



250

300

350

400

10

20



30

40





450

0

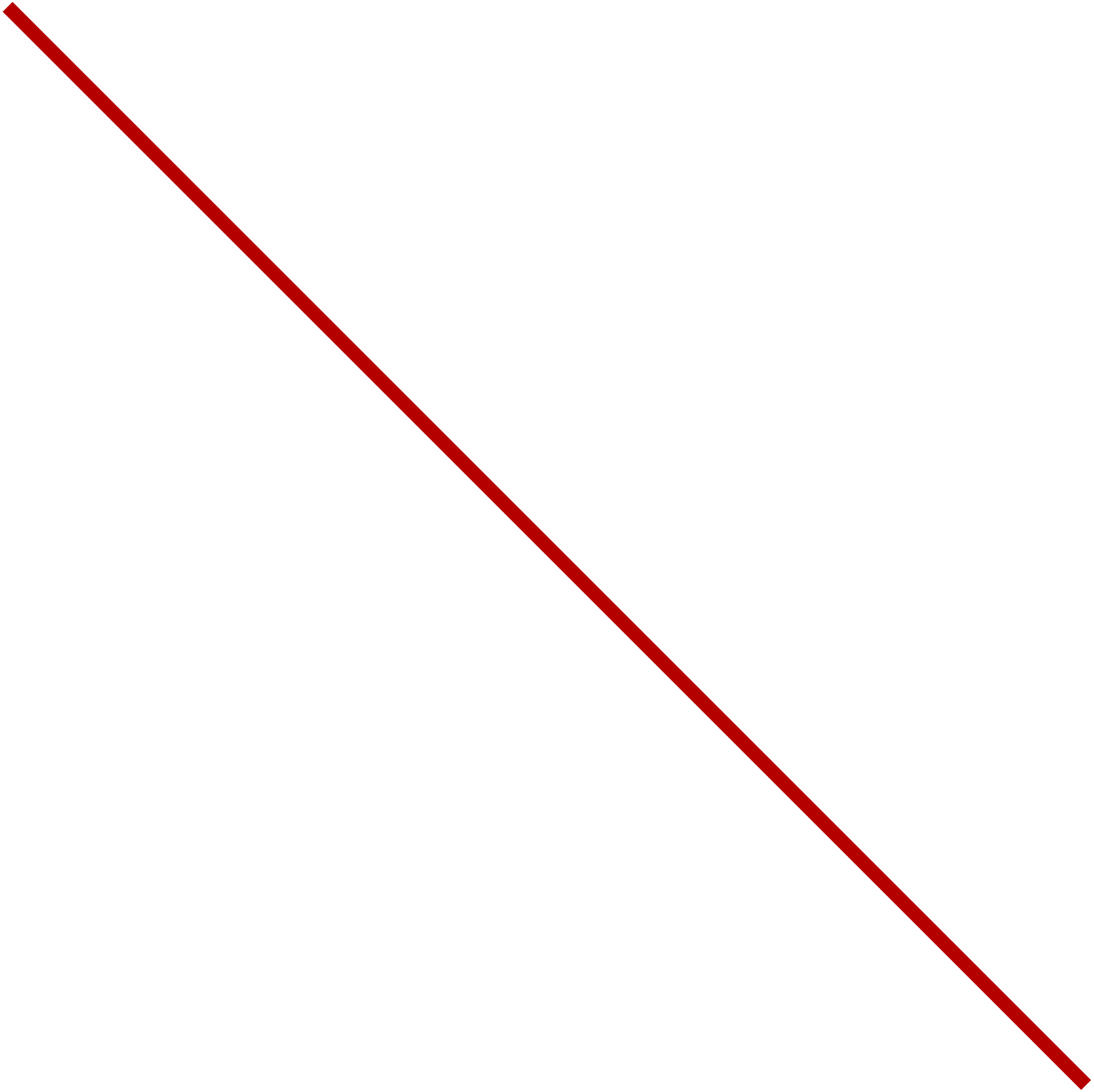




















A change in Expectations  
shifts Demand











Buy more **now**  
before price rises

Demand increase



"Next month, video game Consoles will become more expensive, as tariffs kick in"

