Key 10 Regulatory Challenges: 2025 Midyear

Regulatory agency leadership changes at the FTC, USDA, OSHA, EPA and DOJ shift policies related to the environment and domestic production. Increasing international trade restrictions, tariffs, and sanctions (including secondary sanctions) activity to align with evolving geopolitical positions. Continued increases in state rulemaking.

Key Regulatory Signals



"America First" Trade Policies

Focus on protecting domestic industries and safeguarding key sectors through tariffs, sanctions, and trade restrictions.



Increased Enforcement & Supervisory Actions

Intense focus on import control and trade compliance and continued focus on anti-trust, challenging businesses to adapt quickly to dynamic regulatory change.



Regulatory Divergence

Divergent federal/state regulations coupled with the pace of global regulatory divergence prompting uncertainty and adjustments.



Tech & Digital Regulatory Developments

Changing regulatory stances to digital finance, AI, and crypto asset regulation help promote continued adoption.

Consumer and Retail companies should expect regulatory focus and change across:



Regulatory Divergence



Trusted Al & Systems



Cybersecurity & Information Protection

3



Financial Crime



Fraud & Scams



Fairness & Protection



Financial & Operational Resilience



Parties & Providers



Governance & Controls



Markets & Competition



Key 10 Regulatory Challenges: 2025 Midyear

Tariffs: Issuance of broad tariffs leading to short/longer term uncertainty.

e.g., Evolving tariffs and tax policy.

Sanctions: Imposition of sanctions, secondary sanctions and export controls to protect U.S. products/sectors, including through intermediaries of sanctioned countries/sectors.

e.g., Tech supplies, services, transport of goods/products.

De Minimis Exemption: Inability to ensure use/exemptions (current/future).

e.g., Impacts to revenue losses and risks (including to thirdparty supply chains).

Swift Enforcement: Focus on immigration compliance as well as controls.

e.g., Worksite inspections; third party contractors.

Unfair Trade Objectives: The USTR and Commerce Department directed to eliminate unfair trade practices. e.g., Robust antidumping enforcement.

Enhanced Tariff Collection: Focus by the Administration on tariff collection efficiency. e.g., "External Revenue Service."

"America First" Trade Policies



What's coming...



Increased Enforcement & Supervisory Actions



Tech & Digital Regulatory Developments

Regulatory Divergence

Trade Agreement Reviews: Reassessment of previous agreements on a case-by-case basis.

Pressure on Global Regulations: Administration

pressures on shaping of global regulations impacting

e.g., Mandating comprehensive review of prior trade agreements, including USMCA.

e.g., Withdrawal from international accords, such as the Paris Agreement.

US companies.

Continued State Rulemaking: Laws/Rules and compliance for array of state rulemaking.

e.g., Laws for Extended producer responsibility; data privacy; food additives and related marketing.

Crypto and Digital Assets: EO on a federal digital asset regulation framework.

e.g., Blockchain usage; stablecoin legislation.

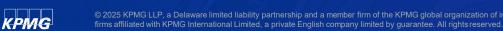
Signals

Al Regulatory "Leadership": Policies, directives, and orders 'not consistent' with new Administration Al innovation priorities to be reviewed/ revised/ rescinded.

e.g., RFI AI/180-day Action Plan: revisions to NIST.

Tech-Specific Export Controls: Revisions to export controls to safeguard intellectual property and establish reciprocal rules with international trading partners.

e.g., Expansion of restricted entity list; elimination of license exceptions.





Key 10 Regulatory Challenges: 2025 Midyear



"Growing regulatory divergence and fragmentation add another layer of complexity to establishing a clear path from strategy and operations to effective risk and compliance. Will a deregulatory policy really equate to deregulation?"

Amy Matsuo, Principal & Leader KPMG Regulatory Insights



"Consumer and retail companies are facing an increasingly complex regulatory environment, making it challenging to align and execute their strategies. Some companies within the sector will need to adopt a new playbook to effectively monitor and adapt to this evolving landscape."

Duleep Rodrigo, Principal
Consumer & Retail Sector Lead



Amy Matsuo
Principal & Leader
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Ten Key Regulate
Challenges
2025 Mid-Year

