



2025 REPORT

By the numbers: The real impact of Amazon dropping FBA prep

PATTERN.COM



Key survey takeaways

Amazon's discontinuation of FBA prep services on January 1, 2026 is prompting major operational changes for North American ecommerce brands.

Survey responses reveal several key impacts:

- **64%** of sellers expect the loss of FBA prep to **significantly impact their business.**
- **92%** anticipate **increased operational costs**, and **62%** expect **greater logistical complexity.**
- **More than 50%** of respondents are responding by shifting to **higher-margin products, more selective sourcing, or new sales channels.**
- **57.2%** plan to work with **external logistics solutions**, while others are considering local prep centers or in-house solutions.

These results highlight the need for careful planning as brands adjust their fulfillment strategies going forward.

Methodology

This research was conducted by Pattern in collaboration with Cint, surveying **500 qualified Amazon FBA sellers** between August 13-18, 2025.

Respondents were screened to ensure they currently use Amazon FBA services, with **89.6% of participants actively selling through the platform.**

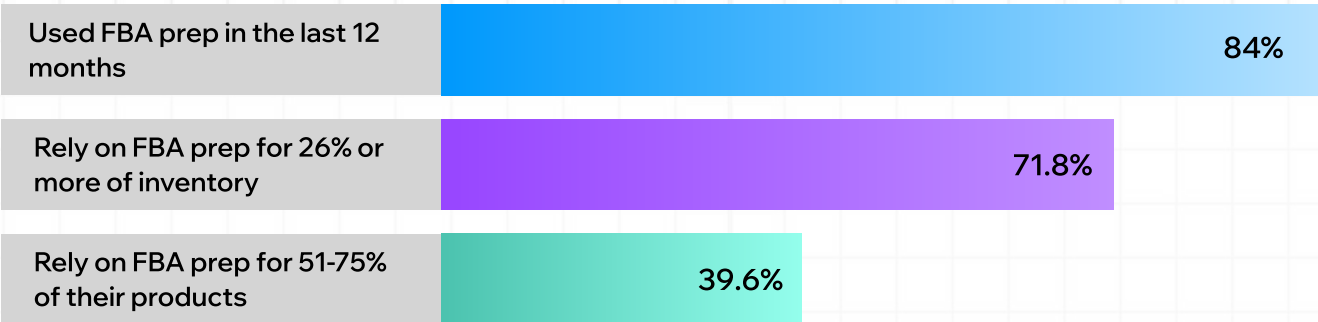
The survey examined current prep service usage, expected impacts, transition preparedness, and alternative solution preferences. All responses are confidential.



