Quantifying Brands' AVN Outcomes and Plans to Grow Profitably in 2024

By Claire McBride // June 25, 2024 // Benchmarks, Research, Webinars

June 25, 2024

Now that the 2024 AVN season has concluded, brands are eager to understand how their experience compared to their peers and how they can set themselves up for success in the year ahead and for 2025 negotiations.

That's why we partnered with Martin Heubel of Consulterce on a benchmark study of 252 brands covering AVN outcomes, margin trends on the Amazon account, key initiatives for the year ahead, and more.

We shared the results of the survey during today's Stratably Live session.

We answered brands' burning questions like:

1. Is it possible to decrease trade terms Y/Y?
2. Should I be pursuing a 1P/3P hybrid strategy?
3. How much time do I need to prepare for AVNs?
4. How do I negotiate without a dedicated vendor manager?
5. How are other brands growing top- and bottom-line this year?
6. And more

THIS IS A GATED ARTICLE JUST FOR MEMBERS

Join the Stratably community

Access independent research on the omnichannel market

Enterprise membership unlocks:

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

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.