



Euromonitor  
International

# How Trump's Economic Policies Affect Industries and Consumer Markets

April 2025

## EXECUTIVE SUMMARY

Why read this report?

Key findings

## INTRODUCTION

Global markets are facing a perfect storm amid tariffs, trade wars, and shifting policies

The six pillars of Trump's policies

Trump's tariffs hit a range of countries and industries

Trump impacts uncovered: A cross-industry view

## ECONOMIES AND CONSUMERS

Impact of Trump's policies according to Economies and Consumers experts

Trump trade war is a key downside risk to global growth and upside risk to inflation

Slower growth and higher prices would slow down global consumption growth

Disrupted trade will hit US consumer goods and threaten export revenue loss

Case study: US soybean exports plummet during Trump's first presidency

Global supply chain to witness more shifts amid tariff wars

Case study: Global trade tensions upscale "China +1" and diversification policies

US manufacturing: Company investment in US reshoring

## FOOD, BEVERAGES AND TOBACCO

Impacts of Trump policy according to Euromonitor's food experts

Impacts of Trump policy according to drinks, packaging, tobacco, ingredients experts

Impact on food, drink and inhalation of tariffs, migration, regulation and spending

Foods: Tariffs to affect US-produced commodities, from wheat to meat

Food and drinks: Impact of tariffs on oils, dairy, tea and coffee

Ingredients: Impact of tariffs to accelerate reformulation with sweeteners

Alcoholic and non-alcoholic drinks: Impact of tariffs

Aluminium tariffs may result in increased PET packaging mix for The Coca-Cola Co

Packaging: Impact of tariffs on aluminium cans; plastic resin tariffs avoided

Nicotine tariffs may push e-vapour further into illicit trade

Migration policy impact on foods, alcoholic drinks and tobacco

Regulation in food and drinks

GLP-1's future in the US will be driven by price

Regulation impact in the tobacco and cannabis industries

Packaging: Impact of deregulation

Soft drinks: Prospect of cuts and heightened scrutiny of US food assistance programmes

Taxation and spending: SNAP restrictions to impact US soft drinks and snacks choices

## BEAUTY, HEALTH AND FASHION

Impacts of Trump policy pillars according to beauty, health and fashion experts

Impact on beauty, health and fashion of tariffs, regulatory changes and AI/Tech

Consumer health: Weighing the likelihood of retaliatory tariffs, changing FDA priorities

Reckitt Benckiser considers onshoring manufacturing to limit effects of trade wars

Beauty and personal care: Companies are mitigating risks by localising production

Beauty: FDA deregulation could encourage new launches but erode consumer trust

Tissue and hygiene: Reliance on cross-border raw materials adds exposure to tariffs

Essity eyes US infrastructure expansion to beef up local supply chain amid tariff threats

Apparel: Uncertainty around tariffs in the US likely to result in retail price increases

Apparel: Tariffs to drive demand for second-hand fashion and shifts in supply chains

Shein is banking on Brazil to reduce its reliance on China for production

## HOME AND TECHNOLOGY

Impacts of Trump policy pillars according to home and technology experts  
Impact on home and technology of tariffs, migration and regulatory changes  
Home care: Expenditure adversely affected if Trump follows through on full policies  
Cookware: A specific example of US inflationary pressure from tariff policy  
Consumer appliances and electronics: Tariff impact low in all but USMCA goods  
Consumer appliances and electronics: Manufacturer responses  
TSMC investing USD165 billion in US chipmaking facilities  
Home industries: Migration policy will affect construction and domestic workers  
Deregulation stalls progress on appliance efficiency and chemical safety standards  
Trump's deregulation efforts might threaten the EPA's Safer Choice certification programme

## TRAVEL AND AUTOMOTIVE

Repercussions of Trump policies take their toll on travel and automotive  
Travel and automotive are impacted by tariffs, migration and energy policies  
Higher tariffs will inflate new car prices in the US and risk loss of market share  
Case study: GM weighs strategies to mitigate the impact of higher trade tariffs  
Global travel demand suffers downgrades from Trump presidency and policies  
US-Canada travel corridor impacted hard as Canadians encouraged to take staycations

## CONCLUSION

How to win in times of market uncertainty and Trump 2.0  
Evolution of global trade, business and consumer landscape

## APPENDIX

Euromonitor Macro Model and Forecast Models  
Macro Model Total Trump Agenda scenario: Assumptions and probability

## About Euromonitor International

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