Verus Market Note

Tariff-fueled inflation continues to be surprisingly absent

Investors have been watching closely for any signs of tariff-driven price increases, and after the government CPI report this week, the waiting and watching will continue. June's inflation report showed some rises in apparel prices, although apparel prices are still lower than they were in March. New automobiles was another category expected to see larger price rises, but those prices have been falling and are also lower than March levels. It is too early to say definitively, but there is a growing possibility that many businesses are choosing to absorb tariff costs rather than passing those costs onto their customers, at least for now.

In this week's Market Note, we outline the cumulative price movement of certain goods and services since the beginning of April (since "Liberation Day") using official government inflation data.



CUMULATIVE PRICE CHANGES SINCE "LIBERATION DAY"

Source: Verus, as of 6/30/25



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