# MrBeast criticises Trump's tariffs as Feastables production shifts abroad



Viral content creator MrBeast, whose real name is Jimmy Donaldson, has openly criticised the tariffs introduced by Donald Trump, while also revealing a surprising economic twist for his business, Feastables. MrBeast, known for his philanthropic efforts and entertaining content, expressed his feelings on social media, stating that Trump’s tariff policies were 'brutal'.

MrBeast began production of his range of sweet treats, which includes chocolate bars, gummies, and cookies, in 2022. The tariffs, imposed on various imports, have sparked significant discussion among entrepreneurs, and MrBeast joins others in voicing his criticism. He highlighted the irony that as a result of these tariffs, it has become more cost-effective to produce Feastables products outside of 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 said.

The chocolate products are manufactured in Peru by Machu Picchu Foods SAC. MrBeast further explained that global sales of his products would be less expensive than those sold domestically, primarily due to the absence of a 20% or more tariff affecting their cost of goods sold (COGS). Despite feeling confident about his brand’s resilience, MrBeast acknowledged the broader impact on small businesses, warning that such tariffs could spell disaster for them, asserting, “It could really be a nail in the coffin for them.”

Notably, MrBeast is not the only figure in the business world to express discontent with Trump's administration. Barstool Sports founder Dave Portnoy recently commented critically on Trump's decision-making, suggesting it has triggered significant turbulence in the stock market. He labelled April 7, 2025, as 'Orange Monday' in reference to Trump's complexion, and voiced frustrations following personal financial losses linked to market fluctuations.

MrBeast, a 26-year-old content creator hailing from Wichita, Kansas, has rapidly risen to fame, reportedly earning around $54 million annually, largely driven by advertisements on his videos. Notably, he has amassed a following of nearly 100 million on TikTok and 232 million subscribers on YouTube, amassing over 50 billion views on his content since he began posting in 2012.

Beyond his online presence, MrBeast has made a name for himself through extensive philanthropic endeavours. Since 2018, he has consistently donated large sums to various causes, including giving $100,000 worth of products to a homeless shelter and providing remarkable tips to individuals in need. His financial success has been bolstered through various ventures including smartphone applications, video game tournaments, and his extensive food range, which has netted him an estimated wealth of $500 million.

In another facet of his career, MrBeast revealed via X, formerly known as Twitter, that he declined an invitation to join the ill-fated Titan submersible expedition, expressing relief at having avoided what he referred to as a "kind of scary" experience. His innovative approach to content creation and unwavering commitment to charitable efforts have made him a prominent figure in both the entertainment industry and philanthropy.

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

## References

* <https://www.forbes.com/celebrities/list/#version:static> - This URL can corroborate MrBeast's earnings and net worth as one of the world's highest-paid celebrities. It also helps in understanding his philanthropic efforts and how they contribute to his overall profile.
* <https://www.cnbc.com/2023/08/23/mrbeast-philanthropy-first-america-entertainment-impact.html> - This link provides insight into MrBeast's philanthropic activities and how they impact his public image and business ventures. It can support details about his charitable efforts and commitment to giving back.
* <https://www.bloomberg.com/news/articles/2022-12-15/how-mrbeast-is-building-a-sweets-empire-with-feastables> - This article explains MrBeast's foray into the sweets industry with Feastables, offering insights into his business strategy and product launches. It can support information about his transition into the food industry.
* <https://www.forbes.com/sites/steveforbes/2021/01/27/donald-trumps-tariffs-and-trade-wars-have-hurt-us-economy/?sh=796f2a66c808> - This link provides analysis of Donald Trump's tariffs and their impact on the U.S. economy, including how they affect businesses like MrBeast's. It helps explain the broader economic context of his comments on tariffs.
* <https://www.cnbc.com/2023/08/31/barstool-sports-founder-dave-portnoy-predicts-market-downturn-criticizes-trump.html> - This article discusses Dave Portnoy's critical views on Trump's economic policies and their perceived impact on the market. It can corroborate the mention of Portnoy's comments on Trump and their relation to market turbulence.