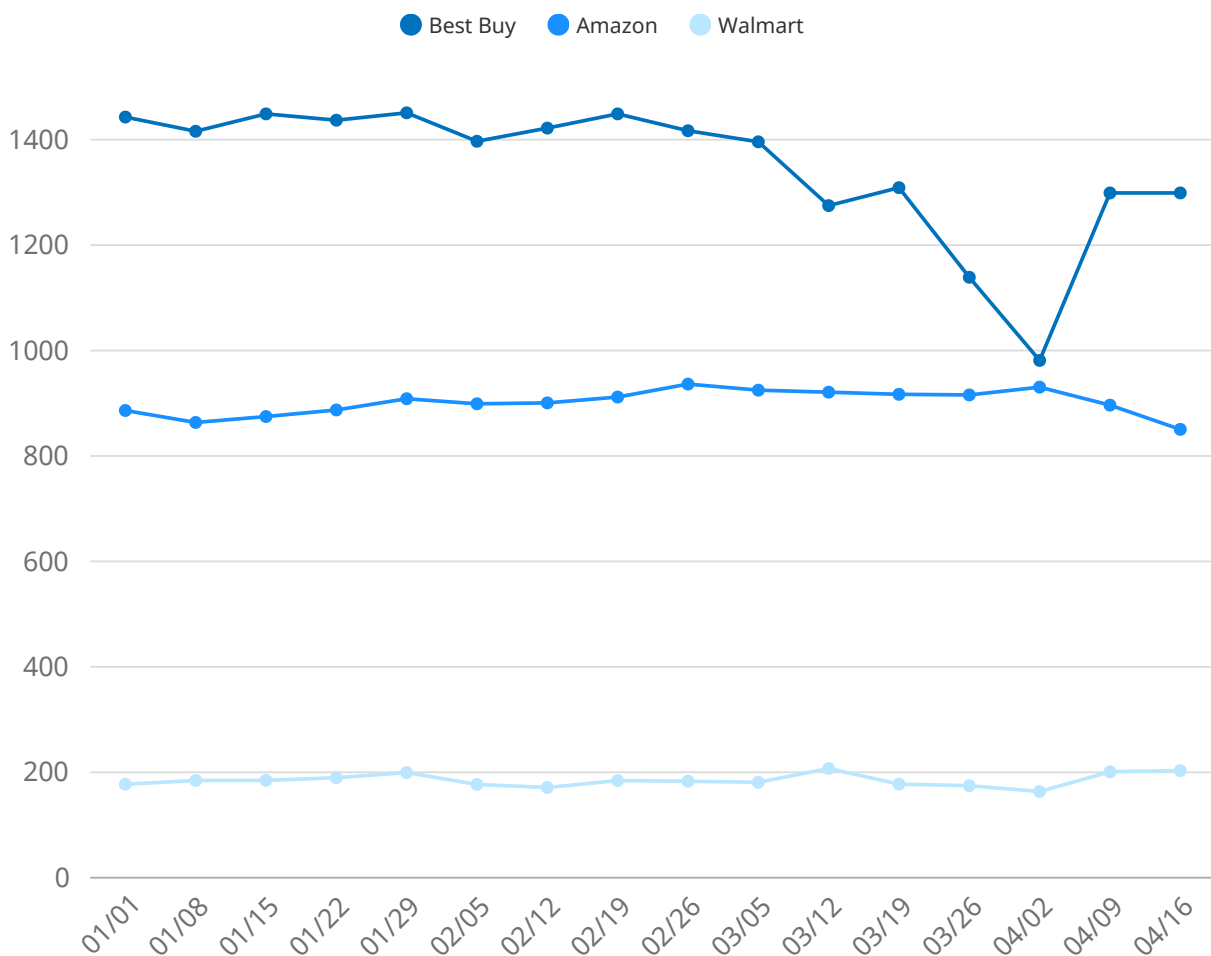
# Cameras: Diverging Retailer Strategies

Camera prices are moving in very different directions depending on the retailer, showcasing how tariffs and cost pressures interact with assortment and inventory timing.

- **Best Buy** shows a steep drop in early April (-9.98%), likely due to markdowns on higher-end SKUs or seasonal clearance activity, followed by a sharp rebound.
- **Amazon** holds mostly flat, with a slight downward trend, suggesting a steady pricing strategy to maintain share in a competitive category.
- **Walmart**, though in the lower price tier, are gradually raising prices, up roughly +14-15%, possibly reflecting thinner margins and rising replenishment costs.

This divergence reinforces that tariff effects don't hit uniformly; price movement is shaped as much by product mix and positioning as by macro policy shifts.

