# half of april profit warnings among uk firms linked to tariffs and trade disruption



A recent analysis by accountancy firm EY has revealed that half of the profit warnings issued by UK-listed companies in April were directly linked to tariffs and the broader impact of global trade disruptions. The findings show a total of 26 profit warnings for the month, an increase from 21 during the same period last year.

Among these warnings, 13 specifically mentioned tariffs as a contributing factor. On average, companies that announced profit warnings experienced a significant drop in their share prices, with a typical decline of 19 per cent on the day of the announcement. In the first quarter of this year, 62 profit warnings were reported, marking an 11 per cent decrease compared to the same period in 2024. This decline, however, occurred before the introduction of former US President Donald Trump’s “Liberation Day” tariffs, which were announced at the beginning of April.

Notable UK-listed firms affected include TT Electronics, a manufacturer, and Clarkson, a leading ship broking company. In addition, the Character Group, known for its Peppa Pig toys, has opted to withdraw its profit guidance due to the prevailing uncertainties associated with tariffs and trade conditions.

The increases in profit warnings could indicate potential challenges for the UK economy as companies grapple with external pressures from international trade policies.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.ey.com/en_uk/newsroom/2025/01/one-in-five-uk-listed-companies-issued-profit-warning-in-2024> - This EY report reveals that 19% of UK-listed companies issued profit warnings in 2024, the third highest annual proportion in 25 years, highlighting the significant impact of global trade disruptions on UK businesses.
2. <https://www.icaew.com/insights/viewpoints-on-the-news/2024/feb-2024/profit-warnings-in-2023-exceed-financial-crisis-peak> - According to ICAEW, 294 profit warnings were issued by UK-listed companies in 2023, representing 18.2% of all UK-listed companies, indicating a substantial increase in profit warnings compared to previous years.
3. <https://www.standard.co.uk/business/business-news/firms-raising-prices-ahead-of-trade-tariff-hikes-report-finds-b1209430.html> - A survey by HSBC found that 39% of UK businesses are increasing prices in anticipation of higher tariffs, reflecting the broader impact of global trade disruptions on UK companies.
4. <https://www.telegraph.co.uk/business/2023/07/19/profit-warnings-financial-crisis-levels-ey-parthenon-report/> - This report highlights that profit warnings have reached levels last seen during the financial crisis, with more than one in six UK-listed companies issuing warnings in the past 12 months, underscoring the challenges posed by global trade disruptions.
5. <https://www.bloomberg.com/news/articles/2024-01-29/uk-profit-warnings-last-year-exceeded-height-of-2008-crisis> - Bloomberg reports that 294 profit warnings were issued in 2023, representing 18.2% of listed firms, a higher proportion than during the worst of the financial crisis in 2008, indicating the severe impact of global trade disruptions on UK companies.
6. <https://www.ft.com/content/faa2d73a-1789-4625-9053-38b3e2d72e7d> - This article discusses how uncertainty over US tariffs is adding to the challenges facing the advertising sector, with companies like S4 Capital experiencing significant losses due to reduced marketing spend by technology clients, highlighting the broader impact of global trade disruptions on UK businesses.
7. <https://www.dailymail.co.uk/money/markets/article-14680633/Half-profit-warnings-UK-listed-firms-linked-tariffs-global-trade-disruption.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data