

2025 Amazon Profitability & AVN Study

By Claire McBride // February 24, 2025 // Benchmarks, Research

Global benchmark of 203 manufacturers on 2025 annual vendor negotiations and building a profitable Amazon business.

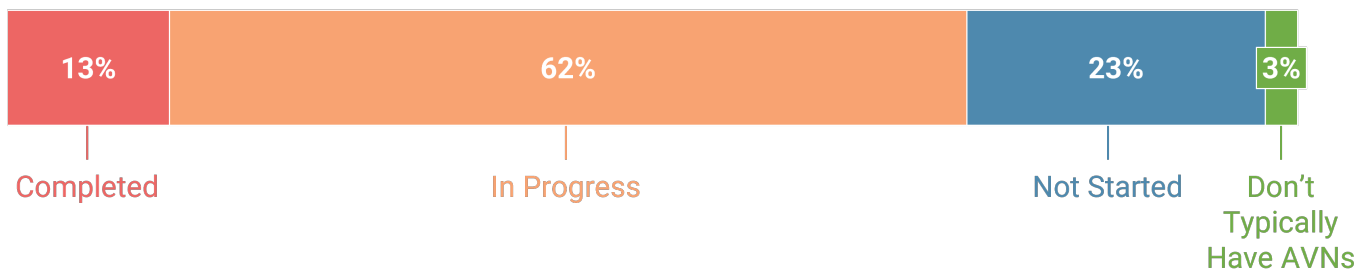
TL;DR: Amazon's annual vendor negotiations are a critical opportunity for brands to align their investments with Amazon's growth while protecting long-term profitability. Success requires balancing Amazon's demands with strategic investments that drive measurable returns.

2 minute read

Annual Vendor Negotiations (AVNs) are a critical moment for brands selling 1P to Amazon, with significant financial and strategic implications.

To provide a comprehensive view of this year's negotiations, Stratably and Consulterce surveyed 203 manufacturers—169 of which are currently engaged in or have completed their 2025 AVNs.

2025 Amazon Annual Vendor Negotiation Status (as of 1/24/2025)



The 2025 Amazon Profitability & AVN Study delivers in-depth benchmarking data and expert insights on:

- The Current Status of 2025 AVNs
- Amazon's Focus Areas for 2025 AVNs
- Amazon's Strategic Role to Consumer Brands
- Brands' Initiatives for Profitable Growth on Amazon in 2025
- 14 additional resources to inform and support your Amazon AVNs

The report also calls out notable differences in survey feedback across business sizes, regions, categories, and more.

Log in now to access the full report and read on for key data points and takeaways.

Not a member? [Contact us](#) to learn how Stratably insights can help you drive profitable growth in your Amazon business and close a successful AVN.

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