

What Insurgent Brands Do Differently on Amazon | Webinar Recap

By Russ Dieringer // September 29, 2026 // Briefings, Webinars

TL;DR: Insurgent brands are growing three to eight times faster than their categories on Amazon, and they do it with productive launches, demand built off Amazon, and visibility they rarely pay for. Yet only 30% of brands monitor competition continuously, and 37% would wait for the next annual plan or not respond at all. The stakes reach beyond Amazon, as today's Amazon best sellers become tomorrow's in-store competitors.

4 minute read

Most competitive analysis is periodic, looks backward, and covers only the competitors a team already knows. Today's live session with Sam Johnson from Jungle Scout made the case for continuous challenger intelligence, which answers three questions: who is taking share, why they are winning, and how to respond quickly.

The live session covered three areas:

1. How brands define, and respond to, challengers today
2. Where insurgents are winning, and by how much
3. Five signals that explain insurgent growth, applied to three case studies

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