



TOYS, TREES, TARIFFS

**TRUMP'S TARIFFS TRAMPLE
HOLIDAY CHEER AS AMERICANS
STRUGGLE TO AFFORD DECORATIONS,
GIFTS, AND FOOD**



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**Trump's Tariffs Trample Holiday Cheer As
Americans Struggle To Afford Decorations,
Gifts, and Food**

This holiday season, instead of settling down to relax and celebrate, Americans are feeling more financially stretched and strapped. Millions are feeling the sting of Trump's disastrous tariffs in every area, with most Americans starting off the holidays with less than \$1,000 set aside and record-high levels of credit card debt. Most Americans think items are more expensive this year and expect to pay more this holiday season because of Trump's tariffs, even as they seek to scale back on holiday spending this season. Black Friday spending data already indicates that Americans are spending more money on fewer items this year.

Trump's tariffs have raised costs on everything from holiday decor to food and gifts. The price of a holiday dinner is up, with holiday staples like fish and seafood, tamales, ham, potatoes, and pies costing more. Trump's tariffs on Chinese imports have also hiked prices on Christmas decorations, including artificial Christmas trees, wreaths, garlands, ornaments, and lights, by as much as 20 percent – and consumers are taking notice, with 84 percent of Americans saying that Christmas decorations have gotten more expensive this year. Trump's tariffs have hit small businesses especially hard, forcing them to lay off workers, take out loans, cut imports, and raise prices to afford the new fees. Giftmakers have raised prices, particularly for toys, consumer electronics, clothing and accessories, and home decor and furnishings, with the most popular gifts this holiday season going up an average 26 percent [since last year](#).

These price hikes were easily predictable; toymakers warned of shortages ahead of the holiday season, and Trump himself acknowledged that toy prices would be high, even encouraging Americans to give their children fewer dolls. Of course, now Trump is burying his head in the sand, spewing [blatant lies](#) denying rising costs as many Americans find themselves taking on debt, clipping coupons, cutting costs, and stressing over finances instead of spending the holiday relaxing with family and friends. While Trump and Republicans spend billions bailing out their allies, building lavish ballrooms, and handing out tax breaks to billionaires, Americans continue to face higher prices with fewer resources.

Signed,
Rep. Anna Eskamani (Florida)
Rep. William Greer (Vermont)
Rep. Jessica Grill (New Hampshire)
Rep. Arvind Venkat (Pennsylvania)
Sen. Hillman Frazier (Mississippi)
Rep. Gary Friedmann (Maine)

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Rep. Thomas Cormen (New Hampshire)
Rep. Amy Perruso (Hawaii)
Rep. John Ray Clemmons (Tennessee)
Rep. Brianna Titone (Colorado)
Rep. Sonya Harper (Illinois)
Del. Dylan Behler (Maryland)
Rep. Christal Lloyd (New Hampshire)
Rep. John Cloutier (New Hampshire)
Rep. Dale Swanson (New Hampshire)
Rep. Terri O'Rourke (New Hampshire)
Rep. Timothy Horrigan (New Hampshire)
Sen. Cathy Kipp (Colorado)
Rep. Rita Harris (Florida)
Rep. Solomon Adesanya (Georgia)
Rep. Munira Abdullahi (Ohio)

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KEY POINTS

Americans Are Deeply Concerned About Holiday Prices

- **PRICED OUT OF HOLIDAY TRADITIONS:** Americans are widely expected to [scale back](#) on holiday spending this season. Surveys indicate that **Americans are planning to cut holiday spending by between 5 and 10 percent this year – the biggest drop since 2020.** The Deloitte 2025 Holiday Retail Survey found that U.S. consumers plan to spend [10 percent less](#) this year. A new report from Clever Real Estate found that the average consumer plans to spend [around 8 percent less](#) on holiday shopping this year, and an Institute for Policy and Opinion Research survey found that households expect to reduce holiday spending by [about 5 percent](#) this year. Likewise, PricewaterhouseCoopers (PwC)'s holiday outlook survey found that consumers plan to spend [5 percent less](#) this holiday season.

- [85 percent](#) of American shoppers expect to pay more this holiday season because of Trump's tariffs, according to the National Retail Federation.
- [80 percent](#) of Americans think items are more expensive this year, and [four in ten](#) plan to spend less this holiday season as a result. Among those planning to spend less, [58 percent](#) plan to cut back on purchasing gifts for others.
- [72 percent](#) of Americans expect record-high holiday prices due to Trump's tariffs, and [nearly half](#) report changing their typical shopping habits in response.
- [62 percent](#) of shoppers anticipate feeling financially strained by holiday shopping.
- [60 percent](#) of Americans say their decision to give to those in need this holiday season will be affected by inflation.
- [56 percent](#) of Americans say they are cutting back on holiday spending to afford basic living expenses this year.

- **AMERICANS ARE GOING INTO DEBT TO PAY FOR HOLIDAY SPENDING:** Americans are going into the holiday season with [record-high credit card debt](#), [up 6 percent](#) compared to last year, and buy-now-pay-later spending has already [risen 8 percent](#) this year. [Nearly 4 in 5 consumers](#) have less than \$1,000 set aside for the holiday season, and [more than half](#) of Americans expect to accrue more debt to pay for holiday shopping. [More than a third](#) reported that this is the first year they've worried about affording holiday shopping, and [over a quarter](#) of Americans are worried about going into debt this year due to holiday spending.

