

Jungle Scout and Amazon Launch a Joint Playbook for Getting New Products Right on Amazon

New guide gives brands a repeatable framework for validating opportunities, launching with less risk, and knowing when to scale

CHICAGO, IL, UNITED STATES, August 24, 2026 /EINPresswire.com/ -- [Jungle Scout](#), the leading provider of Amazon market intelligence and insights on demand, today released The Amazon New Product Success Playbook, built in partnership with Amazon to help brands take a disciplined approach to launching and scaling products on Amazon.

Designed for both established brands expanding their portfolios and emerging brands launching their first products, the playbook is built to help brands plan, launch, diagnose, and scale on Amazon. It combines Amazon's first-party signals with Jungle Scout's category and market insights to help teams understand not just what's happening, but why. Brands learn a repeatable framework to: assess how their market and listing are performing; diagnose what's driving performance; and act on the highest-value next step.

That framework is applied across the full product lifecycle, from spotting a market opportunity through the first 90 days of sales. The playbook provides brands guidance throughout four distinct phases:

1. Discovering the opportunity. Evaluating category health, competitive dynamics, and customer demand before committing to a product.
2. Building a retail-ready launch. Setting pricing, fulfillment, listing content, and advertising as one connected plan instead of separate workstreams.
3. Executing the first 30 days. Watching live signals, fixing real blockers fast, and using advertising to learn as much as it sells.
4. Optimizing and scaling from day 30 to 90. Diagnosing performance gaps, protecting the Buy Box, and deciding whether demand justifies further investment.

The guide pairs Amazon's first-party signals — how customers search, click, and buy on the digital shelf — with Jungle Scout Cobalt's wider market view of category growth, competitive movement, and pricing. Used together, brands can tell whether a dip in sales reflects softening demand, a pricing shift, a lost Featured Offer, or a stronger competitor, rather than guessing.

The playbook backs its framework with results from Amazon's own data: products launched

using insights from Product Opportunity Explorer saw 2.5x higher sales potential in their first three months, and new products launched with competitive pricing, a complete listing, early reviews, and advertising in place saw up to a 5x increase in first-30-day sales.

"The brands that win on Amazon do their homework before they ever commit to inventory. They ask the right questions about demand, competition, and economics up front," said Jay Lovelace, CEO of Jungle Scout. "Brands need a way to connect what customers are telling them with what's happening across the category and competitive landscape. This playbook gives teams a practical framework for making those decisions from the first product idea through the decision to scale."

Jungle Scout MCP, the company's newly released AI integration, makes this analysis repeatable — letting teams ask business questions in plain language and pull Cobalt's market data directly into their existing workflows.

The Amazon New Product Success Playbook is available now for download at <https://www.junglescout.com/resources/reports/amazon-new-product-playbook/>.

About Jungle Scout

Jungle Scout delivers Amazon insights on demand. Drawing on more than 11 years of proprietary data and visibility into 40,000+ live seller integrations, Jungle Scout gives brands the clearest view of what's happening on Amazon and why. Its MCP and AI solutions make that data conversational, turning signals into insight instantly, wherever teams work. That intelligence powers decisions on category strategy, pricing, product innovation, share, and advertising — the foundational layer teams need to compete on Amazon. You can't win a market you can't see. Learn more at junglescout.com.

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