By the numbers

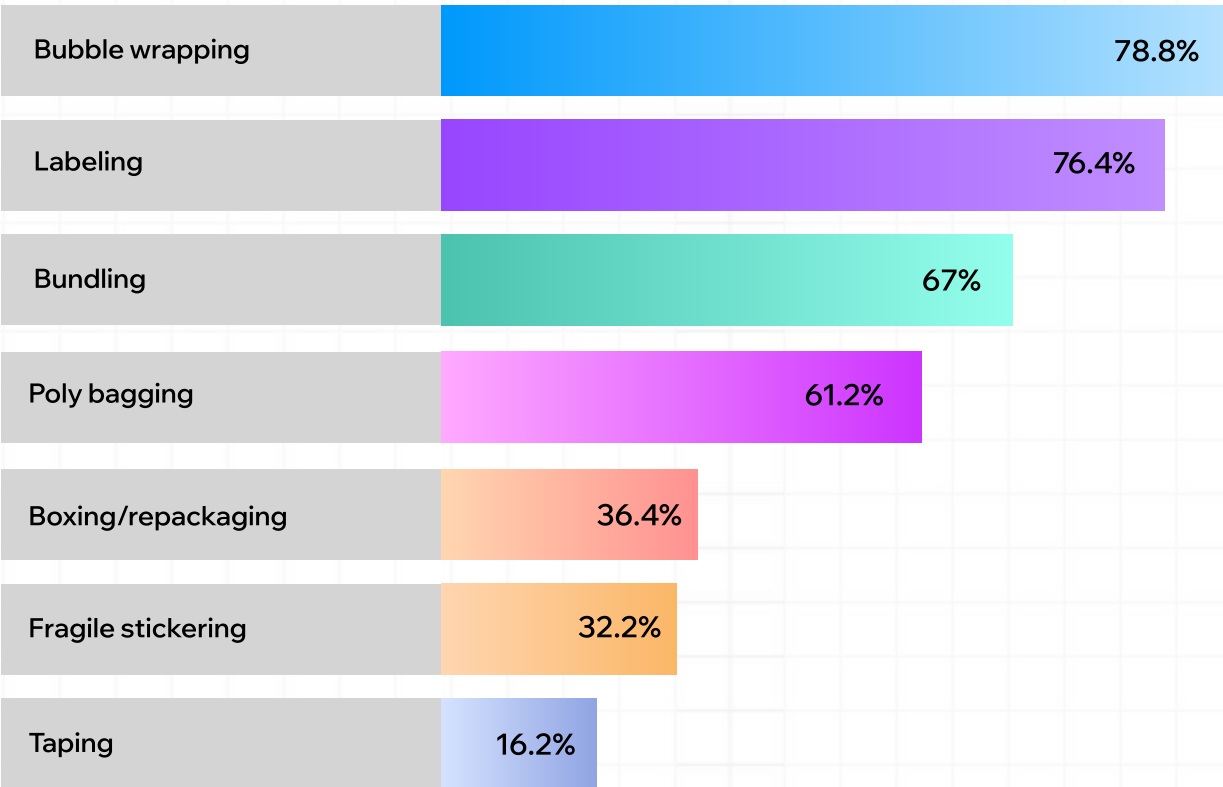
64% of respondents expect the discontinuation of FBA prep services to significantly impact their business.

Below is a summary of how survey respondents reported their usage of FBA prep services:



Respondents who rely on Amazon’s prep services primarily use bubble wrapping, labeling, bundling, and poly bagging.

