

Hold, Scale, or Build: Using Subcategory–Level Insights to Drive Amazon Market Share Growth

By Megan Harvey // August 25, 2025 //

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Most brands overlook one of the most critical data sets on Amazon: subcategory-level intelligence. Without it, they evaluate product performance in isolation, missing key context that could reshape their go-to-market strategy.

In this session, Stratably partners with Odyssey Ecommerce to introduce a structured framework for using Amazon subcategory data to inform high-level planning decisions. This framework will enable you to refine your assortment focus and marketing strategy, as well as inform your brand's product development roadmap.

You'll learn how to analyze subcategory size, competitive intensity, pricing structures, and market share to better understand your brands position, and decide whether to stay the course, double down, or build something new.

What we'll cover:

- The importance of looking at your brand and product performance through the subcategory lens.
- What data points matter most and where to find them (e.g., category size, your brand's share, pricing insights, competitive levels and signs of saturation, etc.)
- Our decision tree framework that helps brands determine one of three strategic paths for



each subcategory they sell in:

- Hold: When to maintain, reduce, or pull out of a subcategory due to poor economics or lack of opportunity.
- Scale: When to double down on your current assortment by investing in media and other marketing initiatives to grow in promising subcategories.
- Build: When to create new assortment because the category has strong potential, but your current product offering isn't meeting expectations.
- How to evaluate these decisions across multiple subcategories and build a brand-level growth plan for Amazon.

This session is designed for those leading eCommerce, working on their brand's Amazon business, and product development teams looking to leverage Amazon data better.

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