AVERAGE PRICE BY RETAILER



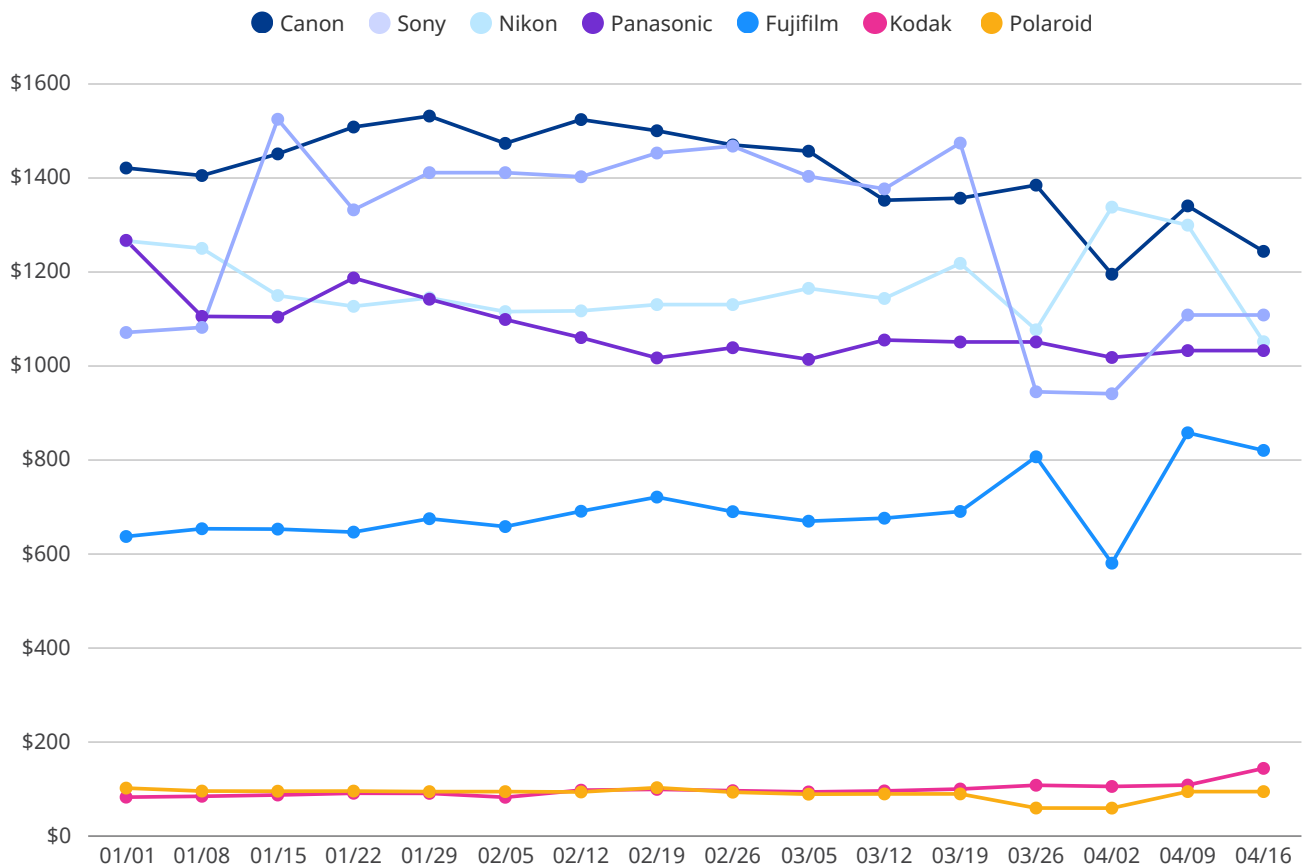
# Cameras: Volatility Driven by Assortment, Not Just Tariffs

Price shifts across camera brands highlight how tariffs, SKU depth, and availability all play a role in retail pricing behavior.

- **Kodak** (+74%) and **Fujifilm** (+29%) posted the largest increases, likely due to limited SKUs or supply constraints rather than broad price hikes.
- **Panasonic** consistently drops until mid-February, then stabilizes, potentially from clearance activity or repositioning against lower-cost competitors.
- **Polaroid** remained mostly flat, consistent with value-tier brands that have minimal room to adjust pricing.
- **Canon**, **Nikon**, and **Sony** exhibit large swings, but this likely reflects SKU mix changes (e.g., availability of high-end models) rather than true pricing shifts.

In short, volatility in this category often stems from how and when products appear online, not just from tariffs, making assortment tracking essential for accurate pricing interpretation.

