

What Separates a Successful Amazon AVN: Insights from a Benchmark Study of 227 1P Negotiations

By Claire McBride // September 2, 2026 // Benchmarks, Interactive

TL;DR: Our third-annual Amazon AVN Benchmark Study of 227 1P negotiations unveils the vendor characteristics and negotiating strategies that define the most successful AVNs. Plus, the report includes a full-result appendix with one-click toggles to break out benchmarks by product category, company size, and region.

This is **Part II** of the **2026 Amazon Vendor Negotiation (AVN) Benchmark Study**, produced by Stratably in partnership with Consulterce.

In this third annual study, [Part I](#) covered what vendors expected heading into their 2026 negotiations, while this edition dives into the outcomes: how Amazon approached negotiations, what vendors actually agreed to, and what distinguished the negotiations that came out ahead from the ones that did not.

The findings are drawn from a **survey of 227 Amazon 1P vendors** across the globe that had completed their 2026 AVN by July 2026. This is the largest survey of its kind, conducted and analyzed by a team with deep experience in Amazon AVNs and vendor profitability, giving brands a reliable, research-backed foundation for their strategies for 2027 AVNs and beyond.

Results are broken out by **product category**, **company size**, and **region**, plus a purpose-built **AVN Winners** segment introduced in Section One.

New this year: A full-results appendix that lets you switch any chart between these cuts directly.

We recommend using this report to benchmark your own AVN outcomes against the industry and refine your strategies and tactics for your next negotiation with Amazon.

In The Report:

- What separates AVN winners from the rest of market
- Where vendors committed incremental investment
- How Amazon used Contribution Margin in AVNs
- Trade terms levels and year-over-year change
- Brand margin health and impact of the AVN
- Punitive measures experienced in the AVN
- Margin guarantee outcomes
- Overall AVN sentiment
- Cost price changes
- AVN length
- 45 additional resources on Amazon and AVNs

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