Navigating Amazon AVNs: Insights on Direct Fulfillment, Merch Accrual, Subscribe & Save, AVS, and More

By Claire McBride // January 27, 2025 // Briefings, Research

TL;DR: *Assess Amazon's AVN asks through the lens of business impact, guided by the Competitive Edge Framework. Direct Fulfillment and Subscribe & Save Accruals can deliver a competitive edge, while Vendor Flex, Merchandising Accruals, and Safe Listing Accruals warrant closer scrutiny. AVS offers potential for positive returns if brands effectively manage the program and align investment levels with actual value delivered.*

7 minute read

It's that time of year again—annual vendor negotiations (AVNs) with Amazon.

Love them or hate them, AVNs are a critical yet notoriously challenging process for consumer brands.

If you're deep in the thick of it, then you're reading the right article!

Below, we share qualitative insights into several key investments Amazon is commonly asking brands this year, spanning supply chain programs, Amazon Vendor Services (AVS), merchandising investments, and more.

Let's dive in.

THIS IS A GATED ARTICLE JUST FOR MEMBERS

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.

Join the Stratably community

Access independent research on the omnichannel market

Enterprise membership unlocks:

Bite-sized market updates

Deep dive analyses

Industry benchmarks

Retailer forecasts

Invites to live events

And More!

Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge over your rivals.

Join Today

Already have an account? Login Now

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.