Stratably

Navigating Cost Price Increases on Amazon: Independent Strategies, Benchmarks, and Lessons Learned

By Megan Harvey // July 8, 2025 //

July 31, 2025 @ 11am EST

With tariff pressures mounting, many consumer brands are planning cost price increases in 2025. For Amazon vendors, implementing those increases is uniquely challenging due to its market pricing algorithms and internal cost justification requirements.

Stratably's Claire McBride and Consulterce's Martin Heubel will walk through how Amazon vendors are independently managing these dynamics, sharing tactical examples, benchmarks, and practical considerations that have helped brands navigate the process more effectively.

Here's what we'll cover:

- Benchmarking data from 100+ brands on how widespread cost increases will be this year, and what other levers brands are using to manage margin pressure
- Real-world strategies brands have used to justify and implement cost price increases with Amazon
- How price changes may affect retail pricing, POs, and growth forecasts

We'll also address frequently asked questions like:

- Can I get a cost increase through without a vendor manager?
- How should I evaluate a guaranteed margin or cost support agreement?
- What documentation does Amazon expect to see to justify a price change?

All Signal, No Noise Format

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

Disclaimer:

This session is designed to help consumer brands understand how others in the industry are navigating the **common and recurring challenge** of implementing cost price increases with Amazon. The content is for informational purposes only. It does **not** constitute legal advice or direction on whether a brand should pursue a price increase. Nor does it promote or facilitate any coordination between competitors. All insights shared will be aggregated and anonymized. Brands are expected to make all pricing and commercial decisions **independently and in full compliance with applicable antitrust and competition laws**.

[See the Recap & Replay Here](#)