What Insurgent Brands Do Differently on Amazon

By Megan Harvey // September 4, 2026 //

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34,000+ new brands launched on Amazon in the past year. Most of them will never matter to an enterprise category team. But, importantly, some will.

Screening the full marketplace, Jungle Scout identifies insurgents: challengers that have reached meaningful scale on Amazon and are gaining share faster than their category rivals. Each year there are hundreds and that number is increasingly expanding.

Sam Johnson of Jungle Scout joins Russ Dieringer from Stratably to share the macro level patterns consistent across categories and then go deeper into select categories and brands to answer the question enterprise teams keep asking: what are these brands doing differently?

In some cases the answer is assortment and innovation velocity. In others it is price architecture, or capturing emerging search demand before incumbents do. And in others, the challenger is doing nothing unusual on Amazon at all, instead converting demand built off-platform.

What you will learn:

- Where challenger activity is concentrated across major consumer categories
- The common behaviors of share gainers across assortment, pricing, visibility, and product attributes
- How challenger new-product and ASIN activity compares with established brands in the same categories
- Whether challengers are capturing emerging consumer needs and search demand earlier

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than incumbents
- How organic and sponsored visibility compares with actual revenue share, and what that gap says about how growth is being funded
- The signals to monitor so the next insurgent is identified while it is still small

Who this is for: Enterprise brand leaders, category and insights teams, and eCommerce teams on Amazon who need to identify and assess challenger threats before meaningful share has shifted.

Most competitive analysis is periodic, backward-looking, and starts with the competitors a team already knows. This session is about building continuous challenger intelligence into category strategy, so teams can keep answering three questions as their categories change. Who is taking share? Why are they winning? What should we do about it?

See the Recap & Replay

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