

# Amazon AVNs 2026: Early Signals from 260+ Vendors (Webinar Recap)

By Claire McBride // January 27, 2026 // Benchmarks, Research, Webinars

**TL;DR:** Benchmarking data from 262 Amazon 1P vendors shows weakening margin health year-over-year, persistent pricing tension, and expanding Amazon investment asks, all of which raise the stakes for vendors heading into 2026 AVNs. In this webinar, we answered real-time AVN questions to help brands refine their negotiation strategies and drive stronger outcomes.

3 minute read

Annual Vendor Negotiations (AVNs) remain one of the most consequential moments of the year for Amazon 1P brands, shaping profitability, investment expectations, and the overall trajectory of the account well beyond the negotiation window itself.

In this webinar, Stratably and Consulterce shared early findings from our [2026 Amazon AVN & Profitability Benchmark](#), drawing on input from 262 Amazon vendors. We also answered some of the most important AVN questions from the vendor community, spanning net PPM benchmarks, when to stop shipping to Amazon, grocery and B2B negotiations, and more.

The goal of the session was to help brands interpret what's changing in the 2026 AVN cycle, where Amazon is applying pressure, and how peers are responding in real time.

## What We Covered

The webinar focused on the following core elements shaping 2026 AVNs:

- Amazon's most common investment asks in 2026 AVNs
- Brands' margin health and profitability trends on Amazon
- How brands are prioritizing growth versus profit in negotiations
- How brands are aiming to improve Amazon profit margins in 2026
- Pricing expectations from Amazon and brands' 2026 pricing plans

- How brands are leveraging AI to support AVN preparation and execution

We also spent the majority of the session in live Q&A answering attendees' specific questions on AVNs and Amazon profitability.

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