



U.S. Tariff Update: What Shippers Need to Know in August 2025

With global trade shifting rapidly, importers and logistics providers are facing a new landscape of U.S. tariffs that could impact costs, delivery timelines, and compliance requirements. As of August 2025, significant changes have taken effect—and navigating them strategically is more important than ever.

At Rose Containerline, we're not just watching the changes unfold—we're helping our clients adapt and thrive. Here's a clear breakdown of where things stand.

What's New on Tariffs?

Over the last several months, the U.S. has implemented a sweeping overhaul of its tariff structure:

- A 10% Baseline Tariff now applies to nearly all imports, regardless of origin. This universal rate kicked in earlier this year and reflects a shift toward blanket reciprocity in trade.
- Country-Specific Tariffs have been added for approximately 60 nations, with rates varying significantly. Some countries now face tariffs as high as 40%, depending on the product and point of origin.
- Canada and Mexico are treated differently: while USMCA-compliant goods still move duty-free, non-compliant goods from Canada now face a 35% tariff, up from 25%. Mexican goods under similar conditions remain at 25%.
- Steel and Aluminum Imports are now subject to a 50% tariff (doubled from previous levels), with some exceptions by country.
- Auto Parts and Related Materials have also been impacted, with a new 25% duty category applying to many components entering under steel sector rules.
- End of the De Minimis Exemption: Effective August 29, the long-standing \$800 threshold for duty-free small parcel imports will be eliminated. This will especially affect e-commerce sellers and consumers, as even low-value shipments from platforms like Shein, Temu, and Alibaba will now face customs duties.
- Legal Challenges are unfolding, but tariffs remain enforceable while cases work through the courts.

How This Affects International Shipping

These changes have already begun rippling through global supply chains. Shippers may notice:

- Higher landed costs across a wide range of imports
- More complex customs procedures and classification hurdles
- Delays due to increased inspections and duty processing
- Rising demand for expert guidance on tariff mitigation and compliance

For many businesses, understanding what's taxable—and how much—is now as critical as getting your cargo to its destination.

How Rose Containerline Supports You

- At Rose, we understand that every dollar—and every delay—matters. That's why we provide:
- Expert guidance on tariff rates and classification by product and origin
- End-to-end logistics support, including bonded warehousing and trucking
- Customs compliance assistance, especially in light of the de minimis phase-out
- Real-time updates and communication as rules shift and interpretations evolve

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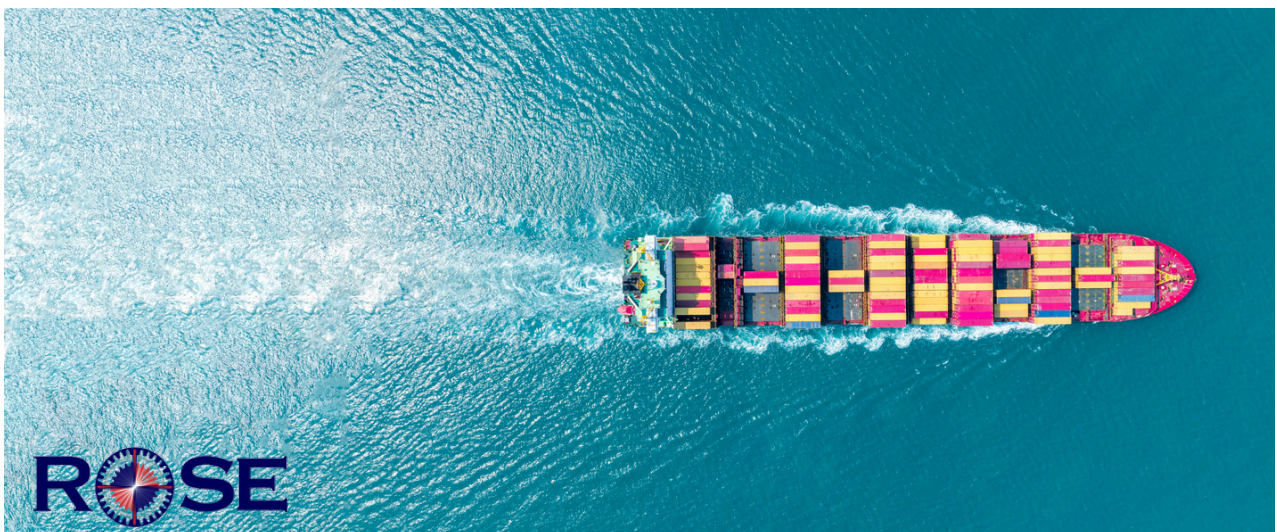
Whether you're importing bulk goods, managing retail fulfillment, or navigating country-specific surcharges, Rose is your go-to provider for international logistics

Questions About Tariffs?

Tariff policies are more complex than ever—but they don't have to slow you down. Our team is here to help you break down what's changing, estimate your duty costs, and find the smartest routing for your freight.

Whether you're new to global logistics or a seasoned shipper adapting to this new normal, we're ready to support you every step of the way.

Rose Containerline: Logistics made clear. Tariffs made manageable. Let's ship smarter—together.



With over 30 years as a trusted, neutral NVOCC, Rose delivers competitive rates, global reach, and hands-on customer service across air, LCL, and FCL. We make international shipping simple, reliable, and responsive—exactly what your business needs to stay ahead.

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