

Title: Is it possible to avoid other sellers selling under my Amazon listing without being a brand or private label a product?

Content:

I have this huge dilemma, because as much as I do intend to build a brand longterm – I want to start small. I have prior ecom and Amazon experience from work btw.

The thing I worry about is that if you don't have brand registry on Amazon or you don't private label your product – any sellers can pretty much undermine you, steal the buy box, so all the sales and the whole listing - and you're done. Those are called "hijackers" in the amazon seller community if I remember correctly.

How can I solve this problem? Worrying about everything Amazon-related like the money you've invested in everything, making it work, being compliant with all the regulations, taxes etc, and growing sales from 0 is already enough on the plate – if I spend \$\$\$\$ and weeks/months on building my listing with the knowledge someone can snatch it at any moment then meh.

Does anyone have any tips or advice for this?