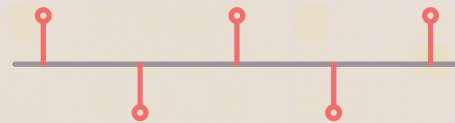


the FUTURE 50

Drug Store News' Future 50, powered by HRG analytics, are the **NEW health, beauty, and wellness (HBW)** products that HRG analysts believe have the greatest potential of succeeding.

a look back
2017-2021

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

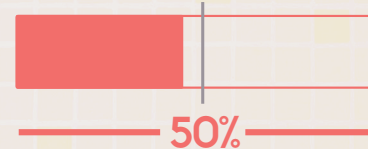
333¹ ITEMS WERE CHOSEN
FOR THE FUTURE 50

88% ARE STILL
AVAILABLE!

OVERALL DRUG MARKET PERFORMANCE²

When compared against Circana's drug rank, many of the Future 50 products continue to perform very well.

Almost half of all items are in the **TOP 50%** of their respective Circana categories.



15% of the items are in the **TOP 10%** of their respective Circana categories.



2.5% of the items are in the **TOP 1%** of their respective Circana categories.



100%
ARE STILL
ON THE
MARKET

60+%
ARE IN THE
TOP 25%
OF THEIR
CIRCANA
CATEGORY

ITEMS RANKED IN THE **TOP FIVE** OF FUTURE 50 LISTS HAVE BEEN INCREDIBLY SUCCESSFUL AND WORTHY OF THEIR HIGH RANKINGS

Sources: 1. Includes multiple sizes of the featured product. 2. Circana Chain Drug, 52 weeks data ending 12/31/2022.

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