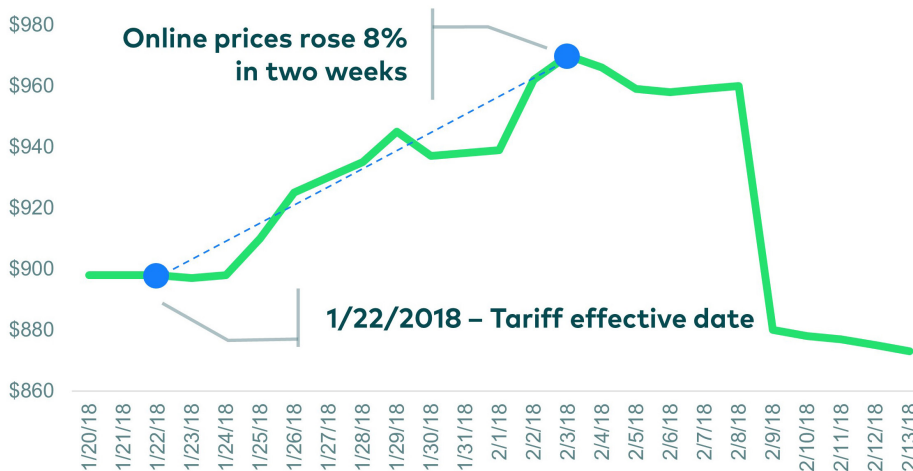


THERE'S A NEW TARIFF IN TOWN

On January 22, 2018, the White House imposed a new tariff on imported washing machines and solar energy panels. The administration claims that the tariffs will help American businesses combat unfair foreign trade practices, but its detractors say that it will only lead to higher prices and fewer choices. Though the longterm effects of this decision can only be ascertained with time, we took a look at our pricing data to see if the tariff had any immediate effect on pricing for washers online.

Post-Tariff Online Price Trend (Washers) Average Online Listing Price, 1/20/2018 - 2/13/2018



Our study monitored the online prices of over 450 washer listings from Amazon, Best Buy, Home Depot, Lowes, Sears, JCPenney and P.C. Richard. Whirlpool, GE, LG, Samsung, Bosch, Electrolux, Haier and Equator washing machines were included in the study. One price was extracted per day, per listing. Source: Numerator

Here's what we found

The tariff appeared to cause an immediate reaction on the retail prices of washing machines in the days after the tariff was effective. Prices have since normalized, and we likely have yet to see how retailers will shift their promotional and pricing tactics longer term to ensure their consumers do not feel the effects of the tariff themselves.

In February, washer prices reached as high as **16%** higher than pre-holiday 2017 prices

Washer prices increased by **8%** the 14 days following the tariff's activation

Are market conditions impacting online pricing in your category?

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