Most used FBA prep services

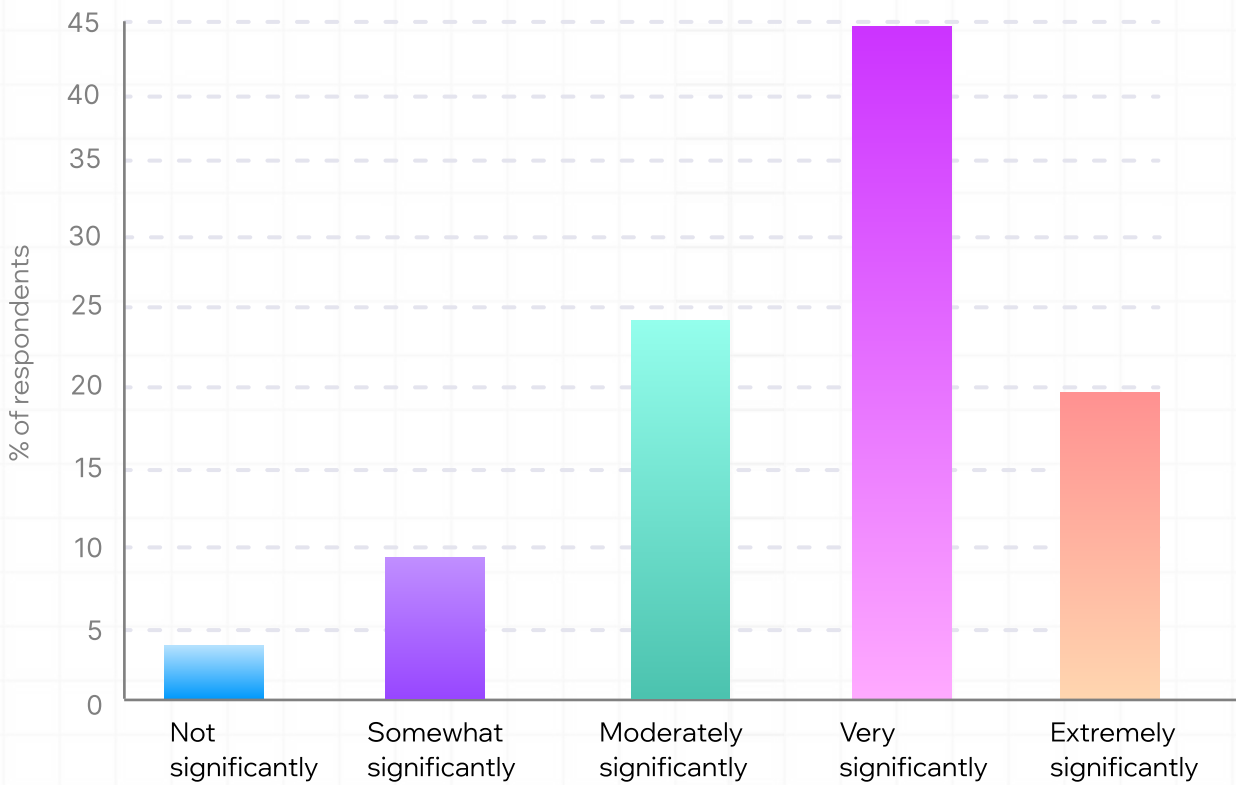




How sellers are impacted

Nearly all sellers surveyed expect the loss of Amazon’s FBA prep services to raise their operational costs, but the degree varies. Only a small fraction expect minimal impact, while **about 75% anticipate either very significant or moderately significant cost increases.**

Do you expect this change to increase your operational costs?

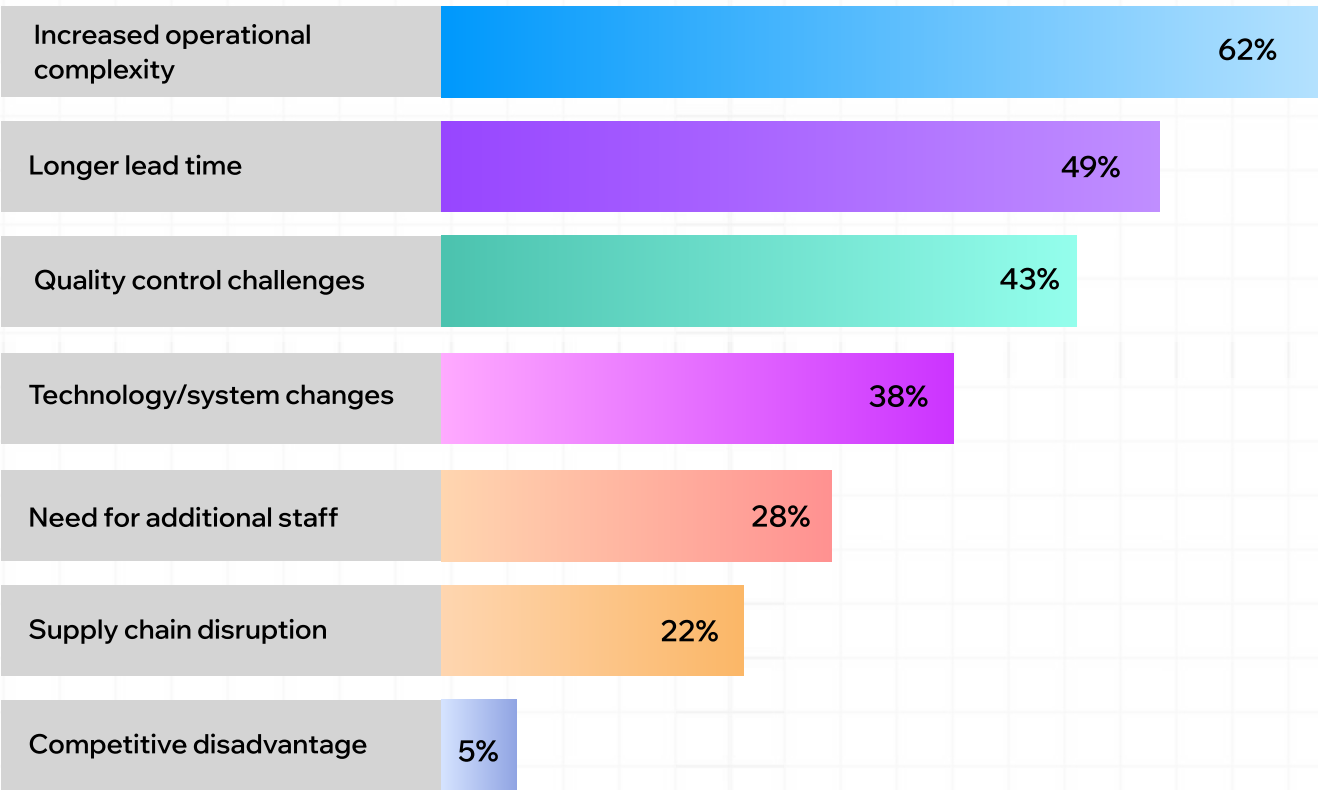


Some brands may be less affected if they already use diversified fulfillment strategies, whereas those with complex or high-volume catalogs could face much greater cost pressures.