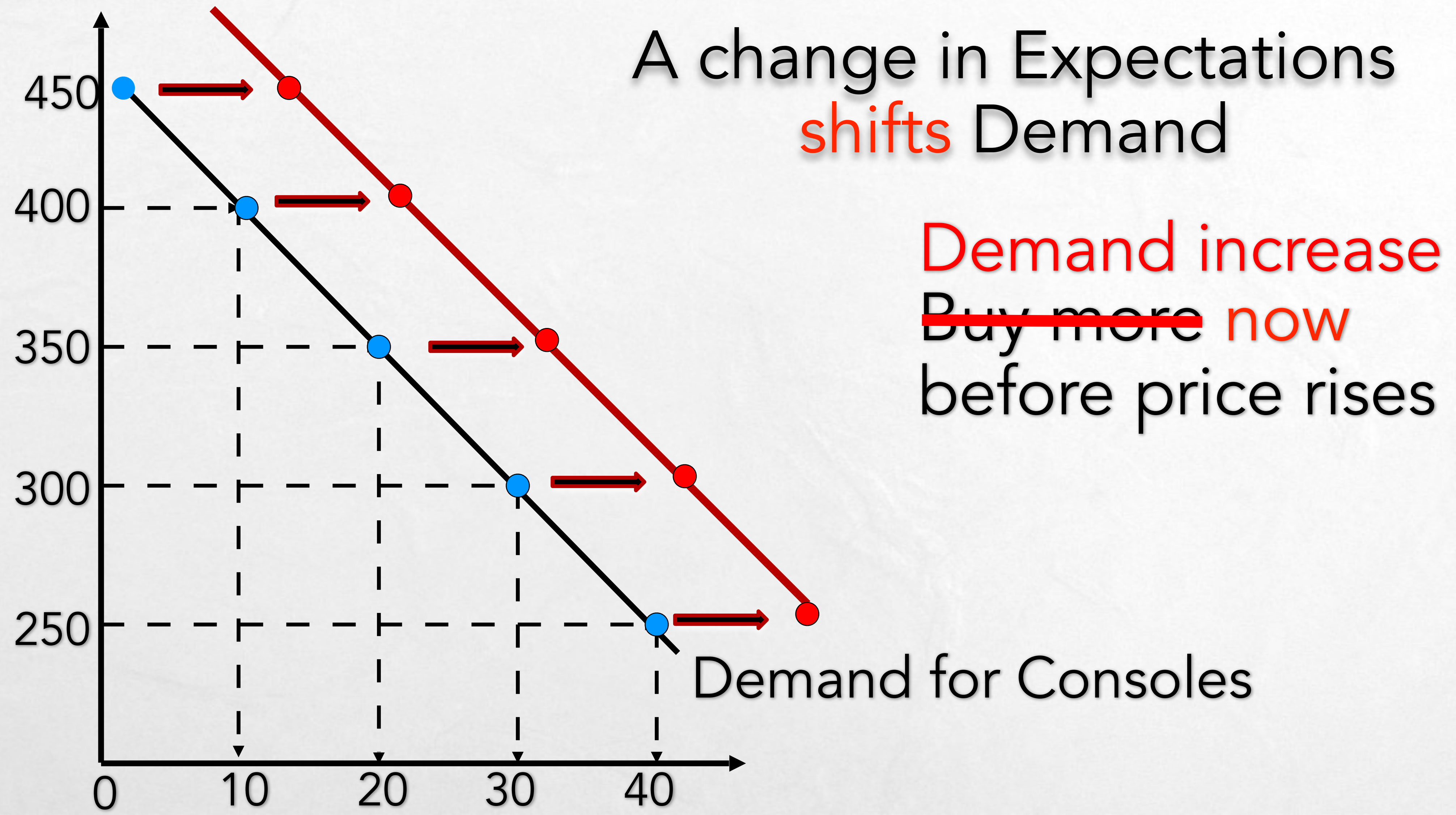


Demand for Consoles





"Next month, video game Consoles **will become** more expensive, as tariffs kick in"



# Expectations

A guess about what will happen in the future