

FBA PEAK FEES, OCT 15 TO JAN 14

\$0.32 a unit sounds like nothing. On a \$2.50 profit product it is 13% of your Q4 profit.

WHAT AMAZON CHANGED

About **\$0.32 more per unit**
on average

ITEM (AMAZON EXAMPLE)	BEFORE TO AFTER
Phone case, small standard	\$2.49 to \$2.68
T-shirt, large standard	\$6.14 to \$6.53
TV, 50 to 70 lb	\$48.57 to \$51.38

Applies to FBA, Multi-Channel Fulfillment, Remote Fulfillment and Buy with Prime. The 3.5% fuel and logistics surcharge from April still sits on top.

THE ONE FORMULA

Extra fee ÷ profit per unit = share of profit lost

PROFIT PER UNIT	LOST TO A \$0.32 RISE
\$1.50	21%
\$2.50	13%
\$4.00	8%

Illustrative profit figures. Use your own.

WHERE IT HITS YOUR ADS

Your break even ACoS just moved

\$20 product, \$4.00 profit
before ads

20%

break even ACoS

After a \$0.32 fee rise, \$3.68
profit

18.4%

break even ACoS

A campaign running between 18.4% and 20% ACoS was profitable in September. After Oct 15 it loses money on each order.

BEFORE OCT 15

Three steps

1

Pull your **top 10 ASINs** by Q4 units.

2

Recalculate **profit per unit** with the new fee.

3

Reset **target ACoS and price floors** from that number, not last quarter's.

Send me one ASIN's price, cost and fee and I will run the Q4 math with you.

Source for fee changes: Supply Chain Dive, Jul 13 2026. Margin examples are illustrative.