As the transition approaches, the scale of these impacts will vary, but most sellers will need to adapt to higher costs.



Beyond costs, what other impacts do you anticipate?



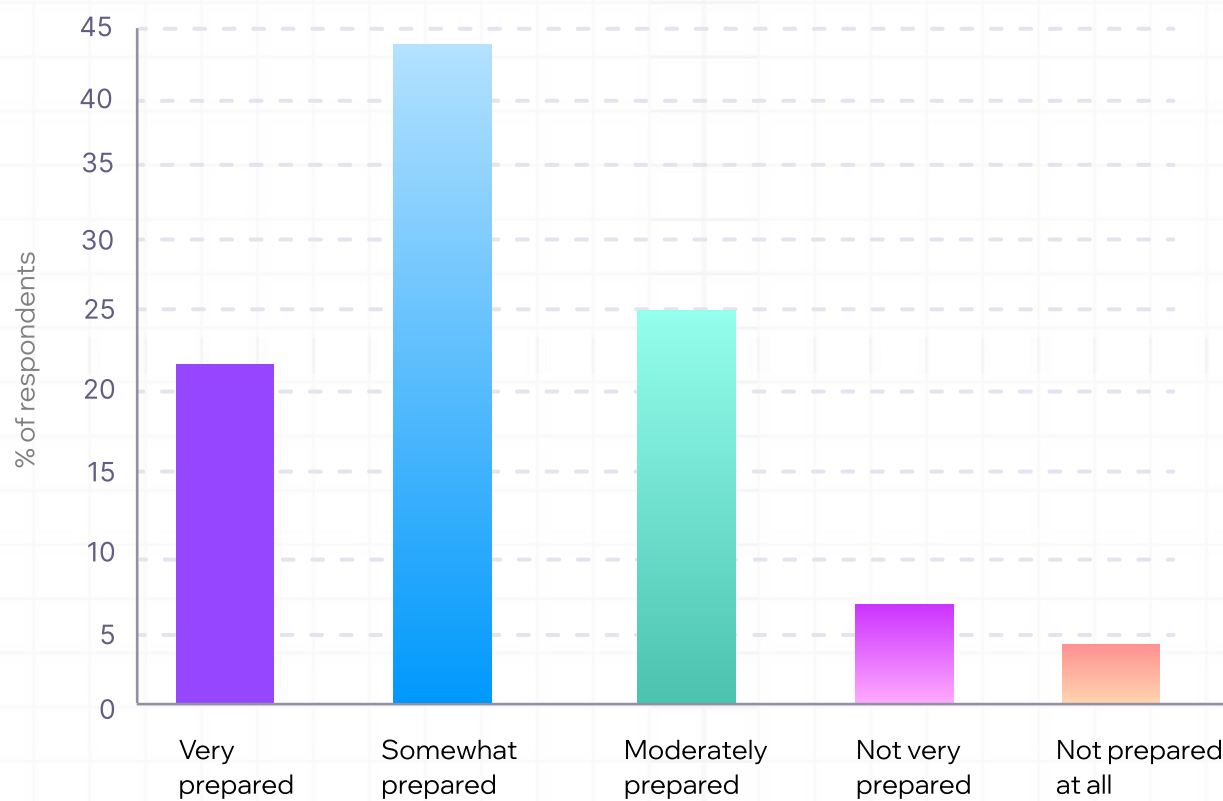
Sellers expect a range of operational challenges as they move away from Amazon’s FBA prep services. **Increased complexity, longer lead times, and quality control issues are the top concerns, closely followed by technology or system changes, staffing needs, and supply chain disruption.**

These responses suggest most brands will have to navigate a more complicated and potentially slower fulfillment process, with added pressure to maintain quality and meet delivery timelines.