## AVERAGE PRICE BY BRAND





# STEEL & ALUMINUM



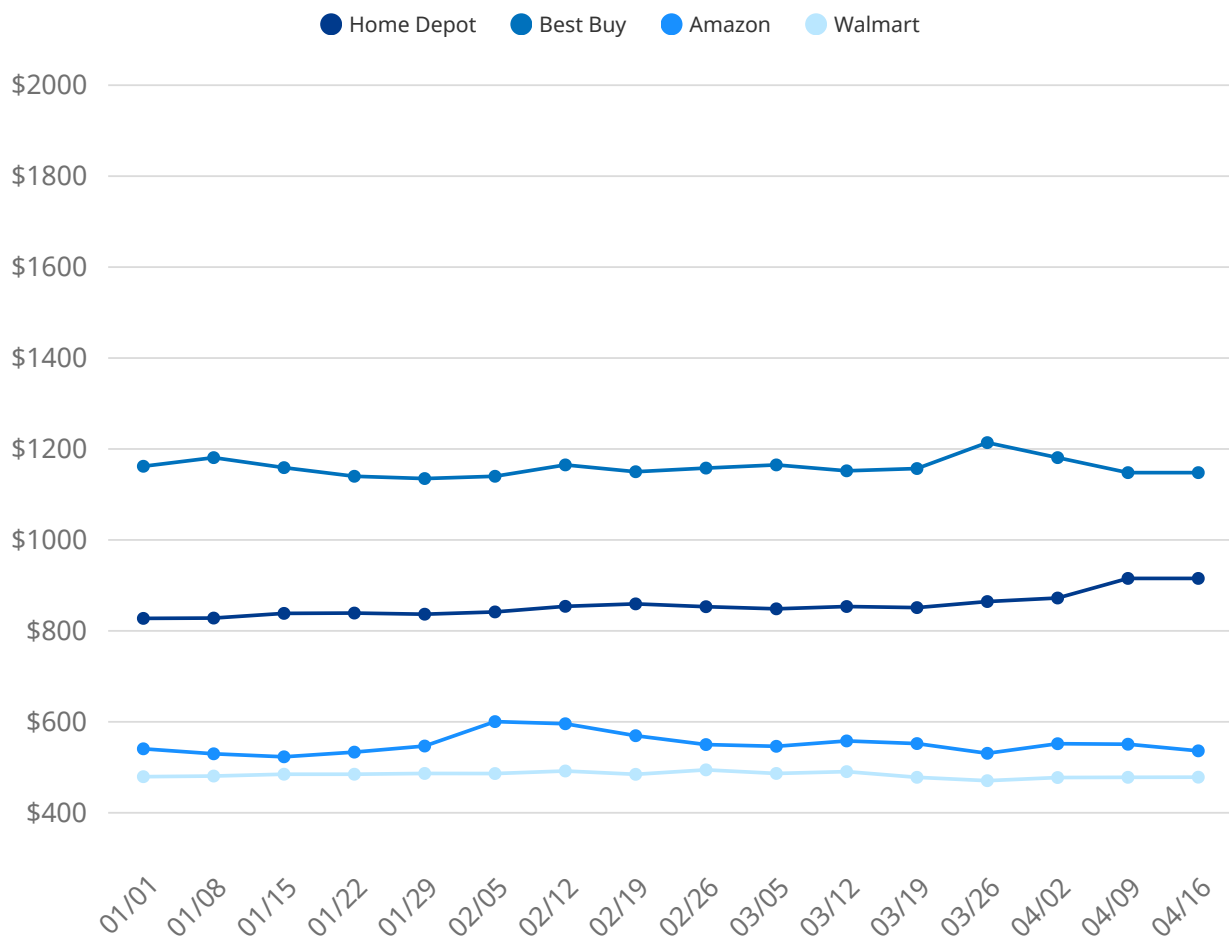
# Dishwashers: Price Moves Reflect Inventory Strategy as Much as Tariffs

Retailer pricing for dishwashers shows contrasting strategies: some passing on costs steadily, others absorbing pressure or reacting to short-term inventory shifts.

- **Home Depot** shows a +11% steady climb, likely reflecting direct cost pass-through and its emphasis on premium, tariff-exposed models.
- **Best Buy** displays moderate fluctuations with no strong upward or downward trend, indicating a largely stable pricing strategy punctuated by a small spike at the end of March.
- **Amazon** and **Walmart** prices remain flat, pointing to margin absorption or reliance on pre-tariff stock to stay competitive in the value segment.

Overall, pricing behavior here is less about tariffs in isolation and more about inventory timing, catalog structure, and retailer positioning.

