

# 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	Microban 24	\$171.2	Procter & Gamble
2	-	2	Voltaren	\$161.3	GlaxoSmithKline
3	1	-	Dr Pepper & Cream Soda	\$137.3	Keurig Dr Pepper
4	2	-	AHA Sparkling Water	\$128.6	The Coca-Cola Company
5	-	3	Swan	\$127.4	Vi-Jon
6	-	4	Hello Bello	\$116.2	Unconditional Love
7	-	5	Goli Nutrition	\$115.3	Goli Nutrition
8	3	-	Corona Hard Seltzer	\$113.8	Constellation Brands
9	-	6	Dawn Platinum Powerwash	\$110.8	Procter & Gamble
10	-	7	Tide Hygienic Clean	\$108.4	Procter & Gamble
11	4	-	High Noon Sun Sips	\$103.4	E & J Gallo Winery
12	-	8	Suave Hand Sanitizer	\$100.0	Unilever
13	5	-	Oatly	\$98.8	Oatly
14	6	-	Truly Iced Tea	\$90.5	The Boston Beer Company
15	7	-	Michelob ULTRA Organic Seltzer	\$87.2	AB InBev
16	8	-	Impossible Burger	\$86.1	Impossible Foods
17	-	9	Febreze LIGHT	\$76.8	Procter & Gamble
18	-	10	Wipe Out!	\$72.9	Tzumi Innovations
19	-	11	L.	\$72.8	Procter & Gamble
20	9	-	LIFE CUISINE	\$72.8	Nestlé
21	10	-	Minute Maid Zero Sugar	\$70.7	The Coca-Cola Company
22	-	12	Dollar Shave Club	\$70.6	Unilever
23	-	13	Maybelline's Lash Sensational Sky High	\$69.7	L'Oréal USA
24	11	-	Doritos 3D Crunch	\$65.3	PepsiCo
25	12	-	Vizzy Hard Seltzer	\$60.1	Molson Coors
26	-	14	Pataday	\$58.6	Alcon
27	-	15	Advil Dual Action	\$57.8	GlaxoSmithKline
28	-	16	Colgate Optic White Renewal	\$55.0	Colgate-Palmolive
29	-	17	The Honey Pot Company	\$52.1	The Happy Root
30	13	-	Barefoot Fruitscato	\$51.8	E & J Gallo Winery
31	14	-	19 Crimes Snoop Dogg Cali Red	\$48.3	Treasury Wine Estates
32	-	18	Olay Regenerist Collagen Peptide 24	\$47.9	Procter & Gamble
33	-	19	joy + glee	\$47.7	Procter & Gamble
34	15	-	Cheetos Mac 'n Cheese	\$46.1	PepsiCo
35	16	-	Juicy Mixes	\$46.0	Juicy Mixes

