








Outstanding Innovation

HRG's annual Future 50 looks at stand-out new products that hit store shelves in 2020

When the industry looks back on the COVID-19 pandemic in 2020, they will not only see that CPG brands kicked into high gear to ensure that their products stayed on shelves, many also will see that brands were not content to only offer their previously introduced products. Even amid a challenging environment last year, companies still managed to roll out innovative products, new formulations, unique scents and more.

Equally unflappable is Waukesha, Wis.-based HRG. Every year the company's analysts look at sales and distribution of CPG products from the past year to find items that are unique in their category or subcategory, or that explore new forms, flavors and technology. They also see whether new products grow a brand into new categories or create a more effective product. All this is done in order to compile the HRG Future 50 report. Below, read about the 50 products that set themselves apart at the shelf in 2020. [dsn](#)

HRG FUTURE 50: TOP NEW ITEMS LAUNCHED IN 2020

RANK	PRODUCT DESCRIPTION	MANUFACTURER	CATEGORY	SUBCATEGORY	LAUNCH DATE
1	Voltaren Arthritis Pain Topical Gel (50 g, 100 g and 150 g) 	GSK Consumer Healthcare	Pain relief	External pain relief	May
2	Pataday Once Daily Eye Allergy Itch Relief Drops 2.5ml (1 and 2 count) 	Alcon	Eye and ear care	Eye preparations	April
3	Advil Dual Action with Acetaminophen Caplets (18, 36 and 72 count) 	GSK Consumer Healthcare	Pain relief	Internal pain relief	August
4	Nature's Truth Sambucus Black Elderberry + Vitamin C & Zinc Berry Flavor Gummies 	Piping Rock	Vitamins and dietary supplements	Herbals and botanicals	April
5	Zewa Pulse Oximeter 	Zewa	Home diagnostics	Home diagnostics	November
6	Gillette Sensor2 Fixed Disposable Razors (12 count) 	Procter & Gamble	Shaving and grooming	Men's razors and refills	January
7	Lotrimin AF Tolnaftate Antifungal Medicated Foot Powder (3 oz.) 	Bayer	Foot care	Antifungal treatments	September
8	Trojan G Spot Lubricated Latex Condoms (3 count) 	Church & Dwight	Family planning	Condoms and barrier contraceptives	May
9	Systane Hydration PF Lubricant Eye Drops Vials (30 count) 	Alcon	Eye and ear care	Eye preparations	March
10	Lotrimin AF Tolnaftate Antifungal Deodorant Powder Spray (5.6 oz.) 	Bayer	Foot care	Antifungal treatments	June
11	Clearblue Early Detection Pregnancy Test (2 count) 	Procter & Gamble	Family planning	Pregnancy and ovulation/Fertility tests and supplies	April
12	Imodium Multi-Symptom Relief Caplet (24 count) 	Johnson & Johnson	Digestive health	Antidiarrheals	February
13	Natrol Melatonin 10 mg per serving Gummies Strawberry (60 and 140 count) 	Natrol	Vitamins and dietary supplements	Specialty supplements	March

