

2022 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	BinaxNOW	\$948.7	Abbott
2		2	Flowflex	\$573.3	ACON Labs
3	1		Alani Nu	\$228.4	Alani Nutrition
4	2		Dr Pepper Zero Sugar	\$169.3	Keurig Dr Pepper
5	3		Chick-fil-A Sauces	\$140.4	Lancaster Colony
6	4		Truly Punch	\$136.3	The Boston Beer Company
7	5		Truly Margarita Style	\$99.6	The Boston Beer Company
8	6		Mtn Dew Spark	\$98.2	PepsiCo
9	7		Tattooed Chef	\$93.3	Tattooed Chef
10		3	Hefty with Fabuloso	\$80.6	Reynolds Consumer Products
11		4	Downy Light	\$78.9	Procter & Gamble
12	8		Red Bull Green Edition	\$77.9	Red Bull North America
13	9		Gatorlyte	\$74.2	PepsiCo
14		5	quip	\$73.6	Quip
15	10		Topo Chico Hard Seltzer	\$73.2	Molson Coors
16		6	Dawn Ultra EZ-Squeeze	\$72.5	Procter & Gamble
17	11		Funables	\$69.3	Ferrara Candy Company
18	12		White Claw Surge	\$68.6	Mark Anthony Brands
19	13		Mtn Dew Energy	\$56.5	PepsiCo
20	14		Lay's Layers	\$55.7	PepsiCo
21	15		COLLIDERS	\$51.4	Kraft Heinz
22	16		Coca-Cola with Coffee	\$50.4	The Coca-Cola Company
23	17		CELSIUS Vibe	\$48.7	Celsius Holdings
24		7	Mielle	\$47.8	Mielle Organics
25		8	Blue Tastefuls	\$47.7	General Mills
26	18		Ben & Jerry's Topped	\$47.6	Unilever
27	19		Bud Light Seltzer Hard Soda	\$47.2	AB InBev
28	20		Violife	\$46.9	KKR
29	21		OREO Cakesters	\$46.4	Mondelēz
30	22		Oikos Pro	\$44.0	Danone
31	23		Arnold/Brownberry/Oroweat Keto	\$43.8	Grupo Bimbo
32	24		Pilgrim's	\$42.7	JBS Foods
33	25		Planet Oat Oatmilk Creamer	\$41.5	HP Hood
34		9	Crest Whitening Emulsions	\$41.4	Procter & Gamble
35	26		Bubly Bounce	\$41.3	PepsiCo

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36	27		Klondike Cones	\$40.1	Unilever
37	28		Mike's Hard Lemonade Seltzer	\$38.3	Mark Anthony Brands
38		10	Febreze Unstoppables Touch	\$38.0	Procter & Gamble
39	29		Rao's Fz Entrées	\$37.3	Sovos Brands
40		11	Huggies Special Delivery	\$36.3	Kimberly-Clark
41	30		Catalina Crunch	\$34.7	Catalina Snacks
42	31		Gardein Ultimate	\$34.7	Conagra Brands
43		12	Gillette Venus Intimate Care	\$34.5	Procter & Gamble
44		13	GilletteLabs	\$34.2	Procter & Gamble
45		14	Hempz	\$33.9	PBI Group
46	32		Pillsbury Soft Baked Cookies	\$33.7	General Mills
47	33		M&M's Mix	\$33.0	Mars
48	34		CELSIUS On-The-Go	\$32.8	Celsius Holdings
49	35		Kinder Bueno Mini	\$32.6	Ferrero USA
50		15	Zevo	\$32.2	Procter & Gamble
51		16	Meow Mix Tasty Layers	\$31.9	The J. M. Smucker Company
52	36		Eggland's Best Omelets & Egg Bites	\$31.5	Eggland's Best
53		17	Fresh Step Outstretch	\$31.4	The Clorox Company
54		18	Welly	\$31.3	Unilever
55		19	Vive Organic	\$30.7	Vive Organic
56	37		White Claw Iced Tea	\$30.6	Mark Anthony Brands
57		20	KISS imPRESS Color	\$30.3	Kiss Products
58		21	Zantac 360*	\$29.9	Sanofi
59		22	Nutro Natural Choice	\$29.0	Mars
60	38		Takis Potato Chips	\$28.4	Grupo Bimbo
61	39		Bertolli d'Italia	\$27.2	Mizkan America
62	40		Famous Amos Wonders From The World	\$27.1	Ferrero USA
63		23	Dove Nourishing Secrets	\$26.5	Unilever
64	41		Nick's	\$26.2	Luthman Backlund Foods USA
65		24	Colgate Renewal	\$26.0	Colgate-Palmolive
66		25	CESAR Wholesome Bowls	\$25.7	Mars
67		26	Rachael Ray Nutrish Big Life	\$25.3	The J. M. Smucker Company
68	42		Nissin Hot & Spicy Fire Wok	\$25.3	Nissin Foods
69		27	Nugenix	\$25.1	Nugenix
70	43		BODYARMOR Edge	\$25.1	The Coca-Cola Company

