

# Benchmarking Insights to Inform your Pricing Strategy with Amazon

By Claire McBride // February 6, 2024 // Benchmarks, Research

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In [part 1 of our AVN series](#) yesterday, we learned that Amazon tends to be more profitable than conventional wisdom suggests.

Putting price increases through has been an important lever to make that happen over the last several years.

For instance, of the 32% of brands that grew their Amazon margins over the last year, 61% put in price increases to help them do so.

The bad news – pulling the price lever is a lot harder in 2024.

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