



2017

NEW PRODUCT
PACESETTER

Top 10 Pacesetters: Convenience Store Brands

Successful convenience store innovation continues to feed the quest for indulgence, but solutions are becoming more personal and healthful.

1

DairyPure



Milk
\$385.9_M

2

Red Bull The Summer Edition



Energy Drinks
\$149.0_M

3

Quest Bar



Snack/Granola Bars
\$78.4_M

4

Nut Harvest



Snack Nuts
\$60.2_M

5

BODYARMOR

Sports Drinks
\$55.0_M



6

Rockstar BOOM!

Energy Drinks
\$53.3_M



7

Rockstar Freeze

Energy Drinks
\$51.7_M



8

Not Your Father's Root Beer

Beer/Ale/Alcoholic Cider
\$44.2_M



9

Monster Energy Ultra Black

Energy Drinks
\$39.5_M



10

AMP Energy Zero

Energy Drinks
\$25.0_M



Source: IRI Market Advantage™, new products that completed their first year in calendar year 2016.

CONNECT WITH US



Copyright © 2017 IRI. All rights reserved.

[READ THE FULL REPORT](#)

New Product Pacesetters:
Building Bridges to a Growth-Filled Tomorrow



IRI

Growth delivered.



NEW PRODUCT
PACESETTER

Top 10 Pacesetters: Food & Beverage

Food and beverage solutions that tap into more targeted consumer preferences are hitting the mark.

1

DairyPure



Milk
\$1,163.1_M

TRIAL: 33%
REPEAT: 73%
ACV: 59%

2

Dunkin' Donuts K-Cups



Coffee
\$204.1_M
TRIAL: 8%
REPEAT: 51%
ACV: 91%

3

Not Your Father's Root Beer



Beer/Ale/Alcoholic Cider
\$114.6_M
TRIAL: 9%
REPEAT: 38%
ACV: 71%

4

OREO Thins



Cookies
\$110.2_M
TRIAL: 14%
REPEAT: 38%
ACV: 94%

5

Artesano
Fresh Bread & Rolls



\$102.4_M
TRIAL: 11%
REPEAT: 43%
ACV: 91%

6

Screamin' Sicilian

Fz. Pizza



\$73.2_M
TRIAL: 5%
REPEAT: 34%
ACV: 71%

7

Oscar Mayer Natural

Luncheon Meats



\$61.8_M
TRIAL: 5%
REPEAT: 39%
ACV: 78%

8

DairyPure Creamers



Creams/Creamers
\$54.9_M
TRIAL: 8%
REPEAT: 48%
ACV: 33%

9

Sargento Balanced Breaks



Rfg. Lunches
\$54.2_M
TRIAL: 11%
REPEAT: 42%
ACV: 74%

10

Henry's Hard Soda



Beer/Ale/Alcoholic Cider
\$50.3_M
TRIAL: 5%
REPEAT: 29%
ACV: 67%

Source: IRI Market Advantage™, new products that completed their first year in calendar year 2016. Note: All outlet ACV; MULO trial and repeat.

CONNECT WITH US



Copyright © 2017 IRI. All rights reserved.

[READ THE FULL REPORT](#)

New Product Pacesetters:
Building Bridges to a Growth-Filled Tomorrow



IRI

Growth delivered.



NEW PRODUCT
PACESETTER

Top 10 Pacesetters: Non-Food

Tapping into new technology and ingredients to dial in on personal needs and preferences is key to new product success across non-food aisles.

1

FLONASE



Nasal Products

\$316.5_M

TRIAL: 22%
REPEAT: 45%
ACV: 94%

2

Gillette Fusion ProShield



Razors, Blades

\$144.9_M

TRIAL: 5%
REPEAT: 31%
ACV: 89%

3

Garnier SkinActive



Skin Care, Facial Cosmetics

\$117.5_M

TRIAL: 5%
REPEAT: 32%
ACV: 88%

4

Tide PODS Plus Febreze



Laundry Detergent

\$87.3_M

TRIAL: 3%
REPEAT: 43%
ACV: 84%

5

Crest Pro-Health Advanced

Mouthwash, Toothpaste

\$80.1_M

TRIAL: 8%
REPEAT: 35%
ACV: 85%



6

The Pioneer Woman Collection

Culinary

\$79.1_M

TRIAL: 0.2%
REPEAT: 2%
ACV: 47%



7

Persil ProClean

Laundry Detergent

\$63.2_M

TRIAL: 3%
REPEAT: 33%
ACV: 66%



8

CESAR HOME DELIGHTS

Pet Food

\$45.2_M

TRIAL: 4%
REPEAT: 58%
ACV: 85%



9

Tampax Pocket Pearl

Sanitary Napkins/Tampons

\$41.9_M

TRIAL: 5%
REPEAT: 39%
ACV: 81%



10

Old Spice Fresher Collection

Deodorant, Soap, Shampoo

\$39.0_M

TRIAL: 3%
REPEAT: 43%
ACV: 77%



Source: IRI Market Advantage™, new products that completed their first year in calendar year 2016. Note: All outlet ACV; MULO trial and repeat.

CONNECT WITH US



Copyright © 2017 IRI. All rights reserved.

READ THE FULL REPORT

New Product Pacesetters:
Building Bridges to a Growth-Filled Tomorrow



IRI

Growth delivered.