

the FUTURE 50

Health, beauty, and wellness products released in 2025 that HRG analysts project to succeed.

top five



Rank	1	2	3	4	5
Product Description	Omron Blood Pressure Monitor 3 Series 1ct Upper Arm	TRUE METRIX Test Strips 30ct — Cash Purchase	SpeedySwab Rapid COVID-19 + Flu A&B Antigen Self-Test 1ct	Depend Silhouette Underwear for Women 20ct Large Maximum Depend Silhouette Underwear for Women 12ct Large Maximum	EOS Cashmere Shave Oil 6oz Vanilla Cashmere
Manufacturer	Omron Healthcare	Trividia Health	2San	Kimberly-Clark	EOS Products
Category	Home Diagnostics & Patient Aids for Daily Living	Diabetes Management	Home Diagnostics & Patient Aids for Daily Living	Incontinence	Shaving & Grooming
Subcategory	Home Diagnostic Devices	Blood Glucose Testing	Home Diagnostic Test Kits	Disposable Incontinence	Women's Shaving, Hair Removal & Bleaches
Launch Date	August	April	September	June	April

Rank	Product Description	Manufacturer	Category	Subcategory	Launch Date
 6	Neutrogena Clear Body Sunscreen Spray 5oz SPF 50	Kenvue	Sun Care	Therapeutic/Beauty Sun Protection	May
 7	Accu-Chek Guide Test Strips 30ct — Cash Purchase Accu-Chek Guide Test Strips 60ct — Cash Purchase	Roche Diagnostics	Diabetes Management	Blood Glucose Testing	July
 8	Hero Mighty Patch Mini Invisible+ 30ct	Church & Dwight Co., Inc.	Skin Care	Facial & Body Acne Medications	November
 9	Bausch + Lomb Lumify Preservative Free Redness Relief Drops 20ct	Bausch + Lomb	Eye & Ear Care	Eye Preparations	January
 10	BAND-AID Waterproof Clear Bandages 60ct Assorted	Kenvue	First Aid	Wound & Surgical Dressings	August
 11	CeraVe Anti-Dandruff Hydrating Shampoo 12oz	L'Oreal Dermatological Beauty	Hair Care	Therapeutic Shampoo, Conditioner & Scalp Treatment	February
 12	Neutrogena Ultra Sheer Face Liquid Sunscreen 1.4oz SPF 70	Kenvue	Sun Care	Mineral/Natural Sun Protection	August
 13	Cortizone-10 Itch Relief Cooling Spray 2.7oz	Opella Healthcare Group	First Aid	Itch Treatments	April
 14	Theraworx Diabetics' Pain Relief Roll-On 2.5oz	Avadim Technologies	Diabetes Management	Diabetes Health & Wellness	September
 15	MiraFAST Laxative 30ct Soft Chews	Bayer Inc.	Digestive Health	Laxatives	June
 16	Compound W Gel + Shields Wart Remover Kit 1ct	Prestige Consumer Healthcare	Foot Care	Wart Removers	February
 17	OneTouch Ultra Test Strips 60ct — Cash Purchase OneTouch Ultra Test Strips 30ct — Cash Purchase	LifeScan	Diabetes Management	Blood Glucose Testing	September
 18	BAND-AID Flexible Fabric Bandages 100ct Tie Dye Assorted Sizes	Kenvue	First Aid	Wound & Surgical Dressings	August
 19	Dr. Scholl's Blister Pain Relief Seal & Heal Bandages Complete Kit 1ct	Scholl's Wellness Company	Foot Care	Foot Cushioning & Treatments	February
 20	First Response Multi Check Quick & Simple Pregnancy Test 3ct	Church & Dwight Co., Inc.	Family Planning	Pregnancy & Ovulation/Fertility Tests & Support	July
 21	LIPO Flavonoid Ear Pain Relief Drops .42oz	Bridges Consumer Healthcare	Eye & Ear Care	Ear Care	April
 22	Secret Whole Body Sensitive Deodorant Spray 3.5oz Rosewater	Procter & Gamble	Deodorants	Women's Deodorants	January
 23	Gillette Venus MoistureGlide Cartridges 4ct	Procter & Gamble	Shaving & Grooming	Women's Razors & Refills	March
