



Attitudes to Trade Survey 2026

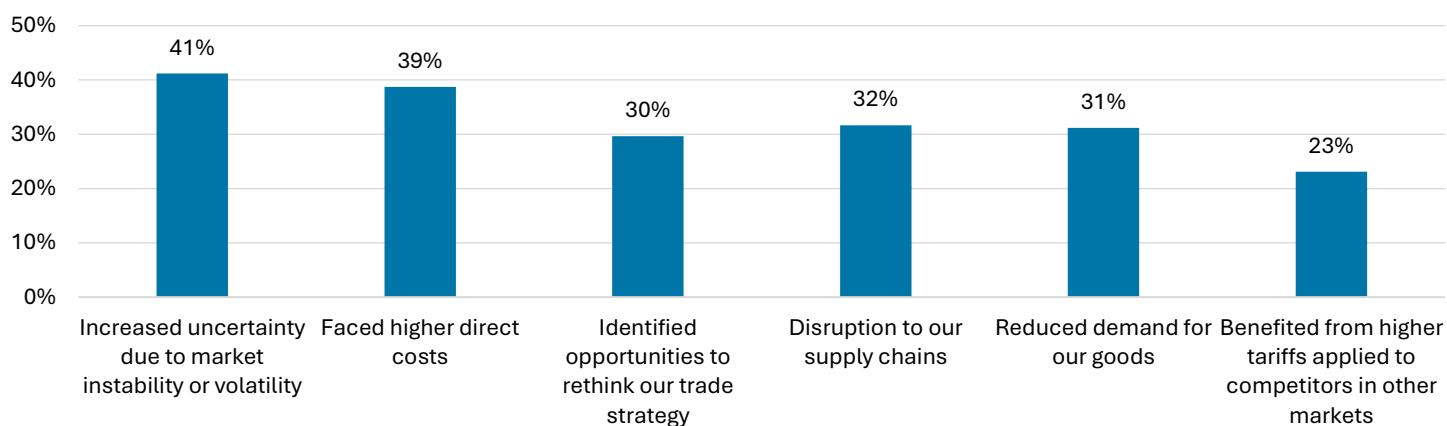
Industry Insights: Consumer



The impact of US tariffs on the UK consumer industry

International trade is continuing to reshape the consumer landscape, with businesses across the sector experiencing unprecedented effects. A volatile global tariff environment has become a critical consideration for the consumer sector, influencing cost structures, supply chains and consumers' purchasing power. Although some segments have experienced the initial impact more severely, the ripple effects of heightened trade barriers and broader economic uncertainty are widespread. This industry insight presents a non-exhaustive snapshot of findings from our latest survey on UK businesses' attitudes towards trade, with more comprehensive data and analysis included in the [full report](#).

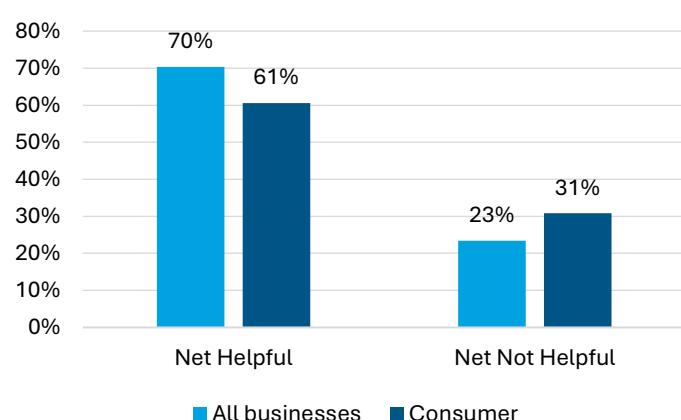
Since the administration of the US introduced the new tariff regime, which, if any, of the following impacts has your business experienced? (Consumer businesses only)



As consumer is a broad category spanning apparel, electronics and automotive, the impacts of the US tariff regime in 2025 are transmitted through multiple channels including logistics routes and evolving demand profiles. This is reflected in the breadth of impacts identified by consumer businesses in our survey, with supply chain disruption (32%) and uncertainty (41%) reported alongside higher costs (39%), indicating that the impacts extend beyond the immediate cost of tariffs. Factors such as the removal of the US de minimis threshold for low-value imports and the growing importance of origin requirements are amplifying these pressures, particularly for high-volume e-commerce models, resulting in a trading environment where compliance, logistics and market dynamics are now central considerations.

