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2026 Amazon Profitability & AVN Study

By Claire McBride // January 26, 2026 // Benchmarks, Research

Benchmarking Insights from 262 1P Vendors on 2026 AVNs, Pricing Plans, Margin Health, and More

1 minute read

(Full report available for download below)

Annual Vendor Negotiations (AVNs) remain one of the most consequential moments of the year for Amazon 1P brands, with lasting implications for profitability, investment levels, and the overall trajectory of the account.

As part of Stratably's 5-Step Framework for Navigating AVNs, a foundational requirement is developing a **clear, data-driven understanding of your own performance and negotiating position**, contextualized against broader vendor trends and how those dynamics are shifting year over year. Brands that enter AVNs with this perspective are consistently better positioned to anticipate Amazon's asks, prioritize concessions, and defend margins.

To support this need, Stratably and Consulterce partnered on our **third annual Amazon AVN & Profitability Study**, gathering feedback from 262 1P vendors. This study, the largest of its kind, captures real-time insights from vendors actively engaged in or recently completing 2026 AVNs, offering an early read on how this negotiation cycle is taking shape.

The report synthesizes survey findings across trade term expectations, pricing dynamics, Amazon's most common asks, AI adoption in AVNs, and margin health. Together, the insights are designed to help brands refine their own assumptions and make informed decisions as 2026 AVNs unfold.

Inside the Report

- 6 key takeaways
- 2026 profit drivers

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- Status of 2026 AVNs
- Leveraging AI in AVNs
- 2026 pricing dynamics
- Expected trade term changes
- Amazon’s 2026 investment asks
- Brands’ net margin health on Amazon
- Benchmark breakouts by region, business size, product category, and brands leading in growth and profitability
- 30 additional resources to negotiate smarter and maximize investments made in AVN

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