

# Leading the Charge

Hamacher Resource Group's annual list highlights innovation and sales strength among CPGs

It isn't easy to release forward-thinking products these days. Between brick-and-mortar and e-commerce, plus social media ads touting the latest cutting-edge product, many consumers would say they've seen it all. In spite of these challenges, CPG companies have not lost their edge. Quite the opposite, in fact. Innovation and novelty continue to keep consumers happy, and the category analysts at Waukesha, Wis.-based Hamacher Resource Group know this better than anyone.

Every year, the analysts take a look at sales and distribution of CPG products from the past year to identify offerings that are unique in their category or subcategory, as well as cutting-edge products that explore new forms, flavors and technologies. They also look at more robust versions of well-known products or a category mainstay's expansion into additional categories — all to compile the Future 50 report. What follows are the 50 products that managed to distinguish themselves in a crowded marketplace. [dsn](#)

## DSN FUTURE 50: TOP 2019 NEW ITEM LAUNCHES, POWERED BY HAMACHER RESOURCE GROUP\*

RANK	PRODUCT DESCRIPTION	MANUFACTURER	CATEGORY	SUBCATEGORY	LAUNCH DATE
1	Aspercreme with 4% Lidocaine Dry Spray (4 oz.)	Sanofi	Pain relief	External pain relief	January
2	Visine Allergy Eye Relief Multi-Action Drops (0.5 oz.)	Johnson & Johnson	Eye and ear care	Eye preparations	November
3	Refresh P.M. Lubricant Eye Ointment (0.12 oz.)	Allergan	Eye and ear care	Eye preparations	September
4	Baby Orajel Non-Medicated Cooling Gels for Teething, daytime and nighttime (0.36 oz.)	Church & Dwight	Baby care	Baby health, beauty and wellness	February
5	Biofreeze Menthol Pain Relief Patches, large (5 count)	Hygenic Corporation	Pain relief	External pain relief	April
6	Nexcare Max Hold Waterproof Bandages Knee & Elbow (6 count) and Assorted (40 count)	3M Consumer	First aid	Wound and surgical dressings	March
7	Sensodyne Pronamel Intensive Enamel Repair Toothpaste, extra fresh and clean mint flavors (3.4 oz.)	GSK Consumer Healthcare	Oral care	Toothpaste and treatments	February
8	Theraworx Relief for Joint Discomfort and Inflammation Foam (7.1 oz.)	Avadim Technologies	Pain relief	External pain relief	October
9	Refresh Lacri-Lubricant Eye Ointment (0.12 oz.)	Allergan	Eye and ear care	Eye preparations	September
10	Neosporin + Burn Relief Ointment (0.5 oz.)	Johnson & Johnson	First aid	Wound treatments and skin relief	February
11	Crest 3D White Whitening Therapy Toothpaste Deep Clean, invigorating mint flavor (4.1 oz.)	Procter & Gamble	Oral care	Toothpaste and treatments	January
12	Primatene Mist Bronchodilator (160 metered sprays)	Amphastar Pharmaceuticals	Cold and allergy	Respiratory treatments	May
13	Icy Hot Lidocaine Dry Spray (4 oz.)	Sanofi	Pain relief	External pain relief	June

