

# Trump 2.0:

# RETAIL

**Dr. Jenna Jacobson**

Associate Professor, Retail Management  
Director, Retail Leadership Institute  
Eaton Chair of Retailing



# ELBOWS



# UP

**Trade**

**Disruption**

*"All we're doing is saying you can't  
come in unless you build here"*  
– Trump

# Canadian Response

*"We won't  
back down"*  
– Carney

# SEGMENTS

RETAILERS



WORKERS



CONSUMERS



# RETAILERS





# RETAILERS



Chapman's Ice Cream · Follow

5h · 🌐

As Canada faces the greatest threat to our sovereignty since WWII, the effects of Donald Trump's threats are already being felt by most Canadians. As a proud Canadian-owned and operated company, we want to do our part to support Canadians. As a family we have decided to absorb all immediate increases in our costs due to the Trump-tariffs for the rest of the year to maintain our prices. We are actively looking internationally for alternative suppliers of ingredients that are unavailable within Canada. We will continue to reinforce Canadian-first policies within our operations because together we are stronger. We will never be the 51st state!

-Ashley Chapman, Chief Operating Officer

[#madeincanada](#) [#canada](#) [#canadianmade](#)  
[#canadastrong](#) [#chapmansicecream](#)

CHAPMAN'S

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# RETAILERS

amazon business

## Canada Showcase



From coast to coast, explore the best of **Canadian brands**, products, and more for **your business needs**.

