

## European buyers increasingly shun U.S. Goods



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BRUSSELS – A noticeable shift is emerging in consumer habits across Europe, as more buyers express reluctance to purchase U.S.-made products even when prices remain competitive.

A newly conducted survey across the European Union involving over 19,000 participants shows a significant preference among consumers for alternatives to American goods. The results suggest that European sentiment toward U.S. brands may be changing, not solely based on cost, but due to

growing political and economic considerations.

When asked how they would respond to hypothetical import tariffs on U.S. goods ranging from 5% to 20%, respondents overwhelmingly said they would seek alternative products. A large portion indicated they would continue avoiding U.S. goods even without any price increase highlighting a deeper, values driven response. Notably, higher-income households showed the strongest inclination to switch preferences.

The data implies a broader and potentially long term move away from American goods, particularly in sectors such as electronics, vehicles, and household items. The timing coincides with rising trade tensions and policy shifts that have increased pressure on transatlantic commerce.

While European policymakers have not yet implemented retaliatory trade measures, the results could influence future decisions, especially as supply chain diversification gains strategic importance.

This emerging trend marks a potential recalibration in global consumer behavior and raises questions about the resilience of traditional U.S.-EU trade ties. Businesses on both sides of the Atlantic may need to adapt quickly to shifting loyalties and new expectations from consumers.