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2026: The year businesses navigate tariff washing risks

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“Tariff-washing” is poised to join the ranks of disclosure pitfalls like “greenwashing” and “AI-washing” in 2026, highlighting the growing risk of miscommunication or omission around the impact of tariffs on business operations. As trade policies shift rapidly, corporate disclosure faces a persistent challenge- when and how to report tariff impacts, mitigation strategies, and financial implications. Overstating or understating these impacts can lead to severe consequences, from reputational damage and stakeholder mistrust to mounting legal action.

Court cases are beginning to surface, and lawyers are circling for inconsistencies. With AI tools now capable of reviewing every word a company or CEO has ever said, finding contradictions or omissions has never been easier. A single misstep in disclosure could lead to regulatory scrutiny or litigation.

To navigate this evolving risk landscape, insurers and compliance teams must work together to embed best practices for transparency and timely reporting. Clear, consistent communication reduces the likelihood of being called to account and helps safeguard against financial and reputational fallout.

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