AP News: Amazon is not planning to break out tariff costs online as White House attacks potential move

April 30, 2025



Rob Lalka, Albert Lepage Professor in Business, was quoted in an Associated Press story about Amazon's decision not to display the cost of tariffs on its product pages after pressure from the White House.

> Tariffs may now be in the spotlight like they never were before — but companies have long itemized added costs to the things we purchase, Lalka notes, from city occupancy taxes on a hotel bill to rideshare apps like Uber breaking out local fees. And Amazon itself “already turned to this

playbook” when it began collecting state sales taxes, he adds, although another line in your online shopping cart may be less apparent than potentially seeing total import taxes next to each product you scroll by.

To read the story in its entirety, visit apnews.com:

https://apnews.com/article/amazon-tariff-prices-trump-white-house-8598569632263872a6c04f7ef330c0fd