O	FB	NF	BRAND NAME	LYS	PARENT COMPANY
36	17	-	Blue Moon LightSky	\$42.5	Molson Coors
37	-	20	Safeguard Hand Soaps & Sanitizers	\$42.4	Procter & Gamble
38	-	21	Ultra Defense Sani+Smart	\$41.4	K7 Design Group
39	18	-	Chobani Oat	\$40.8	Chobani
40	19	-	Nerds Gummy Clusters	\$39.7	Ferrara Candy Company
41	20	-	Ritz Cheese Crispers	\$36.8	Mondelēz
42	-	22	Huggies Pull-Ups New Leaf	\$35.8	Kimberly-Clark
43	-	23	Sensodyne Sensitivity & Gum	\$35.1	GlaxoSmithKline
44	21	-	SmartSweets	\$34.5	SmartSweets
45	22	-	Chobani Complete	\$34.4	Chobani
46	23	-	:Ratio	\$34.4	General Mills
47	24	-	Rana Signature Meal Kit	\$34.2	Pastificio Rana
48	-	24	CeraVe Acne Foaming Cream Cleanser	\$33.4	L'Oréal USA
49	25	-	Birds Eye Bakes	\$33.4	Conagra Brands
50	-	25	Febreze Auto	\$32.0	Procter & Gamble
51	26	-	Kellogg's Jumbo Snax	\$31.4	Kellogg's
52	27	-	Birds Eye Cauliflower Wings	\$30.1	Conagra Brands
53	28	-	Nissin Cup Noodles Stir Fry	\$29.6	Nissin Foods
54	29	-	Starbucks Nitro Cold Brew	\$29.1	North American Coffee Partnership
55	30	-	Kitu Super Coffee	\$29.0	Kitu Life
56	-	26	Clorox Laundry Sanitizer	\$28.9	The Clorox Company
57	31	-	The Rustik Oven	\$28.8	Grupo Bimbo
58	-	27	Copper Fit Face Masks	\$28.6	Idea Village
59	-	28	Olay Regenerist Retinol 24 MAX	\$28.1	Procter & Gamble
60	-	29	Persil ProClean + OXI Power	\$28.0	Henkel
61	32	-	Chobani Coffee Creamer	\$27.9	Chobani
62	33	-	Kellogg's Rice Krispies Treats Homestyle	\$27.8	Kellogg's
63	34	-	Halo Top Keto Series	\$27.3	Wells Enterprises
64	35	-	SlimFast Keto Fat Bomb	\$26.1	Glanbia
65	-	30	ARM & HAMMER Clump & Seal AbsorbX	\$25.7	Church & Dwight
66	-	31	Purina Prime Bones	\$25.4	Nestlé
67	36	-	Dave's Killer Bread Buns	\$25.4	Flowers Foods
68	-	32	Snuggle SuperCare	\$25.1	Henkel
69	37	-	Horizon Organic Growing Years	\$24.7	Danone
70	38	-	Gatorade Bolt24	\$24.4	PepsiCo

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O	FB	NF	BRAND NAME	LYS	PARENT COMPANY
71	39	-	Simply Almond	\$24.3	The Coca-Cola Company
72	-	33	ARM & HAMMER Clean & Simple	\$24.1	Church & Dwight
73	-	34	Bounce Pet Hair & Lint Guard	\$23.9	Procter & Gamble
74	40	-	Pillsbury Best Almond Flour	\$23.2	Brynwood Partners
75	-	35	GLEEM	\$23.2	Procter & Gamble
76	-	36	Gain Ultra Flings	\$22.6	Procter & Gamble
77	41	-	Sara Lee Artesano Bakery Buns	\$22.5	Grupo Bimbo
78	-	37	Head & Shoulders Clinical Collection	\$22.4	Procter & Gamble
79	-	38	L'Oréal Air Volume	\$22.3	L'Oréal USA
80	42	-	Blue Bunny Load'd Cones	\$22.3	Wells Enterprises
81	43	-	Jimmy Dean Breakfast Burritos	\$22.1	Tyson Foods
82	44	-	Beyond Breakfast Sausage	\$22.0	Beyond Meat
83	45	-	Atkins Endulge	\$21.7	Simply Good Foods
84	46	-	Stouffer's Bites	\$21.4	Nestlé
85	-	39	Sharpie S-Gel	\$21.3	Newell Brands
86	47	-	Dunkin' Multi-Serve Iced Coffee	\$21.1	The Coca-Cola Company
87	48	-	Powerade Power Water	\$20.9	The Coca-Cola Company
88	-	40	Friskies Favorites	\$20.8	Nestlé
89	-	41	Sally Hansen Good. Kind. Pure.	\$20.8	JAB Holding Company
90	-	42	Pampers Expressions	\$20.5	Procter & Gamble
91	49	-	Perdue Chicken Plus	\$20.2	Perdue Farms
92	-	43	KISS PowerFlex	\$20.2	Kiss Products
93	50	-	Tazo Bottled Tea	\$20.1	Pepsi Lipton
94	51	-	Starbucks Cold Brew Concentrate	\$20.0	Starbucks Coffee
95	52	-	Garden of Eatin' Veggie Made Great	\$19.5	Classic Cooking
96	53	-	Dunkaroos	\$19.3	General Mills
97	54	-	JUST Egg Folded	\$19.2	Eat Just
98	-	44	Vitafusion Power Zinc	\$19.1	Church & Dwight
99	55	-	Cinnamon Cheerios	\$19.1	General Mills
100	56	-	Birds Eye Crispy Veggies	\$18.1	Conagra Brands
101	-	45	Head & Shoulders Supreme	\$17.5	Procter & Gamble
102	57	-	MorningStar Farms Incogmeato	\$17.4	Kellogg's
103	-	46	Tidy Cats Naturally Strong	\$17.4	Nestlé
104	-	47	BIC EZ Reach	\$17.3	Bic USA
105	58	-	Sargento Snack Bites	\$17.3	Sargento Foods

