

# Amazon Annual Vendor Negotiations: Quantifying Brands' AVN Outcomes and Plans to Grow Profitably in 2024

By Claire McBride // May 8, 2024 //

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As 1P consumer brands close out their annual vendor negotiations (AVNs) with Amazon, Stratably and Consulterce are running a study to help brands understand where AVNs fell for their peers and what they should focus on in the year ahead.

Join Claire McBride, VP of Research & Education at Stratably and Martin Heubel, Director & Founder of Consulterce as they share quantitative survey results from 150+ brands.

They'll cover important datapoints like:

- Brands' growth forecasts for Amazon
- How trade terms moved year-over-year
- AVN impact on brands' Amazon margins
- Shortages and chargebacks as a percentage of revenue
- Amazon Vendor Services (AVS) as a percentage of revenue
- How leading brands approach their AVN process differently

And ultimately, where brands are focusing their efforts and investing budget to grow top- and bottom-line on Amazon this year.

This is a must-attend session for 1P Amazon leaders that want to understand:

- How their AVN experience, Amazon terms, and profitability compare to peers
- Brands' key initiatives to grow Amazon sales and margins this year and beyond
- What they should be doing in the months ahead to set themselves up for a successful AVN in '25

All Signal, No Noise Format

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

[Recap & Replay Here](#)

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