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Using Subcategory Data to Drive Amazon Market Share Growth – Webinar Recap

By Russ Dieringer // October 22, 2025 // Research, Webinars

TL;DR: *The webinar reframed how to plan Amazon growth. By evaluating size, growth, pricing, and competition at the subcategory level, leaders can align investment and innovation to the market reality. Brands that apply this disciplined approach gain a measurable advantage in both growth and profitability.*

2 minute read

Many Amazon teams evaluate performance in isolation, looking only at their own brand or SKU-level data. This approach misses critical context about the sub-category itself, leading to misaligned investments and overlooked growth opportunities.

In this webinar, Stratably and Odyssey eCommerce shared a practical framework that helps operators use subcategory data to make better decisions. The session focused on how to evaluate category size, growth, pricing, and competition to understand where your brand truly stands and where the next opportunities are.

Participants learned how to apply this framework to determine whether to hold, scale, or build within each subcategory. The result is a more structured, data-backed process for prioritizing assortment, allocating media dollars, and developing new products.

For operators managing Amazon day-to-day, this approach provides a clear, repeatable method to plan the business more strategically and confidently drive share growth.

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