AVERAGE PRICE BY RETAILER



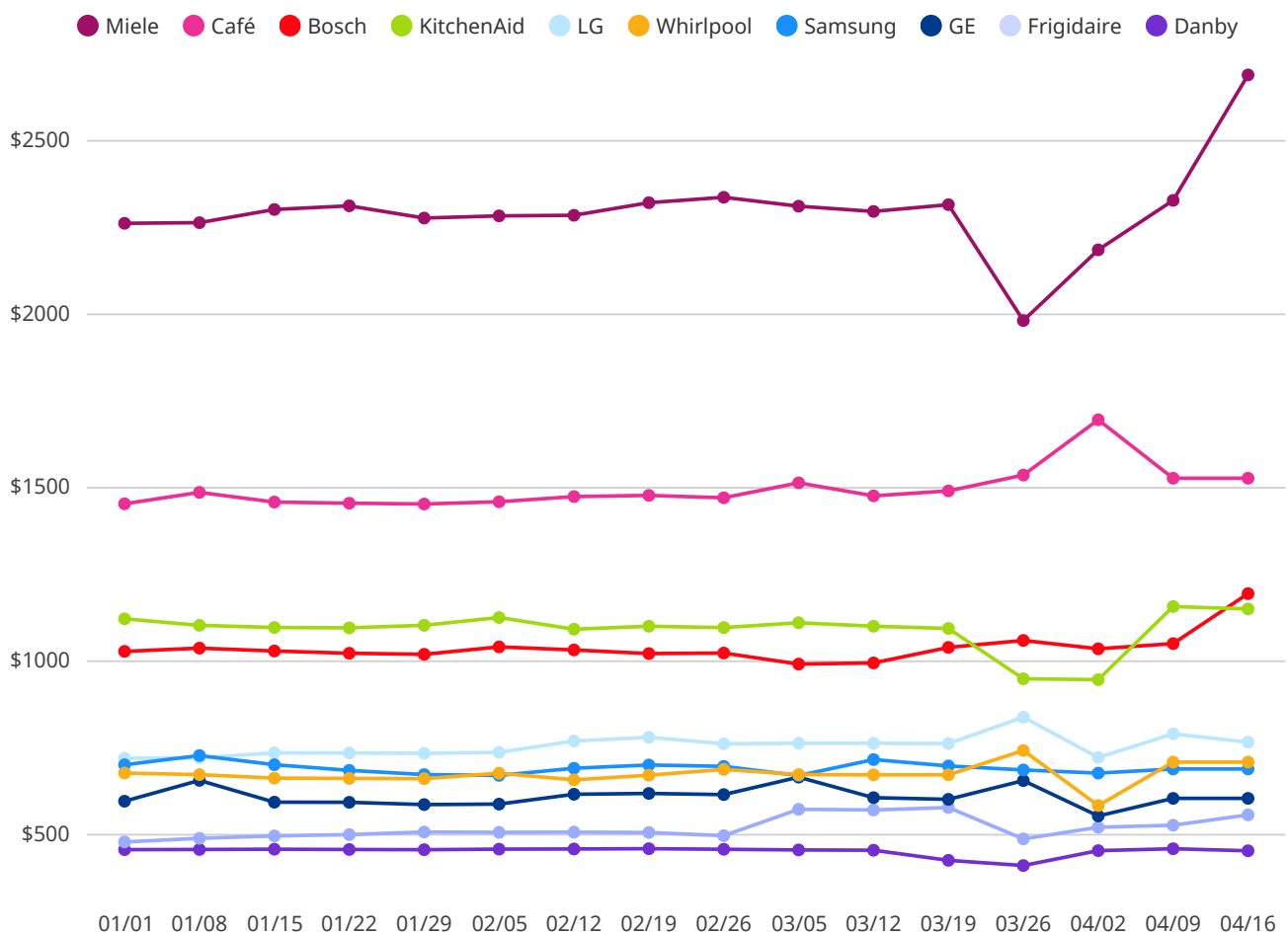
# Dishwashers: Tiered Reactions to Tariff Pressure

Brand-level pricing shows a clear segmentation in how dishwasher manufacturers are responding to cost increases, with premium players moving fastest.

- **Miele** and **Café** are raising prices sharply, especially Miele in April, suggesting these premium brands are using tariffs as a lever to expand margins without threatening brand positioning.
- **Bosch** and **KitchenAid** show more mixed behavior, balancing modest increases with periods of discounting, likely to cycle through older inventory before tariff-affected SKUs land.
- Value brands like **Danby**, **Frigidaire**, and **GE** are holding prices mostly steady, reflecting tight consumer budgets and retail pressure to stay competitive at lower price points.

This spread reflects how pricing power, elasticity, and inventory exposure drive brand-level strategies under tariff stress.

