Denver Trade Show Makes Case for Free Trade

With retailers and suppliers of health-and-wellness products gathering in Denver at a major trade show and conference, unintended consequences of an emerging trade war are already on their minds and on the minds of consumers.

The National Association of Chain Drug Stores (NACDS) Total Store Expo, which will call Denver home August 25-27, is designed to help pharmacies and their associated stores work with business partners to create the next big ideas and to better meet consumers’ needs.

New tariffs imposed by the United States, and retaliation from trading partners, have emerged as potential barriers. A survey of Denver residents conducted July 30-August 2 by Morning Consult and commissioned by NACDS found significant concern about a trade war.

New survey shows Denver residents are concerned about the possibility of a trade war

65% of Denver residents are concerned about the possibility of retaliatory tariffs imposed on the U.S. by other countries.

- Very concerned: 33%
- Somewhat concerned: 32%
- Not very concerned: 19%
- Not at all concerned: 4%
- Don’t know/have no opinion: 11%

Denver citizens fear the unintended consequences of a trade war

- 76% say they fear increased prices as a result of tariffs
- 62% are concerned about job losses across industries
- 49% of Denver citizens say the tariffs will hurt Colorado’s retail industry

Residents’ concerns are well-placed

Retailers and product suppliers have identified potential trade-war ramifications that include rising costs for diverse products, packaging and equipment. Companies also are noting increased freight costs.

Hopefully, the NACDS Total Store Expo this year will inspire individuals in Denver and beyond to help make the vital case for de-escalating the trade war and for reversing and averting its far-reaching consequences across industries.