Shop now



# RETAILERS

←  **r/pics** • 23 days ago  
ryderjb

LCBO starts to remove all US products after trade war



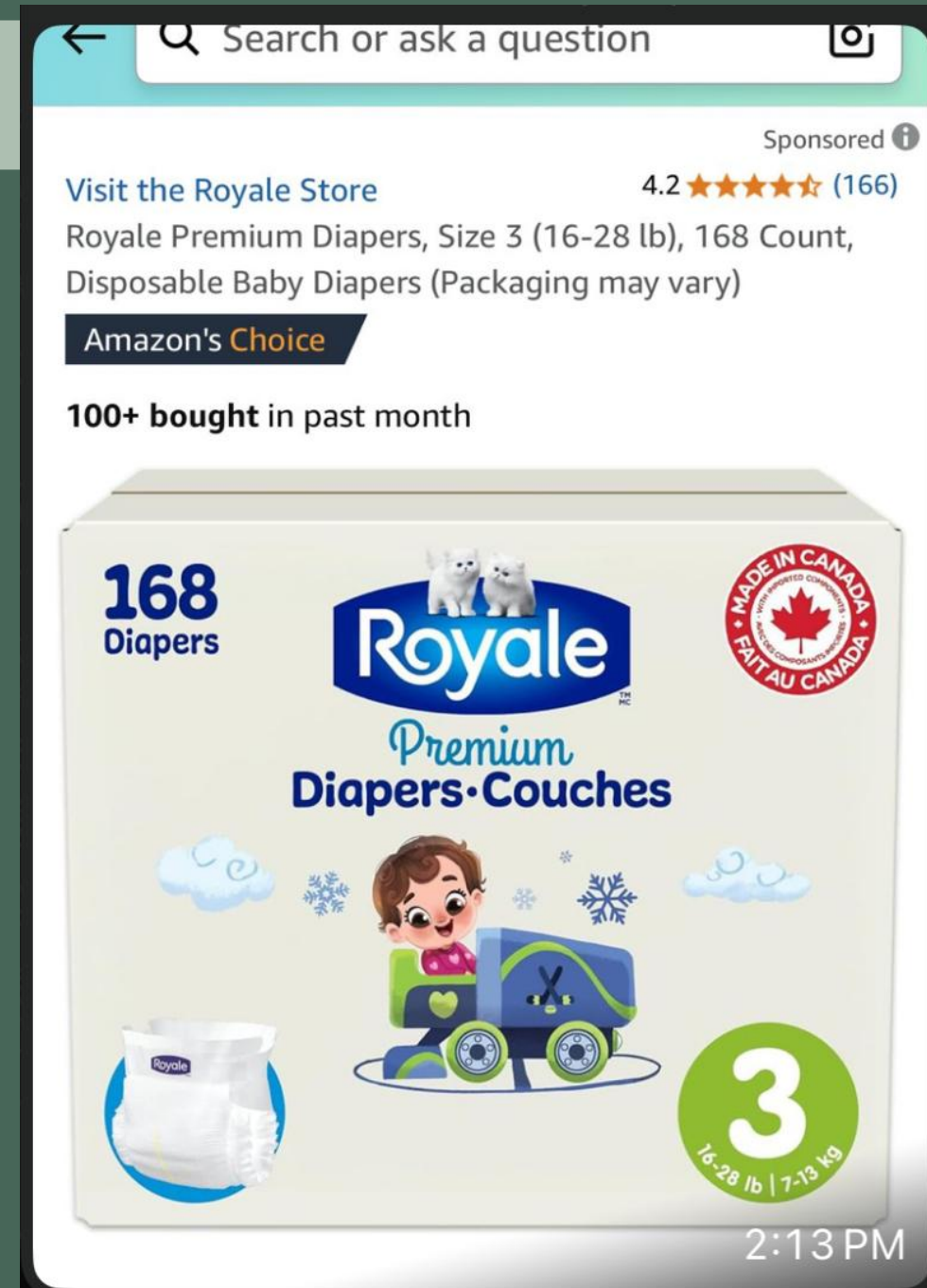
# WORKERS



# CONSUMERS



# CONSUMERS



Has anyone tried the Royale  
diapers? Thoughts?

2:14 PM



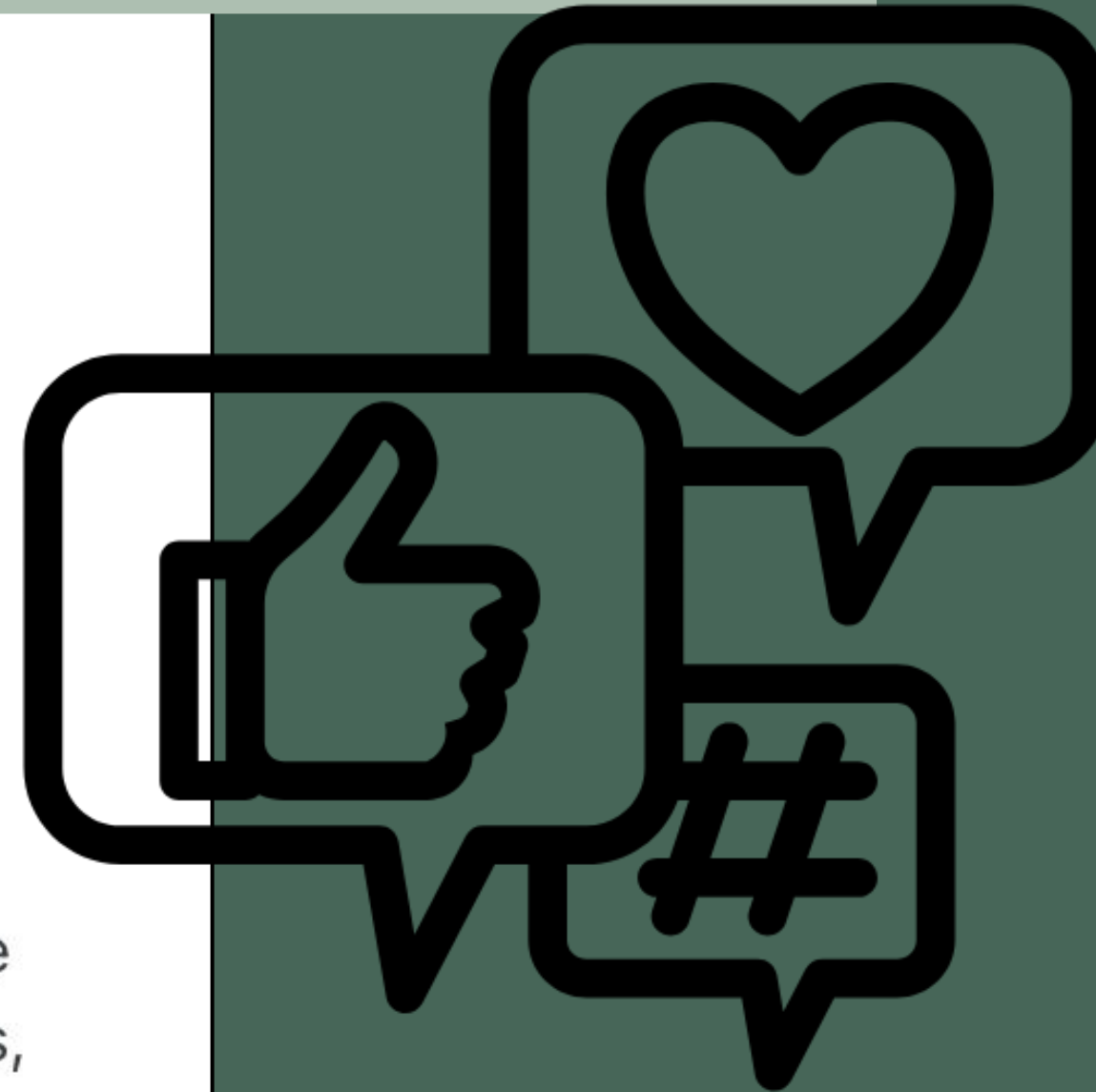
# CONSUMERS



## r/BuyCanadian

Welcome to r/BuyCanadian! Come on in and share your favorite hidden gems, major Canadian chains, and local goodies. Help fellow Canadians find...