AVERAGE PRICE BY BRAND



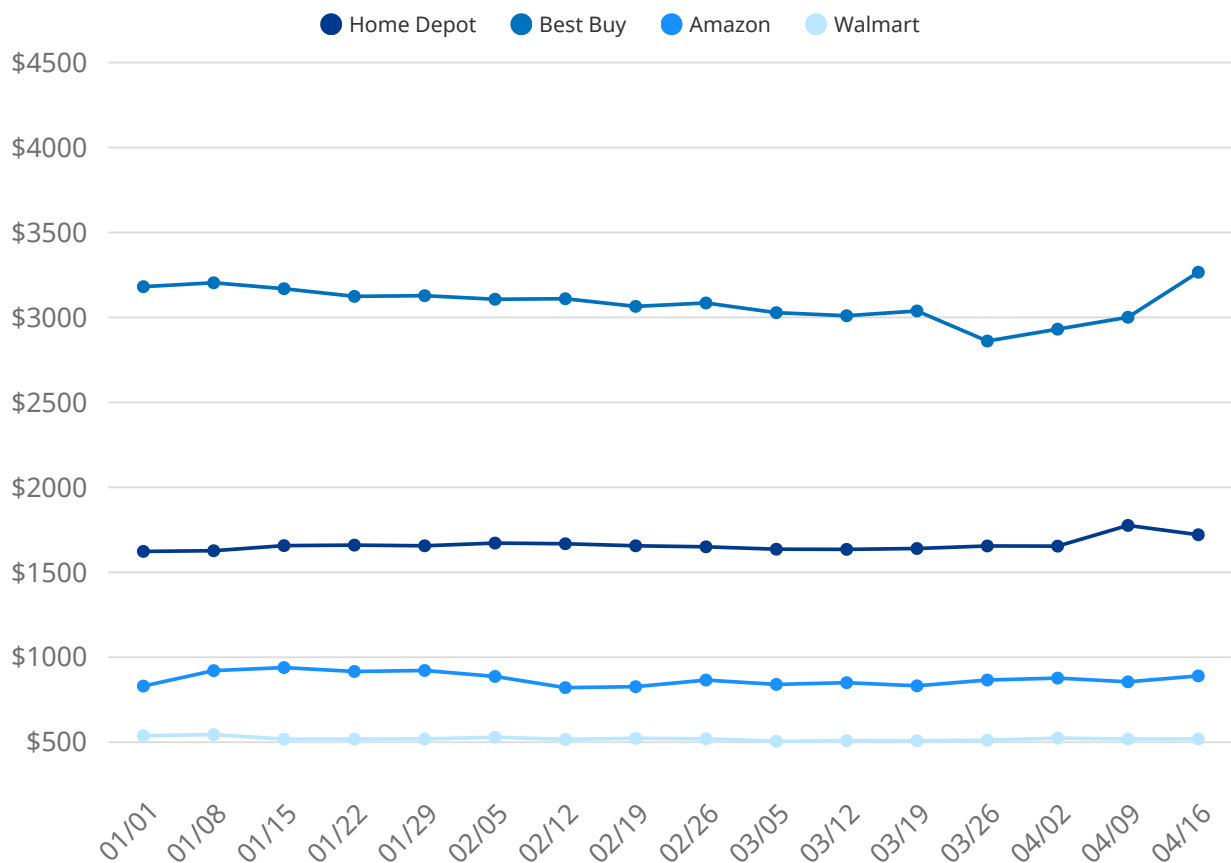
# Refrigerators: Pricing Strategies Shaped by Assortment and Audience

Retailer behavior in refrigerator pricing reflects how tariffs interact with brand mix, price positioning, and shopper expectations.

- **Best Buy** shows a gradual downward trend, followed by a rebound mid-April, suggesting short-term volatility possibly lined to SKU changes or inventory strategies.
- **Home Depot** shows a steady, measured approach, likely reflecting gradual cost pass-through on tariff-sensitive domestic brands with fewer deep promotions.
- **Amazon** and **Walmart** remain flat, reinforcing their roles as price anchors, likely leveraging pre-tariff inventory and tighter margin strategies to maintain consumer trust.

This category illustrates that tariffs are just one input; the pricing outcome is defined by how each retailer absorbs, delays, or passes on those costs.

## AVERAGE PRICE BY RETAILER



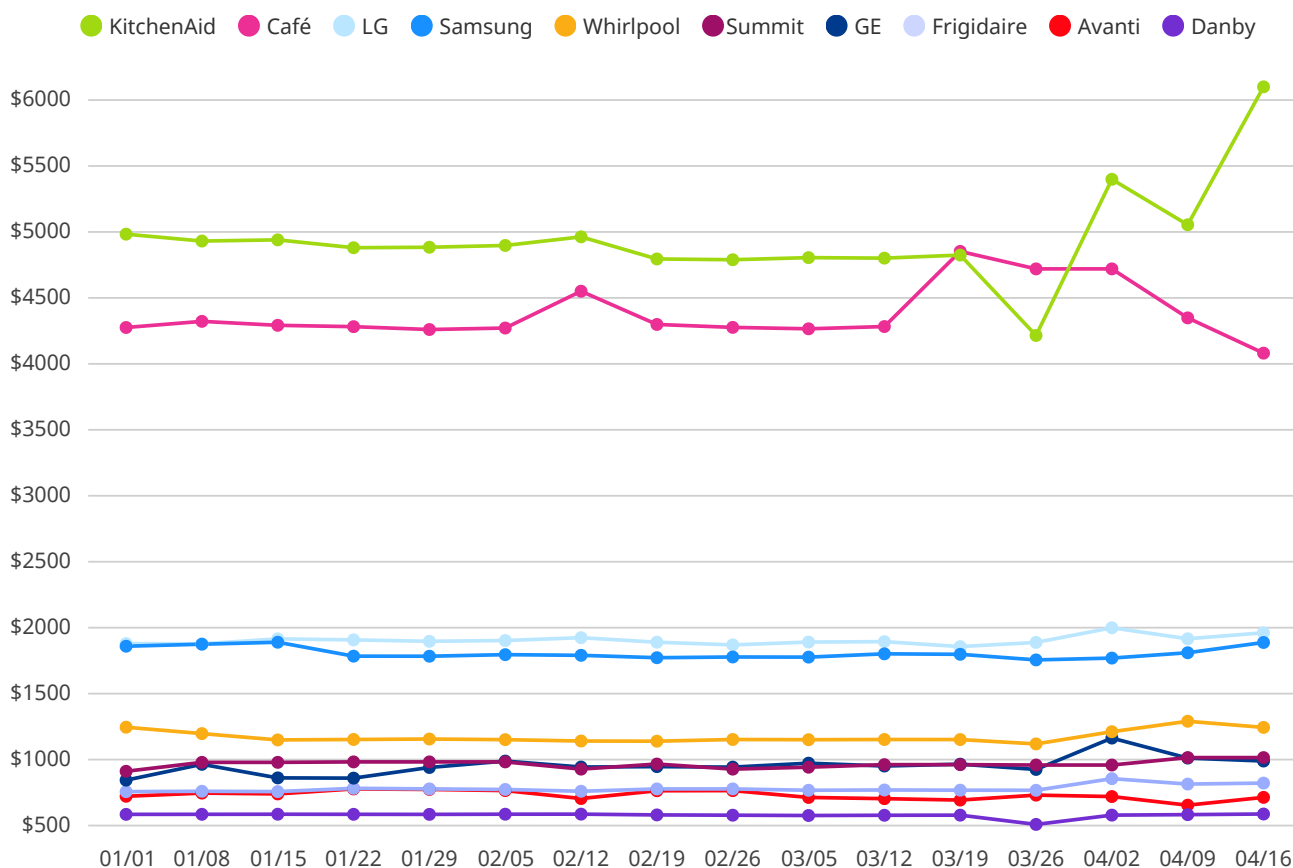
# Refrigerators: Premiums Push, Others Hold Back