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- **SPENDING MORE ON LESS:** Americans are clamoring for deals in the wake of rising prices, and [bought fewer items](#) on Black Friday this year despite spending [over 9 percent](#) more than in 2024. Consumer sentiment is [nearing a](#) record low, reflecting discontent with personal finances and pessimism about the overall economy. Economic expectations have [fallen nearly 34 percent](#) since November 2024. [63 percent](#) of Americans disapprove of the President's handling of the cost of living, and [60 percent](#) of Americans say inflation is getting worse.

Trump's Tariffs Are Hiking Holiday Costs

- **HIGH FOOD COSTS WEIGH ON HOLIDAY CHEER:** Food costs are [rising](#) nationwide thanks to Donald Trump's tariffs and America-last trade policies. [Polling](#) shows that over half of Americans consider the cost of groceries a major source of financial stress. Food prices are rising 20 percent faster than inflation overall, up [3.6 percent](#) year-over-year for food compared to [2.99 percent overall](#). The prices of goods like spices and food packaging have [shot up](#) this year as a result of Trump's tariffs, and low- and middle-income Americans have been [bearing the brunt](#) of Trump's tariffs.
 - **HOLIDAY DINNER COSTS RISE:** The price of a holiday dinner is up, with holiday staples including [fish and seafood](#), [potatoes](#), [tamales](#), [ham](#), [pasta](#), [wine](#), [pies](#), [rolls](#), and more seeing higher prices compared to last year.
- **TRUMP TARIFFS HIKE CHRISTMAS DECOR PRICES:** Trump's [tariffs](#) on [Chinese imports](#) have [raised costs](#) and [disrupted the supply chains](#) of Christmas decorations, including artificial Christmas trees, wreaths, garlands, ornaments, and lights.
 - **TREE TROUBLE:** With [nearly all](#) artificial Christmas trees being imported from China, sellers have been forced to raise prices in response. Balsam Hill, a top Christmas decor seller, [hiked prices by up to 20 percent](#) this year due to Trump's tariffs. Even as more consumers [flock to Christmas tree farms](#) in search of cheaper options, [more than 80 percent](#) of American households are still planning on using artificial Christmas trees in 2025, and those buying new trees will see significantly higher prices. At least one New York town [cancelled a long-running Christmas event](#) after facing steep tariff-inflated pricing for an artificial tree and decor.
 - **AMERICANS WORRY ABOUT HIGH DECOR COSTS:** Americans are paying attention to Trump's Christmas price hikes. [84 percent](#) of Americans say that Christmas decorations have gotten more expensive, and [63 percent](#) expressed concern that Trump's tariffs would raise prices even higher this year, according to the American Christmas Tree Association.

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- **TRUMP TARIFFS HURT SMALL BUSINESSES AMID HOLIDAY RUSH:** Trump's tariffs have hit small businesses especially hard, costing small businesses importing holiday decor [more than \\$400 million](#) this year in tariff fees. Companies specializing in Christmas decor have [reportedly](#) been forced to lay off workers, [take out loans](#), [cut imports](#), and raise prices to pay for Trump's Christmas tariffs. [71 percent](#) of small-business owners surveyed by Small Business for America's Future believe [tariffs](#) would [negatively impact](#) consumer spending, with 44 percent reporting having to raise prices and 35 percent reporting having to shrink profit margins to pay for Trump's tariffs. In addition to forcing businesses to raise prices, Trump's tariffs have [disrupted supply chains](#) and led to increased economic uncertainty among small business owners.
- **HOLIDAY GIFTS GO UP:** The prices of the most popular gifts this holiday season have **risen an average of 26 percent** [since last year](#). Tariffs are [raising gift prices](#), [particularly](#) for toys, consumer electronics, clothing and accessories, and home decor/furnishings. According to LendingTree, Americans would have [spent an additional \\$132 each](#) on holiday gifts last year if Trump's tariffs had been in place, and estimates that tariffs will [add about \\$40.6 billion in extra costs](#) for consumers and retailers this holiday season.
 - **TOYMAKERS STRUGGLE TO TACKLE TRUMP'S TARIFFS:** Many businesses in the toy industry have [struggled to adapt](#) to tariffs because [the vast majority of toys are imported from China](#). Even top toy manufacturers are in the red; Mattel's latest quarterly earnings report saw sales [decline 6 percent](#) as profit margins [missed expectations](#). Toy stores – which [earn the vast majority of their profit](#) during November and December – [warned of shortages](#) ahead of the holiday season and have been [forced to raise prices](#), and consumers have taken notice. [Nearly six in ten](#) Americans say holiday gifts seem more expensive this year, with [62 percent](#) attributing high costs to inflation and [58 percent](#) blaming Trump's tariffs.
 - **THROWBACK: TRUMP SCOLDED AMERICANS FOR BUYING KIDS TOYS AS HE IMPOSED TARIFFS IN MAY:** Trump himself [acknowledged](#) that toy prices would be high this holiday season, telling reporters in May that kids don't need extra toys: "All I'm saying is that a young lady, a 10-year-old girl, 9-year-old girl, 15-year-old girl, doesn't need 37 dolls...I don't think that a beautiful baby girl needs– that's 11 years old, needs to have 30 dolls. I think they can have three dolls or four dolls because what we were doing with China was just unbelievable."