

New Product Pacesetters Scorecard: Top 200

O: OVERALL RANK **FB:** FOOD & BEVERAGE RANK **NF:** NONFOOD RANK **LYS:** LAUNCH YEAR SALES (\$MM)

O	FB	NF	BRAND NAME	LYS	PARENT COMPANY
1	1	-	Bud Light Seltzer	\$193.7	AB InBev
2	2	-	Truly Lemonade	\$191.3	The Boston Beer Company
3	-	1	Downy Infusions Scents	\$120.0	Procter & Gamble
4	3	-	Mtn Dew Zero Sugar	\$111.2	PepsiCo
5	-	2	Brawny Tear-A-Square	\$105.2	Koch Industries
6	4	-	Starbucks Creamers	\$105.0	Nestlé USA Beverage Division
7	-	3	Greenies	\$100.6	Mars
8	5	-	Rebel Ice Cream	\$96.7	Rebel Creamery
9	6	-	Reign	\$94.4	Monster Beverage
10	-	4	JUUL	\$93.3	Juul Labs
11	7	-	Cheetos Popcorn	\$79.7	PepsiCo
12	-	5	Native	\$76.4	Procter & Gamble
13	-	6	Duracell Optimum	\$75.7	Berkshire Hathaway
14	-	7	Viva Multi-Surface Cloth	\$73.5	Kimberly-Clark
15	-	8	Olay Retinol24	\$71.8	Procter & Gamble
16	-	9	Mucinex Nightshift	\$69.0	Reckitt
17	-	10	Primatene MIST	\$66.2	Amphastar Pharmaceuticals
18	8	-	Kinder Bueno	\$61.7	Ferrero USA
19	-	11	Pampers Cruisers 360° Fit	\$57.9	Procter & Gamble
20	9	-	REESE'S THINS	\$56.0	The Hershey Company
21	10	-	Beyond Sausage	\$52.6	Beyond Meat
22	11	-	Wonderful No Shells Flavored Pistachios	\$52.3	The Wonderful Company
23	12	-	Talenti Gelato Layers	\$52.0	Unilever
24	13	-	Coca-Cola Energy	\$51.9	The Coca-Cola Company
25	14	-	Planet Oat	\$46.7	HP Hood
26	15	-	My/Mochi	\$44.0	The Mochi Ice Cream Company
27	16	-	Smithfield Prime Fresh Delicatessen	\$42.9	Smithfield Foods
28	-	12	Swiffer Pet	\$42.2	Procter & Gamble
29	17	-	Spindrift	\$41.0	Spindrift Beverage
30	18	-	Red Bull Peach Edition	\$40.5	Red Bull North America
31	19	-	Siete	\$40.1	Siete Family Foods
32	20	-	Corona Refresca	\$39.9	Constellation Brands
33	-	13	Sensodyne Pronamel Intensive Enamel Repair	\$38.1	GlaxoSmithKline
34	-	14	Tidy Cats Free & Clean	\$37.4	Nestlé

