# MrBeast critiques Trump's tariffs and their impact on his business



Viral content creator MrBeast, known for his philanthropic ventures and engaging entertainment, has openly critiqued former President Donald Trump's tariffs, remarking on their unexpected impact on his business operations. MrBeast, whose real name is Jimmy Donaldson, made the remarks via social media on Tuesday, where he described the tariffs as "brutal."

MrBeast established his chocolate brand, Feastables, in 2022, producing a variety of sweets, including cookies and gummies. In his commentary, he pointed out an ironic twist resulting from the tariffs, revealing that manufacturing costs for his chocolate sold internationally may be lower than those in the United States. "Ironically because of all the new tariffs it is now way cheaper to make our chocolate bars we sell globally NOT in America," he stated. He elaborated that the tariffs, exceeding 20% on goods produced in the U.S., give an advantage to international production, as his products are manufactured in Peru by Machu Picchu Foods SAC.

Despite the apparent benefit to his business, MrBeast acknowledged the challenges faced by smaller enterprises. He stated that while his brand could navigate these changes, smaller businesses might find the tariffs detrimental, saying they "could really be a nail in the coffin for them." MrBeast also highlighted his commitment to ethical sourcing, indicating that his company pays farmers a living income and utilises fair trade certified beans, which adds to the overall cost of production.

The commentary from MrBeast follows similar sentiments expressed by other notable figures in the business world. On the same day, Dave Portnoy, the founder of Barstool Sports, also lambasted Trump's tariff decisions, linking them to instability in the stock market. Portnoy referred to the financial turmoil in the markets, suggesting a potential repeat of the historic 'Black Monday', which saw significant losses on October 19, 1987. He even coined the term "Orange Monday" in reference to Trump, stating, "This is a decision that one guy made that crashed the whole stock market."

Portnoy recounted his own financial losses due to the market's downturn and highlighted Trump's recent activities in golfing instead of addressing the economic issues. "And you're out on the golf course," he remarked, referencing Trump’s activities while the market faced declines.

MrBeast, who reportedly earns around $54 million a year primarily through advertising on his widely viewed video content, has built a considerable online presence, boasting nearly 100 million followers on TikTok and around 232 million subscribers on YouTube. Since beginning his YouTube journey in 2012, he has garnered over 50 billion views and has engaged in notable philanthropic acts, including substantial donations to various individuals and causes.

Outside of his video content, MrBeast has also ventured into areas such as smartphone app development, video game tournaments, and his own food line, which has contributed to an estimated net worth of around $500 million. In 2023, he revealed that he was initially invited to join the ill-fated Titan submersible journey but chose to decline, calling it a "kind of scary" decision.

The evolving dynamics of global trade and commerce continue to impact business leaders and content creators alike, highlighting the intertwining of economic policy and entrepreneurship in today's climate.

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

## References

* <https://techcrunch.com/2025/04/08/at-last-mrbeast-weighs-in-on-the-global-economic-crisis-du-jour/> - This article corroborates MrBeast's critique of Donald Trump's tariffs and their impact on his business, specifically mentioning that manufacturing abroad is cheaper due to lower tariffs.
* <https://africa.businessinsider.com/retail/mrbeast-says-itll-be-way-cheaper-to-make-his-feastables-chocolates-outside-the-us/hkq9v91> - It supports the claim that MrBeast finds it cheaper to produce Feastables chocolates outside the U.S. because of Trump's tariffs, particularly highlighting production in Peru.
* <https://www.noahwire.com> - This is the primary source mentioned for the information about MrBeast and his critiques on Trump's tariffs, though access to specific articles may require subscription or registration.
* <https://www.celebritynetworth.com/authors/jimmy-donaldson-net-worth/> - This could provide information about MrBeast's net worth and business ventures, although it is not directly mentioned in the search results.
* <https://en.wikipedia.org/wiki/Dave_Portnoy> - This page provides background information on Dave Portnoy, the founder of Barstool Sports, and possibly his reactions to market instability related to Trump's policies.