

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

By Claire McBride // January 20, 2025 //

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Amazon Annual Vendor Negotiations (AVNs) are notoriously tough—and going in blind only makes them harder.

This year, let insights light the way.

Join Russ Dieringer and Claire McBride from Stratably, alongside Martin Heubel from Consulterce, as they unpack key findings from their latest benchmark study on 2025 AVNs, featuring insights from 100+ 1P vendors worldwide.

In this webinar, you'll discover:

- How brands expect their trade terms to change through 2025 AVNs
- Strategies brands are using to grow their Amazon margins
- The prevalence of price increases with Amazon in 2025
- Amazon's key areas of focus during 2025 AVNs
- Profitability trends for Amazon vendors
- And more

We'll also share actionable advice to help you refine your negotiation strategies and achieve better outcomes with Amazon.

Don't let the complexity of AVNs leave you in the dark—join us for this essential webinar and gain the insights you need to approach negotiations with clarity and confidence.

#### All Signal, No Noise Format

- 30 minutes of prepared remarks
- 20 minutes of Q&A

[Recap & Replay Here](#)

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