# Amazon denies plans to show tariff price increases on main website



Amazon has publicly refuted reports suggesting that it planned to display price increases stemming from President Donald Trump’s tariffs directly on its main website. According to the clarification, the consideration to show tariff-related surcharges was limited exclusively to Amazon Haul, the company’s discount-focused shopping platform, rather than its primary e-commerce marketplace.

The denials came after a report by Punchbowl News indicated that Amazon had intentions to highlight tariff-driven price increases prominently to consumers. This move drew swift criticism from White House press secretary Karoline Leavitt, who labelled the alleged plan “a hostile and political act” during a press briefing on Tuesday.

An Amazon spokesperson told MSNBC that while the Amazon Haul team had examined the possibility of listing import charges on certain products, the initiative was never formally approved nor implemented on any Amazon site. The spokesperson’s comments served to clarify the scope of the proposal, which was confined to Amazon Haul and not Amazon’s main retail platform.

Amazon Haul is Amazon’s recent strategic attempt to compete in the ultra-low-cost e-commerce segment notably challenged by Chinese platforms such as Temu and Shein. Despite the focus, the platform has struggled to gain significant traction, with only 24% of U.S. consumers reportedly having shopped there compared to 28% for Temu. The landscape became even more challenging following the introduction of a 120% tariff on goods valued under $800 imported from China, effective from 2 May 2025. Such a substantial tariff places tremendous pressure on pricing within the bargain segment, where profit margins are already minimal.

Historically, transparency about price changes tied to tariffs reflects a well-established practice among retailers during periods of trade conflict. For instance, during the U.S.-China trade tensions in 2018-2019, a survey of 197 Amazon sellers showed that 72% faced cost hikes averaging 17%, with some reporting increases as steep as 80%. These conditions forced sellers to choose between absorbing costs, raising prices without explanation, or explicitly attributing increases to tariffs. Similarly, during the Smoot-Hawley tariff era of the 1930s, retailers openly attributed price rises to government-imposed trade barriers. Consumer sentiment already shows an 8% decline as of April 2025, reflecting growing concern over tariff impacts regardless of public-facing price labels.

Beyond the consumer-facing implications, the tariff environment significantly affects Amazon’s extensive network of third-party sellers, who encounter several layers of increased costs such as higher freight forwarding, harbour fees, merchandise taxes, and miscellaneous import charges. These pressures compress sellers’ already tight profit margins, with some considering leaving the platform entirely due to financial strain. Reports have surfaced that certain merchants may limit participation in Amazon’s high-profile Prime Day event, aiming to sell more items at full price to compensate for import-related cost surges, thereby potentially affecting one of the company’s key sales periods.

Amazon’s decision to clarify its position on tariff surcharge displays likely reflects a strategic calculation to maintain competitive pricing perceptions, particularly within Amazon Haul’s sensitive market segment. By avoiding prominently advertising tariff-related price increases, Amazon appears to seek a balance between transparency, competitive positioning against rivals, and the economic realities facing its sellers.

The Tech in Asia is reporting that this episode highlights the broader complexities and economic ripple effects tariffs create, influencing not just consumer prices but also the operational strategies and relationships that underpin large e-commerce ecosystems.

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

## Bibliography

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2. <https://apnews.com/article/8598569632263872a6c04f7ef330c0fd> - This piece discusses Amazon's denial of plans to display tariff costs on its website, highlighting the internal consideration within Amazon Haul and the subsequent political backlash.
3. <https://time.com/7281274/amazon-tariff-haul-trump/> - This article details the tensions between President Trump and Amazon founder Jeff Bezos over the alleged plan to display tariff costs, with Amazon clarifying that only Amazon Haul considered this move.
4. <https://www.reuters.com/business/retail-consumer/white-house-amazon-tariff-price-announcement-is-hostile-2025-04-29/> - This report covers Amazon's denial of plans to disclose tariff costs on its website, following criticism from the White House and clarification that the proposal was limited to Amazon Haul.
5. <https://www.axios.com/2025/04/29/tariffs-amazon-prime-day-sellers-report> - This article discusses Amazon's denial of plans to display added tariff costs on product prices after facing criticism from the White House, and the potential impact on Prime Day sellers.
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