O	FB	NF	BRAND NAME	LYS	PARENT COMPANY
106	-	48	Wahl Color Pro Plus	\$17.2	Wahl Clipper Corporation
107	-	49	Suave Essentials Hand Soap	\$16.9	Unilever
108	-	50	Old Spice Ultra Smooth	\$16.7	Procter & Gamble
109	59	-	Crystal Farms Cheese Wraps	\$16.6	Post Holdings
110	-	51	Always Discreet Boutique Pads & Liners	\$16.3	Procter & Gamble
111	60	-	Pedialyte Sport	\$16.1	Abbott
112	-	52	LISTERINE Gum Therapy	\$16.0	Johnson & Johnson
113	-	53	KISS Jelly Fantasy	\$16.0	Kiss Products
114	61	-	Bai Lemonade	\$15.9	Keurig Dr Pepper
115	-	54	Maybelline Lifter	\$15.8	L'Oréal USA
116	62	-	Canada Dry Bold	\$15.6	Keurig Dr Pepper
117	63	-	Halo Top Fruit Pops	\$15.4	Wells Enterprises
118	64	-	Dole Boosted Blends	\$15.2	Dole
119	-	55	Botanica by Air Wick	\$15.1	Reckitt
120	-	56	Glad Flex'N Seal	\$15.0	The Clorox Company
121	65	-	Java Monster 300	\$14.9	Monster Beverage
122	-	57	COVERGIRL Clean Fresh	\$14.9	JAB Holding Company
123	66	-	A Shoc Energy	\$14.9	A Shoc Beverage
124	67	-	Budweiser Zero	\$14.6	AB InBev
125	68	-	Bud Light Platinum Seltzer	\$14.6	AB InBev
126	-	58	Tom's of Maine Men	\$14.6	Colgate-Palmolive
127	-	59	Bed Head Wave Artist	\$14.3	Helen of Troy
128	-	60	Dove Even Tone	\$14.3	Unilever
129	69	-	Starburst Drink Mixes	\$14.2	Jel Sert
130	70	-	Josh Cellars Prosecco	\$14.1	Deutsch Family Wine & Spirits
131	71	-	Birch Benders Toaster Waffles	\$14.1	Sovos Brands
132	72	-	Dole Lemonade	\$14.1	PepsiCo
133	-	61	Degree Advanced	\$14.0	Unilever
134	73	-	Sara Lee Artesano Sausage Rolls	\$14.0	Grupo Bimbo
135	-	62	U by Kotex Teen	\$13.9	Kimberly-Clark
136	-	63	MightyGood	\$13.9	MightyGood
137	74	-	YORK THINS	\$13.8	The Hershey Company
138	75	-	Old El Paso Squeeze Sauces	\$13.5	General Mills
139	76	-	KIND Cereal	\$13.5	Mars
140	-	64	Dove Hand Sanitizer	\$13.2	Unilever

