

the FUTURE 50

Health, beauty, and wellness products released in 2024 that HRG analysts project to succeed.

HRG's Future 50 originally appeared in *Drug Store News* April 2025 issue.*

top five



Rank	1	2	3	4	5
Description	Opill Daily Oral Contraceptive 28ct Opill Daily Oral Contraceptive 84ct	Eroxon ED Fast Acting Gel 4ct	FaStep COVID-19 Antigen Test 2ct	Hibiclens Skin Cleanser Foam 8oz with Pump	Secret Whole Body Deodorant Spray 3.5oz Peach + Vanilla
Manufacturer	Perrigo Co.	Haleon	2San LLC	Molnlycke	Procter & Gamble
Subcategory	Family Planning	Family Planning	Home Diagnostics & Patient Aids for Daily Living	First Aid	Deodorants
Product Type	Oral Contraceptives	Sexual Enhancement	Disease & Illness Test Kits	Mixed & Miscellaneous Wound Washes & Cleansers	Women's Sprays
Launch Date	April	October	June	July	January

Rank	Description	Manufacturer	Subcategory	Product Type	Launch Date
 6	Option 2 Emergency Contraceptive 1.5mg Tablet 1ct	Perrigo Co.	Family Planning	Emergency Contraceptives	January
 7	TRESemmé Hairspray Non-Aerosol 10oz Extra Hold	Unilever	Hair Care	Hair Sprays	November
 8	AZO UTI & Vaginal pH Test Kit 1 + 1ct	i-Health Inc.	Feminine Care	Mixed & Miscellaneous Feminine Intimate Care	May
 9	Clearblue Triple Assurance Pregnancy Test 3ct	Procter & Gamble	Family Planning	Pregnancy Tests	April
 10	Summer's Eve Protection Daily Wash 15oz Ultimate Odor	Prestige Consumer Healthcare, Inc.	Feminine Care	Wipes & External Washes	April
 11	Neutrogena Sport Spray 5oz SPF 70 Neutrogena Sport Spray 5oz SPF 30	Kenvue	Sun Care	Therapeutic/Beauty Sports Sun Protection	April
 12	Hero Mighty Patch Original 36ct Hero Mighty Patch Invisible 39ct	Church & Dwight	Skin Care	Acne Creams, Gels, Lotions & Patches	July
 13	Old Spice High Endurance Anti-Perspirant Invisible Solid 3.3oz Pure Sport	Procter & Gamble	Deodorants	Men's Solids & Gels	January
 14	MiraLAX 14 Dose Powder 8.3oz Orange MiraLAX 7 Dose Powder 4.1oz Orange	Bayer Inc	Digestive Health	Laxative Tabs & Powders	June
 15	Gold Bond Diabetics' Dry Skin Relief Lotion 21oz	Sanofi	Diabetes Management	Diabetic Neuropathy & Skin Care	April
 16	Arm & Hammer Shoe Refresher Spray 4oz	Perrigo Co.	Foot Care	Odor & Wetness Sprays	January

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 17	Vagisil pH Balance Daily Freshening Wipes 20ct	Combe	Feminine Care	Wipes & External Washes	May
 18	Sensodyne Clinical White Toothpaste 3.4oz Enamel Strengthening	Haleon	Oral Care	Sensitive Toothpaste & Treatments	April
 19	Diabetic Tussin Throat Spray 6oz Cherry	Prestige Consumer Healthcare, Inc.	Diabetes Management	Diabetes Cough, Cold & Allergy	July
 20	NyQuil Diabetes Cold & Flu Sugar Free Liquid 12oz	Procter & Gamble	Diabetes Management	Diabetes Cough, Cold & Allergy	August
 21	SpeedySwab Rapid COVID-19 + Flu A&B Antigen Self-Test 2ct	2San, LLC	Home Diagnostics & Patient Aids for Daily Living	Disease & Illness Test Kits	December
 22	Nair Sensitive Shower Cream Hair Remover 12oz Nautral Coconut Oil and Vitamin E	Church & Dwight	Shaving & Groomimg	Women's Hair Removal & Skin Treatments	July
 23	Dr. Scholl's 24 Hour Energy Insole Men 1pr	Scholl's Wellness Company	Foot Care	Insoles	August
 24	Blink Nutritears Supplement For Dry Eyes Soft Gels 50ct	Bausch + Lomb	Eye & Ear Care	Eye Care Supplements	July
 25	Diurex Bloat Reliever Drink Mix Packets 12ct Mixed Berry	Alva-Amco Pharmacal Companies	Weight Management & Nutritional Foods	Diuretics	October
 26	Head & Shoulders Bare 2 in 1 13.5oz Pure Clean	Procter & Gamble	Hair Care	Therapeutic Shampoos	December
 27	Pepcid AC Maximum Strength Tablets 40ct Icy Cool Mint Pepcid AC Maximum Strength Tablets 20ct Icy Cool Mint	Kenvue Inc.	Digestive Health	Acid Controllers	August
 28	TYLENOL Extra Strength Easy To Swallow Caplets 100ct TYLENOL Extra Strength Easy To Swallow Caplets 24ct	Kenvue Inc.	Pain Relief	Acetaminophen	July
 29	Pampers Free & Gentle Baby Wipes 78ct Pampers Free & Gentle Baby Wipes 52ct	Procter & Gamble	Baby Care	Wipes & Flushables	June
 30	Neutrogena Beach Defense Kids Sunscreen Stick 1.5oz SPF 60+	Kenvue Inc.	Sun Care	General Face Sun Protection	April
 31	Always Discreet Pad Heavy Long 64ct	Procter & Gamble	Incontinence	Disposable Pads, Shields, Guards & Drip Collectors	March
 32	Betadine Clear First Aid Spray Maximum Strength 6oz	Arcadia Consumer Healthcare	First Aid	Povidone Iodine	May
 33	BAND-AID Pro Heal Bandages 10ct Regular BAND-AID Pro Heal Bandages 5ct Extra Large BAND-AID Pro Heal Bandages 5ct Large	Kenvue Inc.	First Aid	Adhesive & Liquid Bandages	February

