Deep Dive: 2024 Amazon AVN Wrap-Up

By Claire McBride // June 27, 2024 // Benchmarks, Briefings, Research

June 27, 2024

2 minute read

Log in to download the full report linked at the bottom.

With 2024 AVNs closed out for most brands, Stratably and Consulterce teamed up on a benchmark study to understand how the negotiations ended up, the impact to trade terms and profitability, and brands' key focus areas going forward. This is a follow-up study to our Amazon AVN and Profitability Study published in February.

The Survey Spanned:

- 252 brands
- Broad range of business sizes
- Broad range of product categories
- North American and European vendors (primarily)

This deep dive report shares the results of the survey and actionable takeaways to grow your margins with Amazon and set yourself up for success for 2025 AVNs.

The Report Includes:

- A debrief of the 2024 AVN season
- AVNs' impact to trade terms
- AVNs' impact to brands' margins
- How Amazon margins stack up to the rest of retail
- Strategic focus areas and profit levers for Amazon leaders
- 11 additional resources on Amazon AVNs and profitability
- And more

It's designed for eCommerce leaders, Amazon national account managers, the C-Suite, and financial professionals inside brands, all of which are directly or indirectly involved in annual vendor

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.

negotiations with Amazon.

Once logged in, you'll see the PDF download link directly below.

THIS IS A GATED ARTICLE JUST FOR MEMBERS

Join the Stratably community

Access independent research on the omnichannel market

Enterprise membership unlocks:

Bite-sized market updates

Deep dive analyses

Industry benchmarks

Retailer forecasts

Invites to live events

And More!

Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.

over your rivals.

Join Today
Already have an account? Login Now

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.