351K members · 181 online



# CONSUMERS





# PACKAGING

*"Product of Canada"*



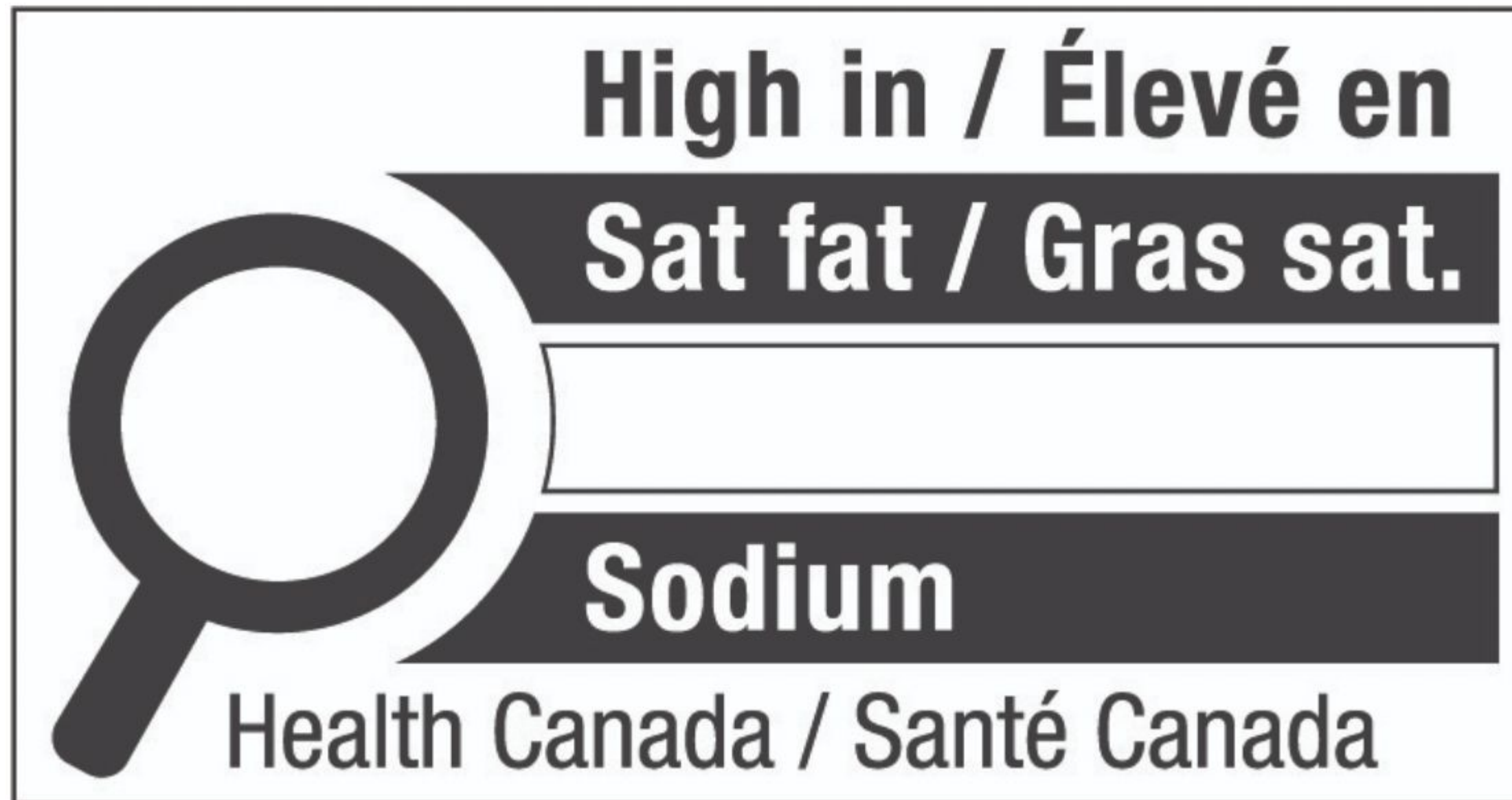
# PACKAGING

## *"Made in Canada"*





# PACKAGING



As seen on social media...

#BUY ANYTHING  
BUT AMERICAN

# ELBOWS UP



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