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 34	Dr. Scholl's 24 Hour Energy Insoles Women 1pr	Scholl's Wellness Company	Foot Care	Insoles	August
 35	Huggies Simply Clean Baby Wipes 64ct Huggies Simply Clean Baby Wipes 192ct Fresh Scent	Kimberly-Clark Corporation	Baby Care	Wipes & Flushables	February
 36	Old Spice High Endurance Aluminum Free Deodorant 3.4oz Pure Sport	Procter & Gamble	Deodorants	Men's Solids & Gels	January
 37	Olay Cleansing Melts Daily Facial Cleanser Pads 32ct Vitamin C	Procter & Gamble	Skin Care	Facial Cleansers & Scrubs	September
 38	Fleet Stimulant Laxative Tablets 25ct	Prestige Consumer Healthcare, Inc.	Digestive Health	Laxative Tabs & Powders	December
 39	Refresh Tears PF Lubricant Eye Drops .33oz	AbbVie	Eye & Ear Care	Dry Eye Relief	March
 40	Aveeno Baby Daily Moisture Newborn Balm 5oz	Kenvue Inc.	Baby Care	Baby Lotions, Creams, Oils & Powders	September
 41	Tom's Of Maine Deodorant 3.25oz Wild Lavender	Tom's Of Maine	Deodorants	Unisex Solids & Gels	February
 42	Iberogast Dual Action Digestion Relief Softgels 30ct	Bayer Inc.	Digestive Health	Mixed & Miscellaneous Digestive Aids	April
 43	Biofreeze Pain Relief Patches 2 sizes 9ct	Reckitt	Pain Relief	External Pain Relief Patches & Pads	May
 44	Debrox Kids Ear Relief Drops 1oz	Prestige Consumer Healthcare, Inc.	Eye & Ear Care	Ear Drops & Syringes	December
 45	Advil Targeted Relief Pain Relieving Cream Massage Applicator 2.5oz Advil Targeted Relief Topical Cream 2.3oz Advil Targeted Relief Topical Cream 4.0oz	Haleon	Pain Relief	External Pain Relief Creams, Ointments & Gels	March
 46	CeraVe Intensive Moisturizing Lotion 16oz CeraVe Intensive Moisturizing Lotion 12oz	L'Oréal	Skin Care	Therapeutic Hand & Body Moisturizers	December
 47	Claritin 24 Hour Liquid 2.7oz Cooling Honey Claritin 24 Hour Liquid 8oz Cooling Honey	Bayer Inc.	Cold & Allergy	Allergy Liquids	September
 48	Mucinex Children's Cough Mighty Chew 16ct Mixed Berry	Reckitt	Cold & Allergy	Children's Cough, Cold, Flu & Sinus	July
 49	Afrin Vapor Burst Daily Inhaler Stick 1ct	Bayer Inc.	Cold & Allergy	Vapor Products	September
 50	Crest 3D White Whitening Therapy Toothpaste 4.6oz Deep Clean	Procter & Gamble	Oral Care	Whitening Toothpastes	January