Brand-level pricing reveals a split response to tariffs, shaped by price tier and brand equity.

- **KitchenAid** and **Café** show the sharpest increases, particularly KitchenAid in April, using the moment to push margins and reposition pricing with minimal resistance.
- **LG** and **Samsung** rise more gradually, with price increases showing up in mid-April, likely due to delayed cost pass-through from upstream supply chains.
- **Avanti**, **Danby**, **Frigidaire**, and **Summit** remain relatively stable, with only minor increases (~\$50-\$100), suggesting they're absorbing costs or relying on older inventory to avoid spooking price-sensitive shoppers.

Overall, premium brands are moving fast, mid-tier players are catching up, and value brands are prioritizing volume stability in a tariff-inflated market.

AVERAGE PRICE BY BRAND



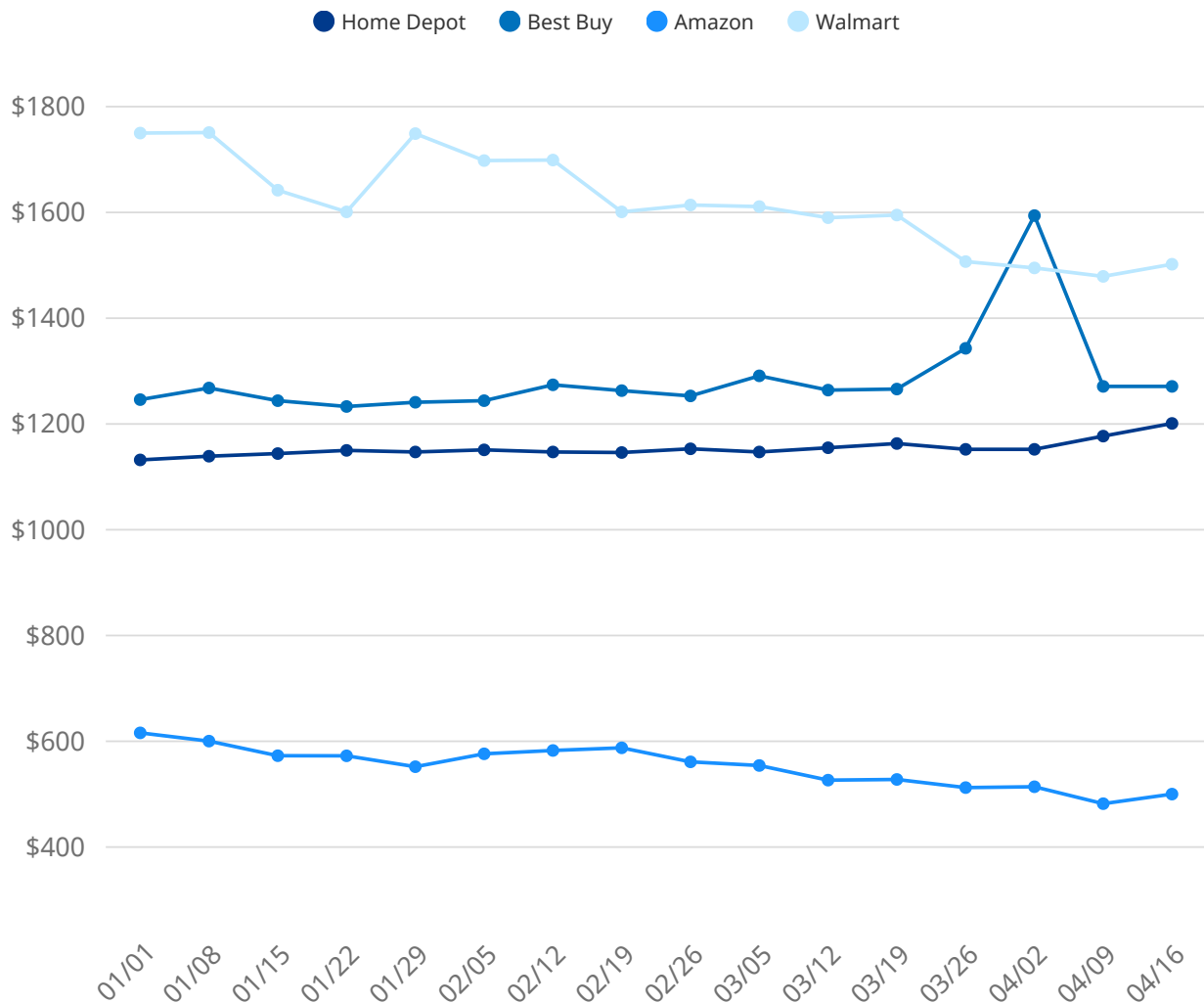
# Washer-Dryers: Deep Discounts vs. Gradual Pass-Through

