

ECONOMY

Retailers are finally cutting prices. Will it last?

5 takeaways from the latest markdowns by Walmart, McDonald's, Best Buy and others.



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Consumers have been waiting for lower prices for what seems like forever. And now costs are finally going down. (Some of them, at least.)

After a years-long run-up in prices that's caused many to pull back on spending, things are finally beginning to get cheaper.

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Those markdowns, and the consumer spending slowdown that prompted them, mark a turning point in the post-lockdown economy, after the sharpest surge in inflation in decades.

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Happy consumers mostly have themselves to thank: The price cuts are mostly due to shoppers pulling back on spending, contributing to a gradual slowdown in economic growth.

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That means retailers are feeling the pinch. After a period of record-high sales and profits, many are struggling to keep customers and attract new ones. Their answer: lowering prices.