O	FB	NF	BRAND NAME	LYS	PARENT COMPANY
35	21	-	Starbucks Frappuccino with a Splash of Cold Brew	\$36.0	North American Coffee Partnership
36	22	-	KIT KAT Ice Cream	\$35.5	Froneri
37	23	-	KIT KAT DUOS	\$35.2	The Hershey Company
38	24	-	Monster Energy Ultra Paradise	\$35.1	Monster Beverage
39	25	-	Swerve	\$34.3	Swerve
40	26	-	Ruffles Double Crunch	\$33.7	PepsiCo
41	-	15	Gain Blissful Breeze	\$32.7	Procter & Gamble
42	-	16	Neuriva	\$32.4	Reckitt
43	-	17	Hempvana	\$32.3	Bulbhead
44	27	-	Natural Light Seltzer	\$32.3	AB InBev
45	28	-	Starbucks Tripleshot Energy	\$32.0	North American Coffee Partnership
46	29	-	Miss Vickie's	\$31.8	PepsiCo
47	30	-	Lily's Chocolate Baking Chips	\$30.1	Lily's Sweets
48	31	-	Nature Valley Wafer Bars	\$29.8	General Mills
49	32	-	Extra Refreshers	\$29.7	Mars
50	-	18	Mr. Clean Clean Freak	\$29.6	Procter & Gamble
51	-	19	Gain Scent Blast	\$29.3	Procter & Gamble
52	33	-	Waterloo	\$29.2	Waterloo Sparkling Water
53	34	-	Natural Light Naturdays	\$29.1	AB InBev
54	35	-	Stouffer's Bowl-FULLS	\$29.1	Nestlé
55	-	20	Persil ProClean Discs	\$27.2	Henkel
56	36	-	Cape Line	\$26.9	Molson Coors
57	37	-	DiGiorno Stromboli	\$26.3	Nestlé
58	38	-	Country Crock Plant Butter	\$26.1	KKR & Co.
59	39	-	Silk Oat Yeah	\$26.0	Danone
60	-	21	Bounce WrinkleGuard	\$25.9	Procter & Gamble
61	-	22	Tide Heavy Duty 10X	\$25.9	Procter & Gamble
62	40	-	Häagen-Dazs Spirits	\$25.8	Froneri
63	41	-	Kraft Taco Bell Shredded Cheese	\$25.4	Kraft Heinz
64	42	-	Simply Smoothie	\$25.4	The Coca-Cola Company
65	43	-	Quest Protein Chips	\$25.4	Simply Good Foods
66	44	-	S.Pellegrino Essenza	\$25.2	Nestlé
67	45	-	Kellogg's Eggo Thick & Fluffy	\$24.9	Kellogg's
68	46	-	Quest Thin Crust Pizza	\$24.3	Simply Good Foods

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O	FB	NF	BRAND NAME	LYS	PARENT COMPANY
69	47	-	Death Wish Coffee	\$24.0	Death Wish Coffee
70	-	23	Maybelline The Falsies Lash Lift	\$23.9	L'Oréal USA
71	-	24	L'Oréal Infallible Fresh Wear	\$23.7	L'Oréal USA
72	48	-	Heineken 0.0	\$23.6	Heineken USA
73	49	-	Birds Eye OvenRoasters	\$23.2	Conagra Brands
74	-	25	Nature's Way Sambucus	\$22.9	Schwabe North America
75	-	26	Kibbles 'n Bits Meaty Middles	\$21.9	The J.M. Smucker Company
76	50	-	belVita Breakfast Biscuits	\$21.8	Mondeléz
77	-	27	Optimum Nutrition Gold Standard	\$21.8	Glanbia
78	-	28	L'Oréal Elvive Dream Lengths	\$21.5	L'Oréal USA
79	-	29	Pantene Pro-V Nutrient Blends	\$21.3	Procter & Gamble
80	51	-	Birch Benders Keto Pancake & Waffle Mix	\$21.3	Sovos Brands
81	-	30	Tide Simply Odor Rescue	\$21.3	Procter & Gamble
82	-	31	Purex 4-in-1 Pacs	\$20.9	Henkel
83	52	-	Benihana Frozen Meals	\$20.9	Kraft Heinz
84	53	-	Ben & Jerry's Cookie Dough Chunks	\$20.8	Unilever
85	-	32	Burt's Bees Oral Care	\$20.7	Procter & Gamble
86	-	33	Downy WrinkleGuard	\$20.2	Procter & Gamble
87	54	-	Kodiak Cakes Oatmeal	\$19.8	Baker Mills
88	55	-	Hippeas	\$19.7	Hippeas
89	56	-	Yoplait Starburst	\$19.7	General Mills
90	57	-	Sargento Reserve Series	\$19.7	Sargento Foods
91	-	34	Revlon PhotoReady Candid	\$19.0	Revlon
92	58	-	Kellogg's Nutri-Grain Kids	\$18.9	Kellogg's
93	59	-	The Pioneer Woman Foods	\$18.8	Kraft Heinz
94	-	35	The Pioneer Woman Dog Treats	\$18.4	Nestlé
95	-	36	Blue Diamond	\$18.3	The Cookware Company
96	60	-	Red Bull Pear Edition	\$18.1	Red Bull North America
97	-	37	Dove 0% Aluminum	\$17.9	Unilever
98	-	38	Friskies Lil Soups	\$17.7	Nestlé
99	-	39	Clorox Scentiva Mopping Cloths	\$17.7	The Clorox Company
100	-	40	ZYN	\$17.1	Swedish Match
101	61	-	Dunkin' Signature Series	\$16.9	The J.M. Smucker Company
102	-	41	Maybelline Super Stay Ink Crayon	\$16.9	L'Oréal USA
103	-	42	Contigo Couture	\$16.6	Newell Brands

