

Benchmark Insights and Expert Strategies for AVN Success – Webinar Recap

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

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

2 minute read



The graphic features a light blue and white geometric background. At the top, the title 'Amazon Annual Vendor Negotiations: 2025 Insights and Strategies for Success' is displayed in a bold, sans-serif font. Below the title, two circular headshots of the speakers are shown. To the left of the headshots, the date and time 'MAR 4 11am EST' are listed. At the bottom left, the text 'HOSTED BY' is followed by the Stratably logo. Below each headshot, the speaker's name and title are provided.

Amazon Annual Vendor Negotiations:
2025 Insights and Strategies for Success

MAR 4
11am EST

HOSTED BY
 **Stratably**

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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