



(Shutterstock)

Tariff stress likely to weigh on the USD

23 April 2025, 11:40 am CEST, written by UBS Editorial Team

The Trump administration's harsh tariffs and subsequent reversals have damaged market confidence in the USD and USD assets. The sentiment could prove enduring, as consumer and business confidence are likely to take a hit, and prompt more aggressive policy easing. The confluence of these factors suggest that the USD remains a sell on rallies, and is likely to decline over the next few months. We favor using dips in the EUR and JPY to diversify out of the USD, while the AUD offers recovery prospects in 2H2O25.

After a somewhat disconcerting episode of simultaneous weakness in both the USD and US Treasuries (UST) following 2 April, some stability had returned to both markets, at least into the end of last week. The USD index (DXY) had seemed to have found its footing around 99.50/60 after falling from above 104 on 2 April. The EURUSD saw a corresponding surge from below 1.10 to a little below 1.15 before settling in the 1.13-1.14 range. Both broke out of those ranges on Monday, with the DXY falling below 98.50 and the EURUSD rising above 1.15. Prior to Monday, the 10-year UST yield bounced from a 3.87% low to a high of 4.50% high before settling around 4.35%. How then should investors interpret the recent bout market volatility?

At this juncture, it appears that the wider trading ranges are here to stay for the coming months at least. The continued unpredictable adjustments by the Trump administration to its tariff policy seems likely to have enduringly undermined market confidence in the USD, and the damage might not be readily reversed. For now, the main concern is that the 90-day pause in the application of reciprocal tariffs might not lead to enduring agreements across the board. Investors should thus be mindful of the medium-term risks to the USD, along with our preferred currency alternatives.

EUR, the default alternative to the USD. As the world's second (to the USD) most liquid currency, the EUR is naturally the first port of call when considering diversifying out of the USD. We think that the USD is likely to be under sustained



pressure thanks to the continued policy uncertainty reducing visibility for corporations for the foreseeable future. This in turn is almost certain to lead to weaker business and consumer sentiment data in the near future, which will likely translate into weaker hard data over the medium term. The US Federal Reserve (Fed) is likely to react to this with a restart of its easing cycle in the next few months, and cut its policy rate a total of 75-100 bps this year. The ECB meanwhile is likely to continue easing by another 50bps through 3Q25 before holding steady. Ultimately, the Fed has more room to ease monetary policy than the ECB does, and this should boost the EURUSD over the coming quarters.

We see the USD as a sell on rallies, and expect the EURUSD to mostly move in a relatively wide trading range in the coming weeks. Nonetheless, the USD should come under pressure as US growth expectations slip and if the Fed cuts rates faster. In the very near term, if risk aversion surrounding the economic disruption from the tariffs ebbs, we might see a retracement in the EURUSD. We would use such instances to lighten USD exposure.

JPY also a good candidate for diversification from USD. While Japan might be first in line to kick off tariff negotiations with the US, the JPY also provides another avenue for diversification away from the USD. While some sort of tariff agreement is possible, this will likely consist of commitments of increased imports and investment in the US, which could in turn engender some JPY weakness. Any rise in the USDJPY back toward 145-148 would present opportunities to diversify USD holdings into JPY or sell the upside in USDJPY for yield pickup. Our USDJPY target is 142 by March 2026.

AUD remains attractive despite dip. We retain our view of a recovery for the AUDUSD in 2H2025 on expectations of positive domestic GDP growth, some additional policy support in China, and more aggressive Fed easing versus the Reserve Bank of Australia (RBA) over the next 12 months. After the AUDUSD plummeted to a five-year low of 0.593 on growth risks from the trade conflict, we have adjusted our forecast to 0.66 (from 0.67) for December 2025, with 0.68 for March 2026 remaining unchanged.

Disclaimer

This document is prepared and published by the Global Wealth Management business of UBS Switzerland AG (regulated by FINMA in Switzerland), its subsidiaries or its affiliates ("UBS"), part of UBS Group AG ("UBS Group"). UBS Group includes former Credit Suisse AG, its subsidiaries, branches and affiliates. In the USA, UBS Financial Services Inc. is a subsidiary of UBS AG and a member of FINRA/SIPC. Additional Disclaimer relevant to Credit Suisse Wealth Management follows at the end of this section.

This document and the information contained herein are provided solely for your information and UBS marketing purposes. Nothing in this document constitutes investment research, investment advice, a sales prospectus, or an offer or solicitation to engage in any investment activities. This document is not a recommendation to buy or sell any security, investment instrument, or product, and does not recommend any specific investment program or service.

Information contained in this document has not been tailored to the specific investment objectives, personal and financial circumstances, or particular needs of any individual client. Certain investments referred to in this document may not be suitable or appropriate for all investors. In addition, certain services and products referred to in the document may be subject to legal restrictions and/or license or permission requirements and cannot therefore be offered worldwide on an unrestricted basis. No offer of any product will be made in any jurisdiction in which the offer, solicitation, or sale is not permitted, or to any person to whom it is unlawful to make such offer, solicitation, or sale.

Although all information and opinions expressed in this document were obtained in good faith from sources believed to be reliable, no representation or warranty, express or implied, is made as to the document's accuracy, sufficiency, completeness or reliability. All information and opinions expressed in this document are subject to change without notice and may differ from opinions expressed by other business areas or divisions of UBS Group. UBS is under no obligation to update or keep current the information contained herein. **The views and opinions expressed in this material by third parties are not those of UBS**. Accordingly, UBS does not accept any liability over the content shared by third parties or any claims, losses or damages arising from the use or reliance of all or any part thereof.

All pictures or images ("images") herein are for illustrative, informative or documentary purposes only and may depict objects or elements which are protected by third party copyright, trademarks and other intellectual property rights. Unless expressly stated, no relationship, association, sponsorship or endorsement is suggested or implied between UBS and these third parties.

Any charts and scenarios contained in the document are for illustrative purposes only. Some charts and/or performance figures may not be based on complete 12-month periods which may reduce their comparability and significance. Historical performance is no guarantee for, and is not an indication of future performance.

Nothing in this document constitutes legal or tax advice. UBS and its employees do not provide legal or tax advice. This document may not be redistributed or reproduced in whole or in part without the prior written permission of UBS. To the extent permitted by the law, neither UBS, nor any of it its directors, officers, employees or agents accepts or assumes any liability, responsibility or



duty of care for any consequences, including any loss or damage, of you or anyone else acting, or refraining to act, in reliance on the information contained in this document or for any decision based on it.

Additional Disclaimer relevant to Credit Suisse Wealth Management: Except as otherwise specified herein and/or depending on the local entity from which you are receiving this document, this document is distributed by UBS Switzerland AG, authorised and regulated by the Swiss Financial Market Supervisory Authority (FINMA). Your personal data will be processed in accordance with the Credit Suisse privacy statement accessible at your domicile through the official Credit Suisse website https://www.credit-suisse.com. In order to provide you with marketing materials concerning our products and services, UBS Group AG and its subsidiaries may process your basic personal data (i.e. contact details such as name, e-mail address) until you notify us that you no longer wish to receive them. You can optout from receiving these materials at any time by informing your Relationship Manager.

Please visit https://www.ubs.com/global/en/wealth-management/insights/chief-investment-office/marketing-material-disclaimer.html to read the full legal disclaimer applicable to this document.

© UBS 2025. The key symbol and UBS are among the registered and unregistered trademarks of UBS. All rights reserved.