The anticipated need for updated systems and additional staff highlights how broad the operational impact could be.

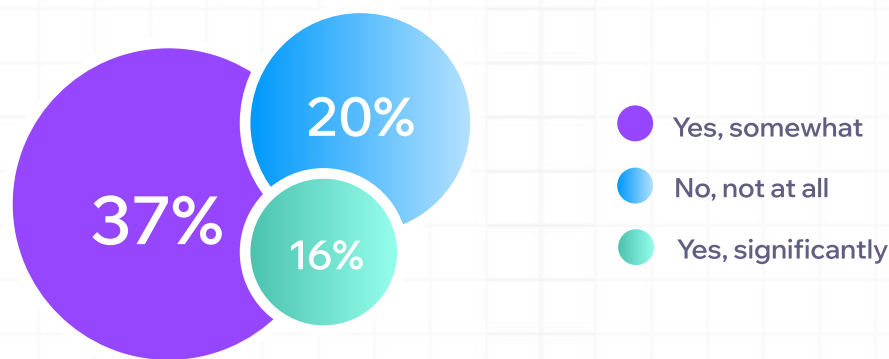


How prepared is your business currently for this transition?



About **two-thirds of sellers (66%)** feel **somewhat to very prepared** for the transition, while **34% report moderate or low readiness** and express concerns about lead times, errors, and quality.

Will this change affect which products you choose to sell on Amazon?



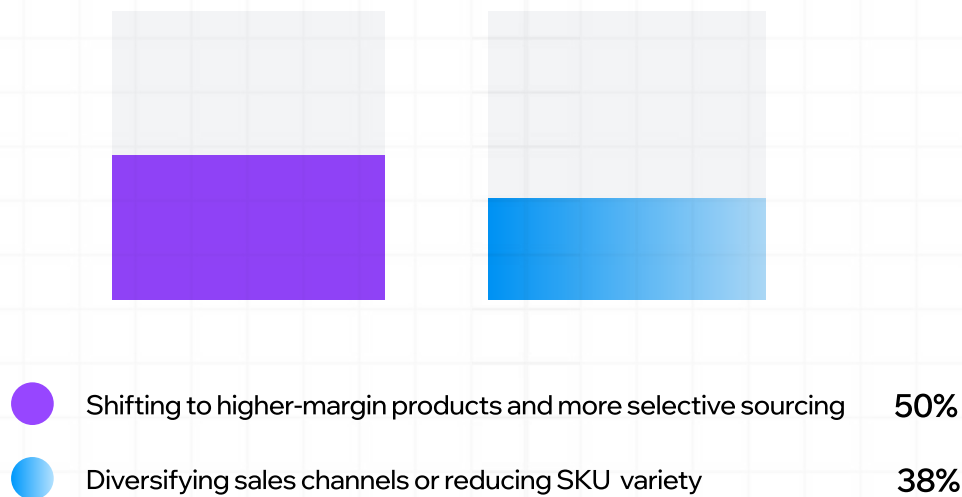
Over half (53%) expect the change to impact their product assortments, with many planning to drop complex or costly items. This points to a reshaping of product strategies as sellers adapt to new operational demands.



How brands are responding

The end of Amazon FBA prep is driving major changes for Amazon sellers. **Four in ten** brands relied on the service for **more than half** their products.

In response, **over 50% are shifting to higher-margin products and more selective sourcing. 38% are diversifying sales channels or reducing SKU variety.**



Alternatives for brands

With the door closing on Amazon FBA prep, most brands are shifting direction quickly. According to survey data:

- **57.2% plan to pursue external logistics solutions** as their primary alternative
- **19.6% are considering in-house solutions**

Despite challenges, confidence in managing transition is relatively high, with **68.8% rating their confidence at 7 or above on a scale of 1-10**, suggesting resilience in the seller community.



About Pattern Fulfillment

With Pattern Marketplace Prep, we take care of everything for you, including receiving, labeling, compliance, packing, and fast delivery to Amazon's fulfillment centers. You'll notice the difference with our automated processes for speed and accuracy, extensive Amazon expertise, industry-leading turnaround times, and clear, dependable cost savings.



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