

Amazon AVNs 2026: Early Signals from 200+ Vendors and Your Questions, Answered

By Megan Harvey // December 22, 2025 //

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What's happening right now as brands are in the midst of 2026 AVNs, and how are brands responding?

In this highly interactive session, Claire McBride of Stratably and Martin Heubel of Consulterce will share preliminary insights from our 2026 AVN benchmark, based on responses from 200+ vendors across regions and categories.

The benchmark provides insight into critical areas like:

- Expected changes to total **trade terms**
- Use of **AI** in AVN preparation and execution
- Growth, **margin health**, and overall negotiation status
- **Investment asks** across co-op, AVS, damages, freight, ads, and more
- Cost price requests from Amazon and expected **price changes** for 2026
- Brands' planned **margin-improvement actions** like assortment changes, supply chain programs, shifts to 3P, and more

We'll then dedicate the majority of the session to live Q&A, addressing attendee questions around negotiation strategy, economic trade-offs, category-specific dynamics, and more.

Bring your most pressing AVN questions and get ready for a candid discussion grounded in benchmark data and firsthand negotiation insight. You'll walk away with concrete insights and practical takeaways to help you navigate your own Amazon negotiation more effectively.

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