Retailers are taking split approaches in the Washer-Dryer category, balancing price sensitivity and margin pressure in different ways.

- **Amazon** (-19%) and **Walmart** (-14%) are cutting prices sharply, likely leaning on older inventory or prioritizing share over profit as tariffs loom.
- **Home Depot** and **Best Buy** are trending upward, with modest increases suggesting selective restocking at higher costs or strategic price testing on premium SKUs.

The combination of high price points, bulky inventory, and elastic demand makes this category a high-stakes space for tariff response, where missteps are expensive and shopper pushback is real.

AVERAGE PRICE BY RETAILER



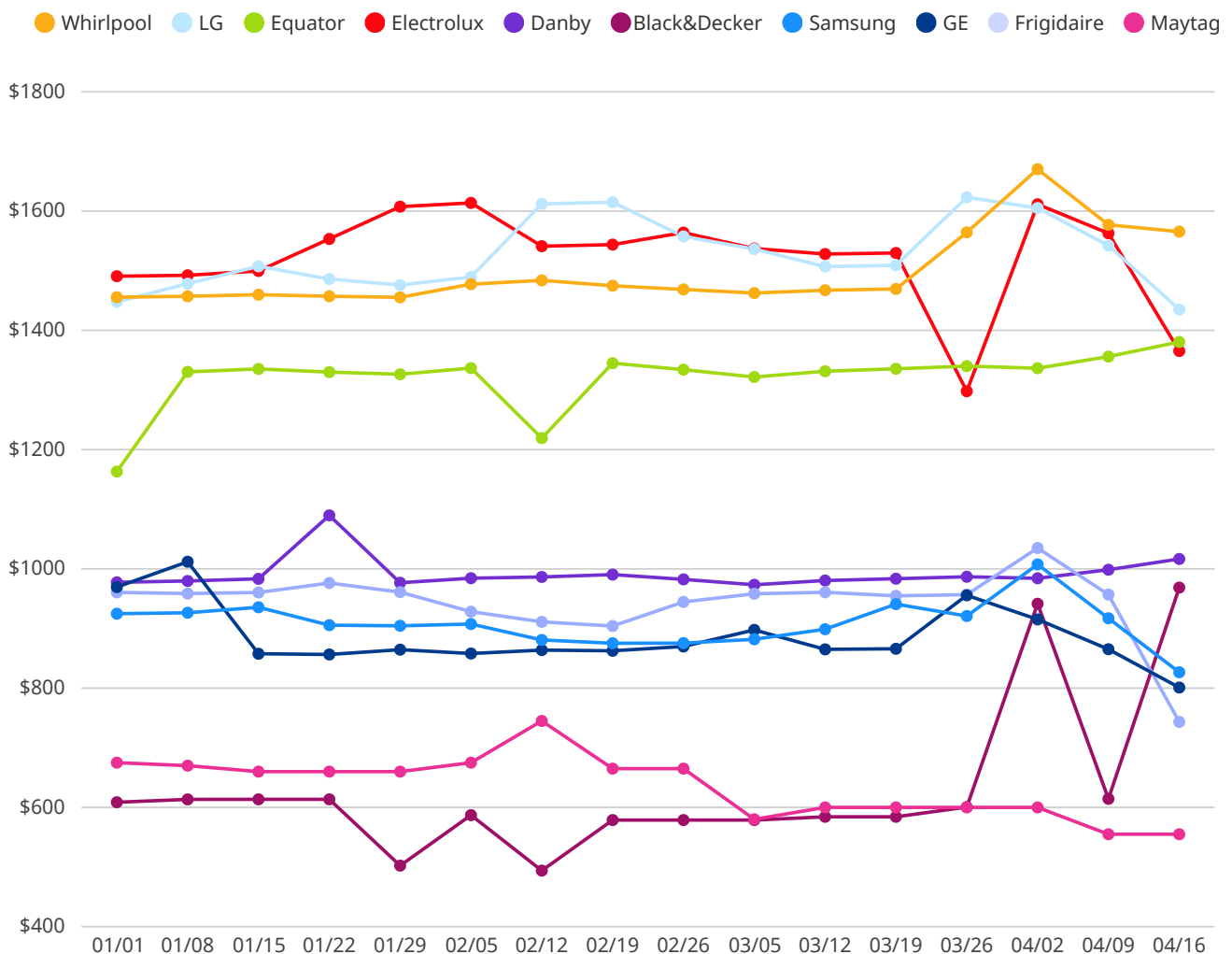
# Washer-Dryers: No Unified Tariff Response

Brand-level pricing trends show an uneven response to tariff pressures, with strategies diverging based on inventory position, supply stability, and market role.

