

2024

FUTURE 50

HRG's Future 50 is a list of the **NEW health, beauty, and wellness** products released in 2024 that HRG analysts forecast to have the greatest potential of succeeding.

HRG's Category Research and Analysis team examined 1,837 new health, beauty and wellness items in 2024. Here's a look at the top 10 that made it onto the Future 50 list.

At the time of the initial April 2025 publish date all products were still available on the market.

A look at the **TOP 10** forecasted products

AND THEIR CATEGORIES

FAMILY PLANNING



A department that doesn't typically feature multiple, new innovative products.

GTIN	ITEM	MANUFACTURER
00850054278012	Opill Daily Oral Contraceptive 28ct	Perrigo Company
00307663074806	Eroxon ED Fast Acting Gel 4ct	Haleon
00370030511396	Option 2 Emergency Contraceptive 1.5mg Tablet 1ct	Perrigo Company
00633472602238	Clearblue Triple Assurance Pregnancy Tests 3ct	Procter & Gamble

HOME DIAGNOSTICS & PATIENT AIDS FOR DAILY LIVING



These categories have had products in the Top 10 in previous years

FEMININE CARE

Atypical for two items to land in the top 10



1st time* for an item from the deodorant category

DEODORANT



1st time* for an item from the hair care category



HAIR CARE



FIRST AID



*In the history of Future 50

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