 24	Stye Eyelid Cleansing Wipes 12ct	Prestige Consumer Healthcare	Eye & Ear Care	Eye Preparations	February
 25	Bausch + Lomb Blink Boost Dry Eye Lubricating Eye Drops .34oz Preservative Free	Bausch + Lomb	Eye & Ear Care	Eye Preparations	April
 26	Bactine Max Antibiotic+Max Pain Relief Ointment .5oz	Wellspring Consumer Healthcare	First Aid	Wound Treatments & Skin Relief	April
 27	Always Pocket FlexFoam Pad 10ct Heavy Size 2 with Wings Always Pocket FlexFoam Pad 20ct Heavy Size 2 with Wings	Procter & Gamble	Feminine Care	Feminine Protection	April
 28	Bausch + Lomb Advanced Eye Relief Olopatadine Hydrochloride Allergy Itch Relief Drops 3.5ml	Bausch + Lomb	Eye & Ear Care	Eye Preparations	January
 29	Secret Clinical Antiperspirant/Deodorant Dry Spray 3.8oz Completely Clean	Procter & Gamble	Deodorants	Women's Deodorants	January
 30	Eucerin Baby Eczema Relief Hydrogel 5oz	Beiersdorf	Baby Care	Baby Health, Beauty & Wellness	January
 31	Dulcolax Laxative Liquid Gels 20ct	Opella Healthcare Group	Digestive Health	Laxatives	April
 32	Old Spice GentleMan's Deodorant 3oz Brown Sugar + Cocoa Butter	Procter & Gamble	Deodorants	Men's Deodorants	March
 33	Sensodyne Pronamel Clinical Enamel Strength Whitening Action Toothpaste 3.4oz	Haleon	Oral Care	Toothpaste & Treatments	March
 34	Vicks PainQuil Pain Reliever 12oz Black Cherry Vicks PainQuil PM Pain Reliever + Sleep Aid 12oz Midnight Cherry	Procter & Gamble	Pain Relief	Internal Pain Relief	April
 35	Gillette Labs Razor and Cartridges 5ct	Procter & Gamble	Shaving & Grooming	Men's Razors & Refills	March
 36	Icy Hot Original Pain Relief Patches 10ct Assorted Sizes	Opella Healthcare Group	Pain Relief	External Pain Relief	April
 37	Theraworx Nerve Relief Foam 7.1oz	Avadim Technologies	Pain Relief	External Pain Relief	September
 38	Biofreeze UltraFlex Pain Relieving Patches 4ct Maximum Strength	Reckitt	Pain Relief	External Pain Relief	May
 39	Advil PM Liqui-Gels Minis 40ct Advil PM Liqui-Gels Minis 20ct Advil Pm Liqui-Gels Minis 80ct	Haleon	Pain Relief	Internal Pain Relief	March
 40	Salonpas Arthritis Pain Patches 20ct	Hisamitsu Pharmaceutical	Pain Relief	External Pain Relief	December
 41	Olay Super Cream with Sunscreen 1.7oz SPF 30	Procter & Gamble	Skin Care	Facial Moisturizers & Treatments	April
 42	TheraBreath Whitening Fresh Breath Oral Rinse 33.8oz Dazzling Mint	Church & Dwight Co., Inc.	Oral Care	Mouthwash & Breath Care	March
 43	Tylenol Precise Pain Relieving Patch 4ct Large Tylenol Precise Pain Relieving Patch 2ct Large	Kenvue	Pain Relief	External Pain Relief	September
 44	Vagisil Probiotic Mousse Wash Menopause Support 6oz	Combe	Feminine Care	Feminine Intimate Care	April
 45	Blistex Cold Sore Treatment Docosanol 10% Cream .07oz	Blistex	Cold & Allergy	Lip Care	July
 46	Listerine Clinical Solutions Sensitive Teeth Mouthwash 500ml	Kenvue	Oral Care	Mouthwash & Breath Care	May
 47	O'Keeffe's Working Hands Hand & Body Lotion 12oz	O'Keeffe's	Skin Care	Hand & Body Moisturizers & Treatments	January
 48	Theraflu Severe Cold Relief Nighttime 8.3oz Berry	Haleon	Cold & Allergy	Cough, Cold, Flu & Sinus	July
 49	Vitafusion GLP-1 Support Gummy 90ct Citrus	Church & Dwight Co., Inc.	Vitamins & Dietary Supplements	Specialty Supplements	November
 50	ZYRTEC Allergy Relief 5mg Tablets 35ct	Kenvue	Cold & Allergy	Allergy	September