Photos provided by HRG

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14	Bausch + Lomb PreserVision AREDS 2 Eye Vitamin and Mineral Supplement MiniGels (130 count)	Bausch Health	Eye and ear care	Eye preparations	January
15	Hempvana Pain Relief Cream Maximum Strength (4 oz.)	Telebrands	Pain relief	External pain relief	September
16	Skintimate Disposable Razors, exotic violet blooms and exotic vanilla sugar (4 count)	Edgewell Personal care	Shaving and grooming	Women's razors and refills	January
17	Cortizone-10 Overnight Itch Relief Crème, lavender scent (1 oz.)	Sanofi	First aid	Itch treatments	January
18	Imodium A-D Anti-Diarrheal Caplets (12 count)	Johnson & Johnson	Digestive health	Antidiarrheals	February
19	Sensodyne Sensitivity & Gum Toothpaste, mint flavor (3.4 oz.)	GSK Consumer Healthcare	Oral care	Toothpaste and treatments	January
20	Vagisil Odor Block Daily Freshening Wipes (20 count)	Combe	Feminine hygiene	Feminine personal care	February
21	OneTouch Verio Reflect Blood Glucose Monitoring System	Lifescan	Diabetes care	Blood glucose testing	September
22	Refresh Digital PF Lubricant Eye Drops (.33 oz.) Refresh Digital PF Lubricant Eye Drop Vials (30 count)	Allergan	Eye and ear care	Eye preparations	September
23	Boudreaux's Butt Paste Sensitive Skin (4 oz.)	Medtech Products	Baby care	Baby health, beauty and wellness	January
24	Super Poligrip Cushion & Comfort Denture Adhesive Cream (2.2 oz.)	GSK Consumer Healthcare	Oral care	Denture care	January
25	Old Spice Ultra Smooth Deodorant, clean slate and fresh start scents (3 oz.)	Procter & Gamble	Deodorants	Men's deodorants	January
26	Ensure Plant-Based Protein Nutrition Shake, vanilla flavor (11 oz., 4 count)	Abbott Nutrition	Weight management and nutrition	Nutritional foods	March
27	Nature Made Super C Immune Complex with Zinc Tablets (60 count)	Pharmavite	Vitamins and dietary supplements	Single entity vitamins	February
28	Dove Baby Derma Care Soothing Wash (13 oz.)	Unilever	Baby care	Baby health, beauty and wellness	January
29	Aspercreme with 4% Lidocaine Pain Relieving Roll-On, lavender scent (2.5 oz.)	Sanofi	Pain relief	External pain relief	January
30	Joy Razor and Cartridges The Pink One (2 count)	Procter & Gamble	Shaving and grooming	Women's razors and refills	May
31	OGX Extra Strength Extra Volume + Biotin & Collagen Shampoo (13 oz.) OGX Extra Strength Extra Volume + Biotin & Collagen Conditioner (13 oz.)	Vogue International	Hair care	Beauty shampoo, conditioner and treatments	January
32	TUMS Naturals Ultra Strength 1000 Chewable Tablets, black cherry, watermelon and coconut pineapple flavors (56 count)	GSK Consumer Healthcare	Digestive health	Stomach and nausea remedies	October

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33	Dulcolax Soft Chews, mixed berry flavor (30 count)	 Sanofi	Digestive health	Laxatives	March
34	Safeguard Hand Soap Pump (25 oz.)	 Procter & Gamble	Digestive health	Hand and body cleansing	October
35	Claritin 24 Hour Allergy Chewable Tablets, cool mint flavor (24 count)	 Bayer	Cold and allergy	Allergy	January
36	Refresh Relieva PF Drop Vials (30 count)	 Allergan	Eye and ear care	Eye preparations	November
37	Tylenol Extra Strength Dissolve Packs, berry flavor (12 count)	 Johnson & Johnson	Pain relief	Internal pain relief	June
38	Simply Neosporin Ointment (.5 oz.)	 Johnson & Johnson	First aid	Wound treatments and skin relief	March
39	Kerasal Multi-Purpose Nail Repair Solution (.43 oz.)	 Advantice Health	Foot care	Antifungal treatments	January
40	ZzzQuil Night Pain Nighttime Sleep-Aid Pain Reliever Liquid, midnight berry flavor (12 oz.)	 Procter & Gamble	Pain relief	Sleep aids and stimulants	July
41	Always Discreet Boutique Liners Very Light Long (32 count)	 Procter & Gamble	Incontinence	Disposable incontinence	May
42	Neutrogena Healthy Scalp Clarify & Shine Shampoo with Pink Grapefruit (12 oz.) Neutrogena Healthy Scalp Clarify & Shine Conditioner with Pink Grapefruit (12 oz.)	 Vogue International	Hair care	Therapeutic shampoo, conditioner and scalp treatment	December
43	Eucerin Baby Eczema Relief Cream (8 oz.)	 Beiersdorf	Baby care	Baby health, beauty and wellness	December
44	Hyland's Pain Relief Quick-Dissolving Tablets (100 count)	 Hyland's	Pain relief	Internal pain relief	September
45	Emergen-C Elderberry Immune Plus Flavored Fizzy Drink Mix (18 pack)	 GSK Consumer Healthcare	Cold and allergy	Cough-cold, flu and sinus	July
46	Theraworx Protect U-Pak Topical Immune Health System Foam and Wipes	 Avadim Technologies	Incontinence	Incontinence personal care	August
47	Always Discreet Boutique Underwear Low Rise Maximum Absorbency, small/medium (12 count) Always Discreet Boutique Underwear Low Rise Maximum Absorbency, large (10 count)	 Procter & Gamble	Incontinence	Disposable incontinence	September
48	Aquaphor Fast Relief Baby Diaper Rash Healing Paste (3.5 oz.)	 Beiersdorf	Baby care	Baby health, beauty and wellness	November
49	OLAY Cleansing & Nourishing Body Wash (17.9 oz.)	 Procter & Gamble	Digestive health	Hand and body cleansing	January
50	Eucerin Eczema Relief Body Cream (14 oz.)	 Beiersdorf	Digestive health	Hand and body moisturizers and treatments	January

*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.