



Upgrade your Chrome brows...
Get localized weather, trending news, AI p...

Close

Add it now

BUSINESS
INSIDER

Follow

770.3K Followers



A running list of companies preparing to raise prices if Trump's trade plan is enacted

Story by asheffey@businessinsider.com (Ayelet Sheffey) • 9h •

3 min read

MARKETS TODAY




INX ▲ +0.40%



DJI ▼ -0.28%



COMP ↗ Rising fast

 Microsoft Bing

Explore the world with Bing Wallpaper

Get daily beautiful backgrounds on your desktop

Try it now

Ad



8 stocks at risk from Trump's proposed tariffs

©The Washington Post/The Washington Post via Getty Images

- President-elect Donald Trump plans to implement new tariffs, and investors are bracing for impact.
- Tariffs tend to increase the prices of imports, potentially eating into corporate profits.
- Three market experts share the eight companies that could be hit hardest.

See more ▼



79°F

4



Sign in



Discover

Following

|

Money

My Watchlist

Markets

...

 Personalize



Some companies are preparing to raise prices in response to President-elect Donald Trump's tariff proposals. Brandon Bell/Getty, Tyler Le/BI

- President-elect Donald Trump proposed broad tariffs on imports, including up to 60% on goods from China.
- Economists say his proposals could spike inflation as companies tend to pass costs on to shoppers.
- Some companies have already said increased tariffs would lead them to raise prices.

Some executives have warned that price hikes are on the way if President-elect [Donald Trump's trade plans](#) go into effect.



Trending Gadgets

Here Are 29 of the Coolest Gifts for This 2024

Ad

On the campaign trail, Trump proposed a [60% tariff on goods imported from China](#) coupled with a 10% to 20% tariff on goods imported from other countries. While the president-elect could choose not to enact tariffs at that scale once he assumes office, economists and [the market](#) have predicted that his proposals would spike inflation and cause the Federal Reserve to raise interest rates.

Several companies have already begun responding to Trump's election victory and the implications his tariff proposals would have on the costs of their goods. Executives have told analysts on earnings calls that it would be difficult to maintain current prices under Trump's broad tariffs.

Other companies are still waiting for more information from the president-elect. Tarang Amin, the CEO of ELF Beauty, told Business Insider that the company must first see the policy Trump enacts before making any changes to its pricing and that a new policy wouldn't affect the business until after its 2025 fiscal year.



Trending Gadgets

Here Are 29 of the Coolest Gifts for This 2024

Ad

"We don't like tariffs because they are a tax on the American people," Amin said, adding that the company had been subject to a 25% tariff since 2019 because of policies from Trump's first term. "And at that time," he said, "we pulled all the levers available to us to minimize the effects to our company and our community."

Karoline Leavitt, a Trump-Vance transition spokeswoman, told BI: "In his first term, President Trump instituted tariffs against China that created jobs, spurred investment, and resulted in no inflation." She added that Trump will "work quickly" to lower taxes and create more American jobs.

Below are the companies that are warning of price increases if Trump's tariff proposals are implemented.

AutoZone

Philip Daniele, the CEO of the auto-parts company AutoZone, told analysts on a September earnings call that tariff policies had "ebbed and flowed over the years," and if Trump implemented more tariffs, "we will pass those tariff costs back to the consumer."

"We generally raise prices ahead of that," Daniele said, adding that prices would gradually settle over time. "So, that's historically what we've done," he said.



Trending Gadgets

Here Are 29 of the Coolest Gifts for This 2024

Ad

Columbia Sportswear

Tim Boyle, the CEO of Columbia Sportswear, told analysts on an October earnings call that the company was "very concerned about the imposition of tariffs. " He said that while he considered Columbia adept at managing tariffs, "trade wars are not good and not easy to win."

Boyle also told [The Washington Post](#) in October that the company was "set to raise prices."

"It's going to be very, very difficult to keep products affordable for Americans," he said.

Stanley Black & Decker

Donald Allan, the CEO of the manufacturing company Stanley Black & Decker, told analysts in an October earnings call that the company had been evaluating "a variety of different scenarios" to plan for new tariffs under Trump.

"And obviously, coming out of the gate, there would be price increases associated with tariffs that we put into the market," Allan said, adding that "there's usually some type of delay given the processes that our customers have around implementing price."

Allan also said the company would consider moving its production out of China and to other countries, such as Mexico, to reduce the impact of a 60% tariff on Chinese imported goods. Steve Madden was among other companies that announced plans to import fewer goods from China, with its CEO, Edward Rosenfeld, saying on an earnings call that the company had already started that process.

Walmart

Walmart CFO John David Rainey [told](#) CNBC on November 19 that the company will likely raise prices if Trump's tariff proposals are implemented.

"We never want to raise prices," he said. "Our model is everyday low prices. But there probably will be cases where prices will go up for consumers."

Rainey added that the company is "pretty familiar" with tariffs, given Biden and Trump's policies over the last seven years, but he said they're "inflationary for customers, so we want to work with suppliers and with our own private brand assortment to try to bring down prices."

 Business Insider

Here's what the economy would look like under a Trump or Biden presidency

If you enjoyed this story, be sure to follow [Business Insider](#) on Microsoft Start.

Sponsored Content



Happy in Shape

**Cruise Ship Encounters
Pirates - Watch What the
Captain Does Next!**

Ad




Dicas de Vinho Blog

**Premiado abridor de vinhos
de pressão chega ao Brasil. O
preço? É surpreendente**

Ad

More for You



A double whammy of tariffs and strikes is coming for U.S. trade and the global supply chain in early 2025

194

184



WPTZ Plattsburgh-Burlington · 2h

Trump chooses Dr. Mehmet Oz to lead Centers for Medicare and Medicaid...

686

663




CNBC · 12h

Russia-U.S. trade hit global market lowers the threshold

211

1




Redbook · 33m

America's 10 Most Stolen Cars of 2023, Is Yours On The List?

384

36




The Independent · 6h

What is impoundment? How Trump wants to circumvent Congress and slash spending

95


83



Trending Gadgets

Here Are 29 of the Coolest Gifts for This 2024

Ad



Happy in Shape

Cruise Ship En Pirates - Watch Captain Does

Ad




CNBC · 9h

Walmart may have to raise some prices if Trump tariffs take effect, CFO says


47

15




CNBC · 16m

Charts suggest market could weather Trump tariff increases, Jim Cramer says



Axios · 28m

Comcast plans to spin off NBCU's cable channels



The Independent · 1h

Where do Joe Kyrsten Sinema apologies now

251

3



281



92



Bloomberg

+ Follow

464.5K Followers

Japan and China Dump US Treasuries Before Trump's Victory

Story by Masaki Kondo and Ruth Carson · 19h ·

2 min read

MARKETS TODAY



INX ▲ +0.40%



DJI ▼ -0.28%



COMP ↗ Rising fast

(Bloomberg) -- Two of the world's biggest foreign holders of US government debt offloaded a pile of Treasuries in the third quarter as they rallied before the presidential election.

Japanese investors sold a record \$61.9 billion of the securities in the three months ended Sept. 30, data from the US Department of the Treasury showed on Monday. Funds in China offloaded \$51.3 billion during the same period, the second biggest sum on record.

The return on Treasuries peaked at a 2-1/2 year high in mid-September before the Republican Party gained control of both houses of Congress and the White House. The securities have since dropped almost 4% from that level on concern President-elect Donald Trump's low-tax, high tariff policies will fuel inflation.

[Continue reading](#)

Sponsored Content

More for You