

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.

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