
Prepping for Amazon AVNs 2026: Practical Insights to Kick Off Negotiation Season

By Megan Harvey // September 9, 2025 //

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Amazon's 2026 annual vendor negotiation (AVN) season is approaching, and brand leaders can expect discussions to be just as complex and demanding as past years, shaped by brand cost pressures, Amazon's evolving profitability playbook, and a volatile demand environment.

Success in this environment hinges on rigorous preparation. Stratably's Claire McBride and Conulterce's Martin Heubel will kick off AVN season with a practical session that distills benchmarking data from 180+ 1P vendors and decades of negotiation experience into actionable insights.

In this session, you'll learn:

- How Amazon's growth and profitability position in the market is likely to affect 2026 AVNs
- Key takeaways from 2025 AVN outcomes and how they should shape your 2026 strategy
- Negotiation best practices to improve outcomes on cost price, terms, and investments
- Case studies of how leading brands achieved stronger AVN outcomes, and how to apply those lessons to your own negotiations

The focus is designed to equip vendors with practical insights and proven approaches to enter 2026 AVNs confidently and ready to secure successful outcomes.

Disclaimer: This session is designed to help consumer brands understand how others in the industry are navigating the common and recurring challenge of annual vendor negotiations (AVNs) with Amazon. The content is for informational purposes only. It does not constitute legal advice or direction on how brands should approach AVNs. Nor does it promote or facilitate any coordination between competitors. All insights shared are aggregated and anonymized. Brands are expected to make all pricing and commercial decisions independently and in full compliance with applicable antitrust and competition laws.

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