O	FB	NF	BRAND NAME	LYS	PARENT COMPANY
104	-	43	Conair Double Ceramic	\$16.2	Conair Corporation
105	62	-	Sargento Sunrise Balanced Breaks	\$16.2	Sargento Foods
106	63	-	Rao's Homemade Soup	\$16.1	Sovos Brands
107	-	44	Dixie Ultra Deep Dish	\$15.9	Koch Industries
108	-	45	Sally Hansen Mega Strength	\$15.7	JAB Holding Company
109	64	-	Cheetos White Cheddar Bites	\$15.4	PepsiCo
110	65	-	Kodiak Cakes Muffins	\$15.2	Baker Mills
111	-	46	Seventh Generation Feminine Care	\$15.2	Unilever
112	66	-	Starburst Duos	\$15.2	Mars
113	-	47	L.A. Colors Color Craze Gel	\$15.1	Beauty 21 Cosmetics
114	-	48	Milk-Bone GnawBones	\$15.0	The J.M. Smucker Company
115	67	-	NESTLÉ TOLL HOUSE Edible Cookie Dough	\$15.0	Nestlé
116	-	49	Gentle Tears	\$14.9	Alcon Labs
117	68	-	Birds Eye Shreds	\$14.8	Conagra Brands
118	69	-	Black Forest Juicy Bursts	\$14.7	Ferrara Candy Company
119	70	-	TWIX Cookies & Crème Ice Cream	\$14.7	Mars
120	-	50	Snuggly Scent Shakes	\$14.7	Henkel
121	71	-	Pillsbury Place & Bake	\$14.6	General Mills
122	-	51	Skintimate Disposable Razors	\$14.5	Edgewell Personal Care
123	72	-	Snapple Lemonade	\$14.5	Keurig Dr Pepper
124	73	-	Pop-Tarts Cereal	\$14.4	Kellogg's
125	-	52	Purina DentaLife ActivFresh	\$14.1	Nestlé
126	74	-	Dave's Killer Bread Killer Classic English Muffins	\$14.0	Flowers Foods
127	75	-	Taylor Farms Snack Trays	\$14.0	Taylor Fresh Foods
128	76	-	Quaker Rice Crisps	\$13.9	PepsiCo
129	-	53	LIFEAID	\$13.9	LIFEAID Beverage
130	-	54	L'Oréal Bambi Eye	\$13.8	L'Oréal USA
131	-	55	Schwarzkopf got2b Metallics	\$13.8	Henkel
132	-	56	e.l.f. Camo	\$13.8	e.l.f. Cosmetics
133	-	57	Milk-Bone Wonder Bones	\$13.2	The J.M. Smucker Company
134	77	-	Pro2snax	\$13.2	Reichel Foods
135	-	58	Huggies Nourish & Care	\$13.1	Kimberly-Clark
136	78	-	Lakanto	\$13.1	Saraya Canada
137	79	-	Buffalo Wild Wings Sauces	\$13.0	Lancaster Colony