- **Frigidaire** and **GE** are holding or slightly reducing prices, likely to preserve volume or clear pre-tariff stock.
- **Black & Decker** shows a steep early-April spike, possibly tied to low availability, new SKU introductions, or costlier restocks.
- The rest—**Whirlpool**, **LG**, **Electrolux**, and **Samsung**—are moving cautiously, with modest fluctuations that suggest strategic balancing between cost pressure and consumer price tolerance.

Overall, this fragmented picture highlights how brand response to tariffs is shaped as much by operational realities as by pricing intent and why SKU-level and channel context is critical.






AVERAGE PRICE BY BRAND (TOP BRANDS)



# Cross-Retailer Pricing Overview: Tariffs Driving Category Shifts

This snapshot highlights how retailers are responding differently to tariff pressures, with clear inflationary signals in some categories and strategic suppression in others.

- Cellphones** show the most consistent and aggressive price increases, led by Walmart (+34%), Amazon (+16%), and Best Buy (+13%). The category’s brand-driven demand and rapid turnover make it ideal for direct cost pass-through.
- Computers** are more mixed: Walmart (+4%) and Apple (+12%) raised prices, while Amazon (–8%) lowered them, likely due to discounting or inventory clearance in a price-sensitive channel.
- Washer-Dryers** are the clearest example of tariff resistance, with Amazon (–19%) and Walmart (–14%) pulling back aggressively. These cuts suggest retailers are prioritizing volume and market share over short-term margins in a high-ticket, high-elasticity category.
- Dishwashers** and **Refrigerators** show diverging strategies: Home Depot is steadily increasing prices across categories (+11% and +6%), while Walmart, Best Buy, and Amazon show restrained or negative movement—potentially relying on inventory buffers or promotional offsets.
- Cameras** are less consistent. Walmart (+15%) is pushing prices up, while Best Buy (–10%) and Amazon (–4%) are holding or cutting, reflecting varied product mixes and promotional cycles.

AVERAGE PRICE CHANGES BY RETAILER							wiser	
	DISHWASHERS	REFRIGERATORS	WASHER- DRYERS	CELLPHONES	CAMERAS	COMPUTERS		
	+10.6%	+6.0%	+6.1%					
	-1.2%	+2.7%	+2.0%	+13.4%	-10.0%	+1.4%		
	-0.8%	+7.2%	-18.8%	+16.2%	-4.0%	-8.0%		
	-0.2%	-3.5%	-14.2%	+33.7%	+14.6%	+4.0%		
				+12.4%				



# Final Thoughts: Navigating Tariff Turbulence with Precision

Tariffs are no longer theoretical, they're shaping retail pricing in real, uneven, and high-stakes ways. Some categories are absorbing cost shocks quietly, while others are pushing prices fast. Brands and retailers who treat tariffs as a long-term variable, not a one-off disruption, will be better positioned to adapt profitably.

## Strategic Recommendations for Brands

- **Audit Your Pricing Power**

Not all SKUs can absorb increases. Use real-time pricing data to identify where you can pass through cost without eroding volume.

- **Segment Your Strategy**

Premium, mid-tier, and value lines require different approaches. Don't blanket your pricing across channels or categories.

- **Monitor Competitor Moves Daily**

If your rivals are holding price while you're raising it, you risk losing share, even if your cost logic is sound.

## Strategic Recommendations for Retailers

- **Use Elasticity to Your Advantage**

Categories like Cellphones can bear increases; others like Washer-Dryers can't. Let your pricing strategy reflect that.

- **Leverage Older Inventory Strategically**

Use pre-tariff stock as a pricing buffer while competitors adjust upward.

- **Coordinate Promotions by Category**

Tariff-driven inflation may justify fewer blanket discounts and more targeted offers to defend traffic.

## How Wiser Can Help

Wiser gives you the real-time price intelligence you need to manage risk, defend margins, and stay competitive, whether you're navigating tariffs, supply chain volatility, or fast-moving category shifts.

With Wiser, you can:

- Track SKU-level pricing trends by retailer, brand, or category
- Monitor competitor strategies in real time
- React to what's being promoted and priced in the wild—not just what's forecasted

**Tariffs won't wait. Neither should your pricing decisions.**



## About Wiser Solutions

Wiser is the retail intelligence platform built to help brands and retailers win at the decision point—the moment a shopper chooses to buy or walk away. Our platform combines real-time data with category-specific expertise, enabling teams to act faster, optimize execution, and make smarter, more confident decisions. Whether online or in-store, Wiser turns visibility into action where it matters most.



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