

2025 State AG Year in Review

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State attorneys general (AGs) are among the most active and influential regulators in the U.S., using broad statutory authority, political visibility, and growing technical knowledge to shape policy and enforcement across sectors. In 2025, they asserted their authority to shape the legal and regulatory environment across the U.S. through aggressive and coordinated action. Despite changing regulatory and political priorities, AGs continued to respond quickly to constituent concerns, tested new legal theories, and coordinated across state lines — often stepping in where federal oversight has receded or taken a different course. Their ability to act nimbly at the intersection of law, politics, and public policy ensures that state AGs will remain central players in the regulatory landscape in 2026 and beyond.

Troutman Pepper Locke's nationally recognized State AG team closely monitors developments in this complex and rapidly evolving regulatory landscape, serving as a trusted partner for clients seeking assistance with state AG enforcement, litigation, compliance, and government relations matters. The *2025 State AG Year in Review* provides a comprehensive overview of the evolving regulatory landscape, highlighting key events and trends that defined the year. This report underscores state AGs' focus on several sectors, themes, and industries, including (1) antitrust + enforcement; (2) artificial intelligence; (3) consumer financial services; (4) gaming; (5) health care + pharma; (6) marketing + advertising; and (7) privacy + cyber.

Our team is dedicated to helping companies navigate today's challenges and anticipate tomorrow's requirements, so they can focus on growing their business instead of managing regulatory risk. We hope this report serves as a practical tool in supporting those efforts.

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