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71		28	Dashing Diva GLOSS	\$25.0	Dashing Diva
72		29	Glad ForceFlexPlus with Clorox	\$24.9	The Clorox Company
73	44		ZOA	\$24.4	ZOA Energy
74		30	Dove Body Love	\$23.8	Unilever
75		31	9 Elements	\$23.7	Procter & Gamble
76	45		Impossible Chicken	\$23.7	Impossible Foods
77	46		Bai Boost	\$23.6	Keurig Dr Pepper
78		32	AleveX	\$23.5	Bayer
79	47		FLIGHT by Yuengling	\$23.5	D.G. Yuengling & Son
80	48		Goldfish Mega Bites	\$23.2	Campbell Soup Company
81		33	GNC Mega Men	\$22.9	GNC
82		34	Mucinex InstaSoothe	\$22.8	Reckitt
83	49		Real Good Entrées	\$22.8	Real Good Foods
84	50		Welch's Juicefuls	\$22.4	PIM Brands
85	51		Vizzy Lemonade Hard Seltzer	\$22.4	Molson Coors
86	52		Birds Eye Sheet Pan Meals	\$22.2	Conagra Brands
87	53		Hu Chocolate	\$22.2	Mondelēz
88	54		Monster Reserve	\$22.0	Monster Beverage
89		35	Olay Regenerist Vitamin C + Peptide 24	\$21.8	Procter & Gamble
90	55		Chobani Coffee	\$21.4	Chobani
91		36	L'Oréal True Match Nude	\$21.3	L'Oréal USA
92	56		Sola	\$21.2	The Sola Company
93	57		Kellogg's Club Crisps	\$21.1	Kellogg's
94	58		Premier Protein	\$20.9	Post Holdings
95		37	Crest Pro-Health Advanced Gum Restore	\$20.7	Procter & Gamble
96	59		Dunkin' Iced Coffee Girl Scout Cookie	\$20.5	The Coca-Cola Company
97	60		FitVine	\$20.3	FitVine Wine
98	61		Healthy Choice MAX	\$20.3	Conagra Brands
99		38	pH-D	\$19.3	Vireo Systems
100	62		C4 Energy	\$19.1	Nutrabolt
101		39	COVERGIRL Lash Blast Clean	\$19.1	JAB Holding Company
102	63		Cattleman's Cut Takis	\$19.1	Oberto Snacks
103		40	Harry's Deodorant	\$19.0	Harry's
104		41	King C. Gillette	\$18.9	Procter & Gamble
105	64		Blue Bunny Load'd Bars	\$18.5	Wells Enterprises

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106		42	Vicks Super C	\$18.5	Procter & Gamble
107	65		Quest Peanut Butter Cups	\$18.4	Simply Good Foods
108		43	Silk Ultra	\$18.3	Danone
109	66		Cinnabon Breakfast Creations	\$18.2	Golden West Food Group
110	67		CARAMELLO Miniatures	\$17.9	The Hershey Company
111	68		Starbucks Premium Instant	\$17.6	Starbucks Coffee
112		44	Always ZZZ	\$17.6	Procter & Gamble
113		45	Gillette Venus Deluxe Smooth Sensitive	\$17.6	Procter & Gamble
114		46	Nervive	\$17.5	Procter & Gamble
115	69		Greenfield Natural Meat Co. Lunch Kits	\$17.4	Maple Leaf Foods
116	70		Stouffer's Mac-FULLS	\$16.9	Nestlé
117	71		Smartwater+	\$16.8	The Coca-Cola Company
118	72		good2grow PODZ	\$16.8	In Zone Brands
119	73		STARBURST Airm	\$16.7	Mars
120		47	Owala	\$16.6	Sundesa
121		48	WHIMZEES	\$16.1	Berwind
122	74		Cupcake LightHearted	\$16.1	The Wine Group
123		49	Always Discreet	\$15.9	Procter & Gamble
124	75		Hormel Black Label	\$15.7	Hormel Foods
125	76		Perfect Bar	\$15.5	Mondelēz
126	77		Starbucks Cold & Crafted	\$15.4	North American Coffee Partnership
127		50	Copper Fit Ice	\$15.4	Idea Village
128	78		Duncan Hine EPIC	\$15.2	Conagra Brands
129	79		Slim Jim Savage	\$15.1	Conagra Brands
130	80		Munk Pack	\$15.0	Munk Pack
131		51	Neutrogena Rapid Firming	\$15.0	Johnson & Johnson
132		52	OWYN	\$14.8	Only What You Need
133	81		Wonderworks Keto	\$14.6	General Mills
134	82		Angry Orchard Hard Fruit Cider	\$14.6	The Boston Beer Company
135	83		Atkins Protein Cookies	\$14.5	Simply Good Foods
136	84		REESE'S Big Cup with Potato Chips	\$14.4	The Hershey Company
137	85		Atkins Keto Treats	\$14.2	Simply Good Foods
138	86		Chomps	\$14.1	Chomps
139		53	Granitestone	\$14.0	Emson
140		54	Ensure COMPLETE	\$14.0	Abbott

