

Thursday, April 2

Friends,

NRF remains focused on the research retailers need to better understand consumer attitudes about algorithmic pricing. We're analyzing the results of quantitative research conducted by SKDK, a well-regarded Washington-based research and public affairs firm. These insights will inform us and the industry as to the most impactful messaging we should use to educate consumers, lawmakers, regulators and the media. We will share the results with our members soon.

Today marks the one-year anniversary of President Trump's "Liberation Day" tariffs. NRF will host a [members-only call](#) on Monday, April 6, at 3 p.m. ET to discuss the latest updates from U.S. Customs and Border Protection on IEEPA tariff refunds.

As we head into the holiday weekend, consumer spending on Easter is expected to reach a record \$24.9 billion, surpassing the previous record of \$24 billion set in 2023. [NRF's survey data](#) reinforces that consumers remain focused on making holiday celebrations special despite concerns about economic uncertainty.

Finally, in June, NRF will host several thousand asset protection and loss prevention professionals at [NRF PROTECT](#) in Grapevine, Texas. We hope you and members of your team can join us for this best-in-class program.

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

Wishing you and your families a happy and healthy holiday weekend.

Thanks,



Matthew Shay
President & CEO
National Retail Federation