

# Benchmark Insights and Expert Strategies for AVN Success – Webinar Recap

By Claire McBride // March 4, 2025 // Benchmarks, Research, Webinars

**TL;DR:** *Stratably and Consulterce share critical benchmarking and strategic recommendations from their benchmark study on 2025 Amazon Annual Vendor Negotiations (AVNs).*

*2 minute read*



**Amazon Annual Vendor Negotiations:**  
2025 Insights and Strategies for Success

**MAR 4**  
11am EST

HOSTED BY  


**Claire McBride**  
Stratably  
VP of Research & Education

**Martin Heubel**  
Consulterce  
Director & Founder

Amazon AVNs are high-stakes, complex, and evolving—and for brands, preparation is everything. Understanding how other vendors are navigating negotiations can provide critical insights to help

strengthen your strategy.

That's why Stratably and Consulterce surveyed 203 manufacturers to learn about their AVN experiences, what Amazon is asking of them, how they're improving their Amazon margins, and more.

In this webinar, Claire McBride of Stratably and Martin Heubel of Consulterce break down the findings of the [2025 Amazon Profitability & AVN Study](#), spanning topics like:

- Amazon's key asks in 2025 negotiations
- How brands anticipate trade terms shifting this year
- The prevalence of Amazon's cost price decrease requests
- Strategies brands are using to improve margins and secure better terms

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