Photos provided by HRG

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14	Vagisil Scentsitive Scents Dry, peach blossom and white jasmine scents (2.6 oz.)	Combe	Feminine care	Feminine personal care	April
15	DripDrop ORS Dehydration Relief Fast Powder Stick 10 g, watermelon flavor (8 count)	DripDrop Hydration	Nutritional foods	Weight control and nutritional foods	August
16	Dulcolax Saline Laxative Liquid, mint and cherry flavors (12 oz.)	Sanofi	Digestive health	Laxatives	March
17	Omron Blood Pressure Monitor 3 Series Upper Arm BP7100 and Omron Blood Pressure Monitor 5 Series Upper Arm BP7250	Omron	Diagnostics and daily living	Home diagnostics	October
18	Accu-Chek Guide Me Blood Glucose Monitoring System	Roche Diagnostics	Diabetes care	Blood glucose testing	August
19	Summer's Eve Cleansing Wash (15 oz.) and Cleansing Cloths (16 count), blissful escape scent	Medtech Products	Feminine care	Feminine personal care	March
20	Zarbee's Naturals Baby Complete Cough Syrup + Immune, natural berry flavor (2 oz.)	Zarbees	Baby care	Baby health, beauty and wellness	June
21	Compound W NitroFreeze Wart Removal System	Medtech Products	Foot care	Wart removers	January
22	Nicorette Nicotine Polacrilex Lozenges, coated ice mint flavor, 2 mg and 4 mg (20 count)	GSK Consumer Healthcare	Smoking deterrents	Smoking deterrents	April
23	Parodontax Complete Protection Toothpaste, pure fresh mint flavor (3.4 oz.)	GSK Consumer Healthcare	Oral care	Toothpaste and treatments	February
24	Airborne Elderberry Immune Support Supplement Gummies (60 count)	RB	Cold and allergy	Cough-cold, flu and sinus	December
25	Tums Ultra Strength 1000 Chewy Bites Cooling Sensation, fruit fusion (28 count)	GSK Consumer Healthcare	Digestive health	Stomach and nausea remedies	April
26	Debrox Swimmer's Ear Drying Drops (1 oz.)	Medtech Products	Eye and ear care	Ear care	August
27	Skintimate Signature Scents Shave Gel, coconut delight scent (7 oz.)	Edgewell Personal Care	Shaving and grooming	Women's shaving, hair removal and bleaches	January
28	Refresh Relieva PF Lubricant Eye Drops (0.33 oz.)	Allergan	Eye and ear care	Eye preparations	September
29	Gas-X Softgels Maximum Strength (30 count)	GSK Consumer Healthcare	Digestive health	Anti-gas	April
30	Mucinex Nightshift Cold & Flu Liquid (6 oz.)	RB	Cold and allergy	Cough-cold, flu and sinus	July
31	Motrin Children's Ibuprofen Chewable Tablets 100 mg, grape flavor and dye free (24 count)	Johnson & Johnson	Pain relief	Children's pain and fever relief	August
32	Aspercreme Warming Pain Relieving Gel (2.5 oz.) and Patches (5 count)	Sanofi	Pain relief	External pain relief	January

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33	Biotene Dry Mouth Lozenges Sugar Free, refreshing mint flavor (27 count)	 GSK Consumer Healthcare	Oral care	Oral remedies	April
34	Gillette Skinguard Razor and Cartridges (2 count) and Gillette Skinguard Cartridges (4 count)	 Procter & Gamble	Shaving and grooming	Men's razors and refills	January
35	Vicks VapoPatches (5 count)	 Procter & Gamble	Cold and allergy	Respiratory treatments	July
36	Tampax Pure 100% Organic Cotton Core Tampons, regular absorbency (16 count)	 Procter & Gamble	Feminine care	Feminine protection	March
37	Astroglide X Premium Silicone Gel Personal Lubricant (3 oz.)	 BioFilm	Family planning	Sexual health	December
38	Burt's Bees Purely White Fluoride-Free Toothpaste, zen peppermint flavor (4.7 oz.)	 Procter & Gamble	Oral care	Toothpaste and treatments	February
39	Ricola Cool Relief Sore Throat/Oral Anesthetic Drops, lemon frost flavor (19 count)	 Ricola	Cold and allergy	Cough drops, sore throat relief	July
40	Theraworx Relief for Joint Discomfort and Inflammation Compression Knee Sleeve + Topical, large/extra large, and Theraworx Relief for Joint Discomfort and Inflammation Compression Glove + Topical Foam, small/medium	 Avadim Technologies	Pain relief	External pain relief	October
41	Band-Aid Skin-Flex Adhesive Bandages, assorted sizes (60 count)	 Johnson & Johnson	First aid	Wound and surgical dressings	February
42	pH-D Boric Acid Vaginal Suppositories	 Vireo Systems	Feminine care	Feminine personal care	November
43	Burt's Bees for Kids Fluoride-Free Toothpaste, fruit fusion flavor (4.2 oz.)	 Procter & Gamble	Oral care	Children's oral care	February
44	Schiff Neuriva Brain Performance Capsules Original	 RB	Vitamins and dietary supplements	Specialty supplements	April
45	Oral-B Whitening Therapy Charcoal Toothbrush, medium	 Procter & Gamble	Oral care	Toothbrushes	January
46	Sudafed PE Head Congestion + Pain Coated Caplets (20 count)	 Johnson & Johnson	Cold and allergy	Cough-cold, flu and sinus	August
47	Vicks VapoShower Tablets (3 count)	 Procter & Gamble	Cold and allergy	Respiratory treatments	July
48	Luden's Melatonin Soothers Drops, honey lavender flavor (30 count)	 Medtech Products	Cold and allergy	Cough drops, sore throat relief	July
49	L'Oreal Revitalift Derm Intensives 1.5% Pure Hyaluronic Acid Serum (1 oz.)	 L'Oréal	Skin care	Facial moisturizers and treatments	November
50	Oilly Sleep Gummies, blackberry zen flavor (50 count)	 Oilly	Vitamins and dietary supplements	Specialty supplements	May

\*Rankings based on HRG's proprietary star-rating system, measuring such key criteria as product innovation, promotional support, category growth, product orientation and earning potential.