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Deep Dive: 2025 Amazon AVN Wrap-Up

By Claire McBride // July 21, 2025 // Benchmarks, Research

Comprehensive benchmarking data from 180 Amazon 1P vendors on the 2025 AVN cycle, brands' profitability on Amazon, and brands' response to tariff-driven cost pressures.

2 minute read

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With 2025 AVNs completed for most brands, Stratably and Consulterce teamed up on a benchmark study to understand brands' AVNs experiences including the impact to trade terms, cost prices, profitability, and more. This is a follow-up study to our Amazon AVN and Profitability Study published in February.

The Survey Spanned:

- 180 1P vendors
- Broad range of business sizes
- Broad range of product categories
- North American and European regions

The Report Includes:

- A debrief of the 2025 AVN experience
- How cost prices changed during AVNs
- AVNs' impact on trade terms and margins
- Where Amazon achieved increased vendor investment
- 21 additional resources on Amazon AVNs and profitability

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 negotiations with Amazon.

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