

Thursday, April 23

Friends,

On Monday, the tariff refund portal opened for importers to declare refunds for IEEPA tariffs. Among those that have filed claims, early feedback from retailers has been mixed. U.S. Customs and Border Protection is working quickly to identify and address issues as they arise, and NRF is providing ongoing support to retailers navigating the process.

Mother's Day spending is projected to reach a record \$38 billion this year, according to NRF's [annual survey](#), surpassing \$34.1 billion in 2024 and exceeding the prior high-water mark of \$35.7 billion set in 2023. The data reinforces a consistent pattern: While consumer sentiment remains cautious, reflecting concern around rising fuel costs and broader economic uncertainty, consumer spending remains resilient, especially when tied to celebrations and personal connections. Learn more about what's driving spending in our latest [Retail Economic Perspective blog post](#).

Also this week, NRF's Talent Acquisition Group convened at PetSmart's home office in Phoenix, bringing together nearly 50 senior talent leaders representing 25 brands. Discussions focused on the evolving policy landscape, internal mobility strategies, workforce planning and assessment frameworks. Participants also engaged with senior leadership from PwC on the accelerating role of AI in shaping retail strategy.

For a full overview of NRF's latest initiatives, please see [our weekly update](#).

Thanks,



Matthew Shay
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National Retail Federation