The benefits of the EPD did not focus on the consumer industry

How helpful has the US-UK Economic Prosperity Deal been to your business?



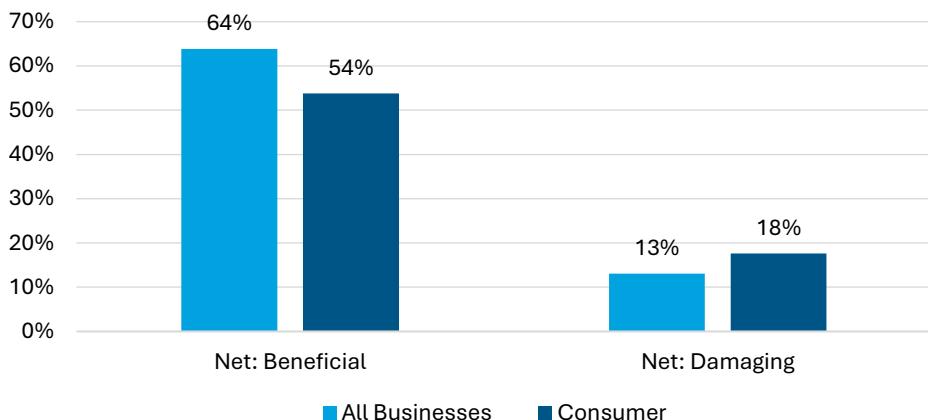
The UK-US Economic Prosperity Deal (EPD) is a limited but strategically significant deal aimed at mitigating some of the effects of US tariffs introduced in 2025. 61% of consumer businesses found the EPD helpful to some degree for their business, lower than the cross-sector average of 70%.

The EPD locks in US baseline tariffs of 10% for most UK goods however, it does not address changes to the US de minimis threshold for low-value imports, nor does it consider the broader economic effects of US tariffs. While the automotive sector benefitted from targeted tariff reductions, the consumer industry more broadly appears likely to continue facing an uncertain and volatile tariff landscape.

The future of the UK-EU trading relationship

Launched in 2024, the UK government's "EU reset" aims to foster a closer, more cooperative relationship with the EU, while respecting key national boundaries, such as remaining outside the Single Market and the Customs Union. The initiative includes measures such as a veterinary agreement to ease border checks, a youth mobility scheme to ease travel restrictions, and alignment with the EU Carbon Border Adjustment Mechanism (CBAM).

Do you anticipate the new UK government's trade policy towards Europe being beneficial or damaging for your business over the next 5 years?



While a majority of consumer businesses remain positive about the UK government's trade policy approach towards Europe, their outlook is more cautious than that of the wider business community. With 54% seeing the government's approach as beneficial to their business, compared to 64% across all sectors, consumer businesses appear to recognise that the government's current approach focuses on specific policy areas such as sanitary and phytosanitary (SPS) measures, (CBAM), and youth mobility.

Deloitte's Attitudes to Trade Survey 2026

This insight was produced as part of Deloitte's Attitudes to Trade Survey, our annual survey capturing business leaders' sentiment towards trade policy. Now in its fourth year, we commissioned professional polling agency Opinium to conduct field research with senior decision-makers representing 750 UK businesses engaged in international trade. The full report can be found online [here](#).

For support in assessing your trade and investment priorities, Deloitte's specialists are on hand to help.



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