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141	87		Daring	\$13.9	Daring Foods
142		55	Purina Beneful Medleys	\$13.8	Nestlé
143		56	Milk-Bone Dipped & Chunks	\$13.6	The J. M. Smucker Company
144		57	Carol's Daughter Goddess Strength	\$13.6	L'Oréal USA
145	88		Purple Carrot	\$13.4	Conagra Brands
146	89		Cap'n Crunch Treats	\$13.3	PepsiCo
147		58	Pantene Pro-V Miracle Rescue	\$13.3	Procter & Gamble
148	90		Pringles Scorchin'	\$13.2	Kellogg's
149		59	Mr. Coffee Iced Coffee Maker	\$13.1	Newell Brands
150		60	KISS Classy	\$13.0	Kiss Products
151		61	KISS Voguish Fantasy	\$12.6	Kiss Products
152		62	Revlon ColorStay Satin Ink	\$12.6	Revlon
153		63	Rubbermaid Simply Pour	\$12.2	Newell Brands
154		64	Maybelline The Colossal Curl Bounce	\$12.2	L'Oréal USA
155		65	Gillette PRO	\$12.0	Procter & Gamble
156		66	Glade PlugIns PLUS	\$11.8	SC Johnson
157		67	Nudges Jerky Chews	\$11.8	General Mills
158	91		Banza Pizza	\$11.8	Banza
159		68	Always Pure Cotton with FlexFoam Overnight	\$11.6	Procter & Gamble
160	92		Fruity/Cocoa PEBBLES™ Candy Bar	\$11.5	Frankford Candy
161		69	Oral-B Fresh & Clean	\$11.3	Procter & Gamble
162	93		Mott's Mighty	\$11.3	Keurig Dr Pepper
163	94		Silk Greek Style	\$11.0	Danone
164		70	COVERGIRL Outlast Extreme Wear	\$10.9	JAB Holding Company
165		71	Raid Essentials	\$10.9	SC Johnson
166	95		Banquet Mega Pizza	\$10.8	Conagra Brands
167		72	Head & Shoulders Clinical Strength Intensive Itch Relief	\$10.6	Procter & Gamble
168	96		Rice-A-Roni Heat & Eat	\$10.4	PepsiCo
169		73	Rubbermaid Brilliance Glass	\$10.4	Newell Brands
170		74	Ball Aluminum Cup	\$10.3	Ball Corporation

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171	97		Kellogg's Eggo Stuffed Pancake Bites	\$10.2	Kellogg's
172	98		General Mills Cereals Instant Oatmeal	\$10.1	General Mills
173		75	Head & Shoulders Clinical Strength Dry Scalp Rescue	\$10.0	Procter & Gamble
174		76	Olay Serums	\$9.7	Procter & Gamble
175	99		Cinnamon Toast Crunch Cinnadust	\$9.7	B&G Foods
176	100		Snack Pack SOUR PATCH KIDS Juicy Gels	\$9.6	Conagra Brands
177		77	Planet Goody	\$9.5	ACON Investments
178		78	Dial Clean + Gentle	\$9.2	Henkel
179		79	Aztec Secret	\$9.1	Aztec Secret Health & Beauty
180		80	John Frieda Violet Crush	\$9.0	Kao USA
181		81	Refresh Digital	\$8.9	AbbVie
182		82	Friskies Lil' Gravies	\$8.6	Nestlé
183		83	Maybelline Color Sensational Ultimatte	\$8.4	L'Oréal USA
184		84	Robitussin Naturals	\$8.3	Haleon
185		85	Vagistat	\$8.2	Combe
186		86	Vaseline Clinical Care	\$8.1	Unilever
187		87	Skintimate Bloom	\$8.1	Edgewell Personal Care
188		88	Contigo AutoPop	\$7.6	Newell Brands
189		89	Snuggle Exhilarations	\$7.6	Henkel
190		90	Opti-Nail	\$7.6	Arcadia Consumer Healthcare
191		91	Wet Ones Plus	\$7.4	Edgewell Personal Care
192		92	Physicians Formula Mineral Wear Diamond	\$7.1	Markwins
193		93	Cetaphil Acne Skincare	\$7.0	EQT
194		94	Maybelline Express Brow	\$6.9	L'Oréal USA
195		95	Sally Hansen Insta-Dri Pride	\$6.8	JAB Holding Company
196		96	Aquaphor	\$6.3	Beiersdorf
197		97	One By Poise	\$6.3	Kimberly-Clark
198		98	L'Oréal Infallible Pro Gloss Plump	\$6.1	L'Oréal USA
199		99	VAZALORE	\$6.0	PLX Pharma
200		100	BIC Sensitive 2	\$5.7	Bic USA