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Data isn't just a metric—it's the strategic currency of success. Our Net PPM Compass transforms raw metrics into actionable intelligence, empowering vendors to anticipate market shifts and make smarter decisions.



Stephan Stoppok  
CEO | Entrepreneur

## About AMVisor

AMVisor offers leading eCommerce data solutions - made in Germany - tailored for global manufacturers, optimizing product availability and profitability on Amazon.

## FOR IMMEDIATE RELEASE

### Amazon's Margin Shakeup: A 2% Increase Spurs Vendor Reassessment

[Miami, FL] – A new AMVisor Data Sciences analysis, grounded in client data, shows that Amazon's Net Pure Profit Margin has risen by 2% from 2023 to 2024. This shift is impacting nearly 60% of its vendors as Amazon enforces tighter profitability benchmarks with increased backend fees & adjusted fulfillment costs. Vendors now face a critical decision: adapt swiftly or risk falling behind.

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### Amazon Net PPM Compass

The AMVisor prediction powers insights from millions of global market data points, revealing key trends for smarter decisions. Compare the Amazon Net PPM for your category and price, and instantly get a benchmark for your product.

#### Net Amazon Costprice

50

#### Amazon Category

-- choose category --

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## Dual Narratives in the Marketplace

On one side, rising fees and cost adjustments are intensifying pressures on many sellers. On the other, a surge of strategic innovation is emerging.

Proactive vendors are leveraging data-driven pricing models and refining their supply chains to counteract Amazon's new cost structure—demonstrating that agility will be key to market success.

## Navigating the Net PPM Landscape

In light of these changes, AMVisor has introduced its free [Amazon Net PPM Compass](#) tool. This resource enables vendors operating in both Euro and US Dollar markets to benchmark their margins against industry standards, identify actionable areas for improvement, and prepare for crucial annual negotiations. Notably, nearly half of vendors anticipate revising their trade terms with Amazon in 2025.

AMVisor's data delineates clear market segments:

- **At Risk:** Vendors with net PPM below the median enjoy enhanced sustainability and stronger negotiating leverage.
- **On Top:** Sellers in the upper echelon now face steeper challenges in meeting profitability targets.
- **Opportunity Zones:** Category-specific trends reveal untapped potential for optimizing pricing and product positioning.

As Amazon continues to reshape its marketplace dynamics, vendors that harness robust, data-driven strategies are positioned not merely to survive but to thrive in this high-stakes environment.

For additional insights and to explore the new Net PPM Compass, visit [AMVisor's website](#).

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