

the FUTURE 50

a look back
2017-2021

Drug Store News' Future 50, powered by HRG analytics, are the **NEW health, beauty, and wellness (HBW)** products that HRG analysts forecast to have the greatest potential of succeeding. HRG's Category Research and Analysis team looked back on the past five years of their picks for Drug Store News' Future 50 list.

FROM 2017-2021

HRG's new item review team

EVALUATED

10,000

HBW ITEMS

333¹ ITEMS WERE CHOSEN FOR THE FUTURE 50

88% ARE STILL AVAILABLE!

OVERALL DRUG MARKET PERFORMANCE

Through the Lens of Top Performing Categories

30+% have a Circana chain drug rank in the **TOP 50**²



OVER 90% of the chosen items from these four categories **ARE STILL AVAILABLE**

Eye & Ear Care
(24 items)



Oral Care
(33 items)



First Aid
(23 items)



Pain Relief
(54 items)



TOP 25 OF DRUG CATEGORY:
4%

TOP 25 OF DRUG CATEGORY:
15%

TOP 25 OF DRUG CATEGORY:
30%

TOP 25 OF DRUG CATEGORY:
17%

TOP 50:
21%

TOP 50:
18%

TOP 50:
43%

TOP 50:
31%

TOP 100:
46%

TOP 100:
42%

TOP 100:
57%

TOP 100:
52%

STILL ON SHELVES

100%

82%

78%

85%

FUTURE 50 CATEGORY TRENDS

Of the Future 50 items from 2017-2021, HRG pinpointed these product trends



Eye & Ear Care

50%

Products formulated to address dry eye

29%

Products formulated as preservative free



Oral Care

24%

Products designed to address gum health

12%

Products in children's oral care subcategory



First Aid

35%

Products are flexible bandages

22%

Products are First aid ointments



Pain Relief

15%

Products contain lidocaine

48%

External pain relief products contain menthol

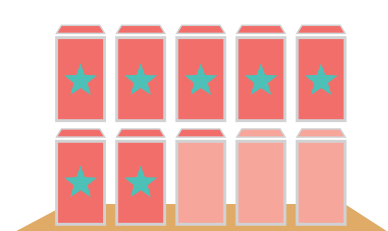
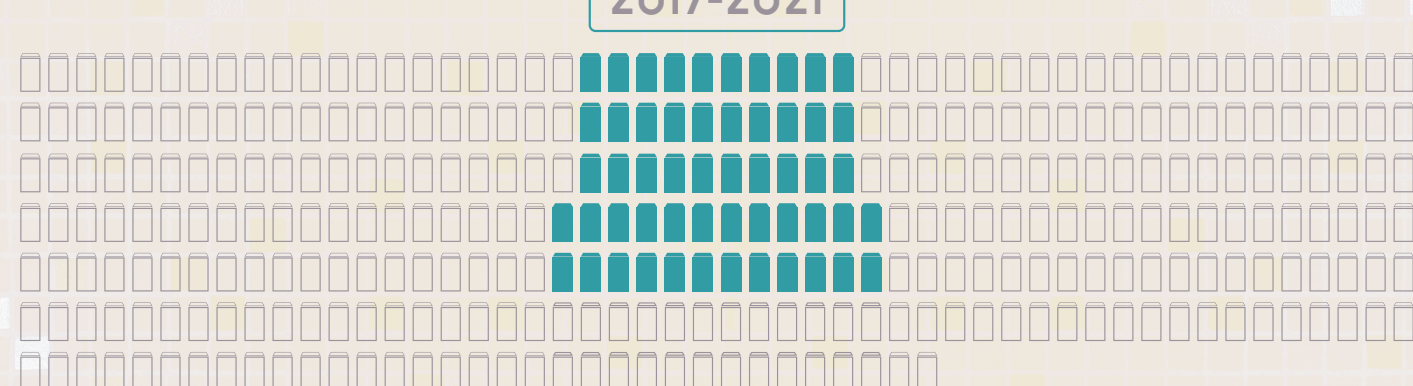


PAIN RELIEF CATEGORY

CONTAINED THE MOST PRODUCTS CHOSEN FOR THE FUTURE 50 OVER THE PAST FIVE YEARS

16% of 333 CHOSEN ITEMS

2017-2021



Over 70%

OF 2017-2021 FUTURE 50 ITEMS WERE AWARDED A COVETED HRG STAR RATING



Nearly 60%

OF ALL ITEMS LISTED IN THE FUTURE 50 HAVE RECEIVED AT LEAST ONE STAR



25%

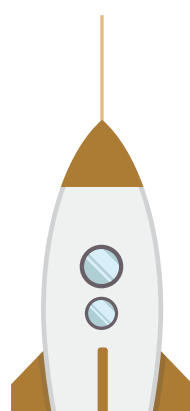
OF ALL ITEMS LISTED IN THE FUTURE 50 HAVE RECEIVED TWO OR THREE STARS

HRG'S STAR RATING SYSTEM



HRG's new item review team uses their proprietary, weighted Star Rating System to evaluate new HBW products.

The **HIGHER THE STAR RATING**, the more potential HRG analysts see for the new item to bring **ADDED REVENUE** to retailers across multiple channels.



Products are evaluated against the following criteria:

- ✓ PRODUCT ORIENTATION
- ✓ EARNING POTENTIAL
- ✓ PRODUCT INNOVATION
- ✓ PROMOTIONAL SUPPORT
- ✓ CATEGORY GROWTH

Sources: 1. Includes multiple sizes of the featured product. 2. Circana, 52 weeks ended 12/31/21.