

Acer CEO says its PC prices to increase by 10 percent in response to Trump tariffs

PC-manufacturer Acer has said that it plans to raise the prices of its PCs in the US by 10 percent, a direct response to the new 10 percent import tariff on Chinese goods that the Trump administration announced earlier this month.

“We will have to adjust the end user price to reflect the tariff,” said Acer CEO Jason Chen in an interview with The Telegraph. “We think 10 percent probably will be the default price increase because of the import tax. It’s very straightforward.”

These price increases won’t roll out right away, according to Chen—products shipped from China before the tariffs went into effect earlier this month won’t be subject to the increased import taxes—but we can expect them to show up in PC price tags over the next few weeks.

Chen also said that Acer was considering moving more of its manufacturing outside of China as a result of the tariffs, something that Acer had done for some of its desktop PCs after Trump imposed similar tariffs on Chinese imports during his first term. Manufacturing systems in the US is also “one of the options,” according to Chen.

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