Amazon Annual Vendor Negotiations: Global Benchmarking Insights from 100+ Consumer Brands

By Russ Dieringer // January 24, 2024 //

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53% of consumer brands report their current negotiations with Amazon are more challenging than last year.

We're here to help.

Join us, Russ Dieringer and Claire McBride from Stratably, along with Martin Heubel from Consulterce, for an exclusive webinar where we'll reveal critical insights from our global industry benchmark of 100+ leading consumer brands.

During the session, we'll cover key areas for 2024 AVNs:

1. Amazon's focus areas
2. Vendor profitability trends
3. Negotiation priorities for vendors
4. Opportunities to improve profit margins

This webinar offers a unique opportunity to compare your negotiation approach with industry best practices, utilizing independent, objective data.

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Enhance your understanding and strategy to navigate Amazon's challenging negotiation landscape effectively.

All Signal, No Noise Format

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

Recap & Replay Here

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