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O	FB	NF	BRAND NAME	LYS	PARENT COMPANY
138	80	-	Acqua Panna	\$13.0	Nestlé
139	-	59	Maybelline Brow Ultra Slim	\$13.0	L'Oréal USA
140	-	60	Hartz Delectables Squeeze Up	\$12.8	Hartz
141	-	61	Body Fortress Super Advanced Isolate Protein	\$12.6	KKR & Co.
142	-	62	Nature's Recipe Prime Blends	\$12.6	The J.M. Smucker Company
143	-	63	Swiffer WetJet with Mr. Clean	\$12.6	Procter & Gamble
144	-	64	Parodontax Complete Protection	\$12.6	GlaxoSmithKline
145	81	-	MorningStar Farms Veggitizers	\$12.6	Kellogg's
146	-	65	KISS Glam Fantasy	\$12.5	Kiss Products
147	82	-	Bob's Red Mill Organic Rolled Oats	\$12.4	Bob's Red Mill
148	83	-	KIND Bark	\$12.3	Kind
149	-	66	Hair Food	\$12.2	Procter & Gamble
150	-	67	Arm & Hammer for Pets	\$12.2	Fetch for Pets
151	-	68	L'Oréal Infallible Full Wear	\$12.2	L'Oréal USA
152	84	-	Chobani Non-Dairy Treat	\$12.2	Chobani
153	-	69	COVERGIRL TruBlend Undercover	\$12.0	JAB Holding Company
154	-	70	Bare Republic	\$11.9	SC Johnson
155	85	-	Entenmann's Little Bites Cookies	\$11.8	Grupo Bimbo
156	86	-	J. L. Kraft Marinades & Sauces	\$11.7	Kraft Heinz
157	87	-	Birds Eye Veggie Pasta Mac & Cheese	\$11.6	Conagra Brands
158	-	71	Tampax/Always Pure Collection	\$11.4	Procter & Gamble
159	88	-	Birds Eye Bowls	\$11.3	Conagra Brands
160	-	72	AXE Excite	\$11.2	Unilever
161	89	-	Outshine Fruit & Cream	\$11.2	Froneri
162	90	-	Brazi Bites	\$11.1	Brazi Bites
163	91	-	Main Street Kitchen	\$11.1	Kraft Heinz
164	92	-	KOOL-AID Gels	\$11.0	Kraft Heinz
165	-	73	Not Your Mother's Curl Talk	\$10.9	DeMert & Dougherty
166	93	-	Rao's Homemade Pasta	\$10.8	Sovos Brands
167	94	-	Underwood	\$10.8	Union Wine Company
168	95	-	Green Giant Harvest Protein Bowls	\$10.7	B&G Foods
169	96	-	Pukka	\$10.7	Unilever

O	FB	NF	BRAND NAME	LYS	PARENT COMPANY
170	97	-	Del Monte Bubble Fruit	\$10.7	Del Monte Foods
171	-	74	Refresh Relieva	\$10.5	AbbVie
172	-	75	Vicks VapoPatch	\$10.4	Procter & Gamble
173	-	76	Poise Active Collection	\$10.3	Kimberly-Clark
174	-	77	Vicks VapoShower	\$10.3	Procter & Gamble
175	98	-	Kodiak Cakes Power Flapjacks	\$10.2	Baker Mills
176	-	78	AXE Ice Chill	\$10.2	Unilever
177	-	79	KISS Salon Dip	\$10.1	Kiss Products
178	-	80	Irish Spring 5-in-1	\$10.1	Colgate-Palmolive
179	-	81	Revlon ColorStay Brow Creator	\$10.1	Revlon
180	99	-	Nasoya Kimchi	\$9.9	Pulmuone Foods USA
181	100	-	Real Food From The Ground Up Cauliflower Crackers	\$9.9	Earthly Treats
182	-	82	BAND-AID WATER BLOCK TOUGH STRIPS	\$9.7	Johnson & Johnson
183	-	83	BOOST Women	\$9.4	Nestlé
184	-	84	Soylent	\$9.2	Rosa Foods
185	-	85	Revlon Root Erase	\$8.9	Revlon
186	-	86	Vicks VapoCOOL Sore Throat	\$8.8	Procter & Gamble
187	-	87	Neutrogena Bright Boost	\$8.8	Johnson & Johnson
188	-	88	Dulcolax Liquid	\$8.5	Sanofi
189	-	89	Clairol Root Touch-Up Color Blending Gel	\$8.5	KKR & Co.
190	-	90	KISS Salon Acrylic Natural	\$8.4	Kiss Products
191	-	91	Maybelline Dream Urban Cover	\$8.4	L'Oréal USA
192	-	92	RevlonSuper Lustrous The Gloss	\$8.4	Revlon
193	-	93	BIC Soleil Click 5	\$8.2	Bic USA
194	-	94	UNO Flip	\$7.9	Mattel
195	-	95	Cascade Pure Essentials	\$7.9	Procter & Gamble
196	-	96	ACUVUE RevitaLens	\$7.6	Johnson & Johnson
197	-	97	Revlon So Fierce!	\$7.5	Revlon
198	-	98	Studio by Tide	\$7.5	Procter & Gamble
199	-	99	Milani Keep It Full	\$7.4	Gryphon Investors
200	-	100	Purina Beneful Superfood Blend	\$7.2	Nestlé

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