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141	-	65	Olay's Regenerist Ultra Rich	\$13.0	Procter & Gamble
142	77	-	Progresso Toppers	\$12.9	General Mills
143	78	-	Kelloggs Little Debbie Cereal	\$12.8	Kellogg's
144	79	-	Nature Valley Packed	\$12.8	General Mills
145	-	66	Cetaphil Deep Hydration	\$12.6	EQT
146	80	-	KIND Frozen Treat Bars	\$12.6	Mars
147	-	67	Maybelline Brow Fast Sculpt	\$12.3	L'Oréal USA
148	-	68	KISS Masterpiece	\$12.2	Kiss Products
149	-	69	TEMPTATIONS ShakeUps	\$12.2	Mars
150	-	70	TRESemmé Pro Pure	\$12.0	Unilever
151	81	-	Häagen-Dazs Heaven	\$11.9	Froneri
152	82	-	Pabst Blue Ribbon Hard Coffee	\$11.9	Pabst Brewing
153	-	71	Vicks ZzzQuil Night Pain	\$11.9	Procter & Gamble
154	-	72	Ageless Male Max	\$11.7	New Vitality
155	-	73	Downy Intense Scent + Freshness	\$11.7	Procter & Gamble
156	83	-	Barilla Vero Gusto	\$11.7	Barilla
157	84	-	Barefoot Hard Seltzers	\$11.7	E & J Gallo Winery
158	85	-	Real Good Stuffed Chicken	\$11.7	Real Good Foods
159	86	-	Vermont Creamery Cultured Butter	\$11.6	Vermont Creamery
160	87	-	Kodiak Granola Bars	\$11.3	Baker Mills
161	88	-	Primal Kitchen Pasta Sauce	\$11.3	Kraft Heinz
162	-	74	artnaturals Skin Care	\$11.2	ArtNaturals
163	-	75	Schwarzkopf Simply Color	\$11.1	Henkel
164	89	-	Snack Pack Fanta Juicy Gels	\$11.1	Conagra Brands
165	90	-	Hidden Valley Secret Sauce	\$11.0	The Clorox Company
166	91	-	Tic Tac Coca-Cola	\$10.8	Ferrero USA
167	92	-	Power Crunch PRO	\$10.7	Bionutritional Research Group
168	93	-	Real Good Breakfast Sandwiches	\$10.4	Real Good Foods
169	-	76	Friskies Stuf'd & Sauc'd	\$10.3	Nestlé
170	-	77	BIC Soleil Sensitive Advanced	\$10.3	Bic USA

O	FB	NF	BRAND NAME	LYS	PARENT COMPANY
171	94	-	Chocolatey PAYDAY	\$10.3	The Hershey Company
172	95	-	Multi Grain Cheerios with Real Strawberries	\$10.2	General Mills
173	-	78	Oral-B Rinse	\$10.2	Procter & Gamble
174	96	-	Jif No Added Sugar Peanut Butter	\$10.2	The J. M. Smucker Company
175	-	79	Aveeno Calm + Restore	\$10.2	Johnson & Johnson
176	-	80	Garnier Green Labs	\$10.0	L'Oréal USA
177	98	-	KIND Clusters	\$9.9	Mars
178	-	81	Children's Flonase	\$9.9	GlaxoSmithKline
179	97	-	Jif Squeeze Peanut Butter	\$9.8	The J. M. Smucker Company
180	-	82	Natural Vitality CALM	\$9.8	The Clorox Company
181	99	-	General Mills Remix	\$9.6	General Mills
182	100	-	Betty Crocker No-Bake Bites Cookie Dough	\$9.4	General Mills
183	-	83	Finishing Touch Flawless Nu Razor	\$9.4	Church & Dwight
184	-	84	Rachael Ray Nutrish SuperMedleys	\$9.3	The J. M. Smucker Company
185	-	85	KISS imPRESS Couture	\$8.9	Kiss Products
186	-	86	Bolthouse Farms Protein Keto	\$8.9	Butterfly Equity
187	-	87	CESAR Minis	\$8.6	Mars
188	-	88	Softsoap Lustrous Glow	\$8.4	Colgate-Palmolive
189	-	89	COLAB	\$8.1	Colab
190	-	90	RE-fresh Scalp Care	\$8.1	Unilever
191	-	91	eos Shea Better	\$7.7	EOS Products
192	-	92	wet n wild Breakup Proof	\$7.4	Markwins
193	-	93	BLUE Bursts	\$7.0	General Mills
194	-	94	Maybelline Brow Extensions	\$6.6	L'Oréal USA
195	-	95	Rachael Ray Nutrish Real Meat Treats	\$6.6	The J. M. Smucker Company
196	-	96	L'Oréal Elvive Wonder Water	\$6.5	L'Oréal USA
197	-	97	Nutri Chopper	\$6.5	Emson
198	-	98	Summer's Eve Active	\$6.3	Prestige Consumer Healthcare
199	-	99	Ivory Gentle Deodorant	\$6.1	Procter & Gamble
200	-	100	Rachael Ray Nutrish Bright Puppy	\$6.0	The J. M. Smucker Company

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