

*Congratulations to this year's **North America Winners**. These innovations reshaped categories, met real consumer needs, and showed strong staying power beyond launch.*



Athletic Brewing Company non-alcoholic brews (USA)



Barebells (USA)



BODYARMOR Flash I.V. (USA)



Buchanan's Pineapple (USA)



Coca-Cola x OREO (USA)



Dove x Crumbl (USA)



Dr Pepper Creamy Coconut (USA)



Duke Cannon (USA)



e.l.f. Glow Reviver Lip Oil (USA)



good2grow Snackers (USA)



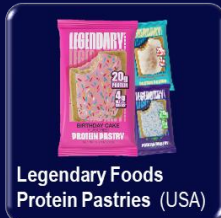
Hero Mighty Patch (Canada)



Jimmy Dean Griddle Cake Sandwiches (USA)



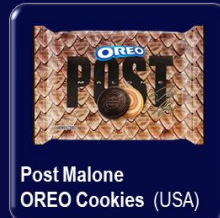
Just Bare Lightly Breaded Chicken (USA)



Legendary Foods Protein Pastries (USA)



Lysol Air Sanitizer (USA)



Post Malone OREO Cookies (USA)



Rao's Made for Home Brick Oven Crust Pizza (USA)



Real Good Foods Lightly Breaded Chicken (USA)



Red Bull Sea Blue Edition (USA)



Smucker's Uncrustables Sandwiches (Canada)



Taylor Farms Mini Chopped Salad Kits (USA)



Topo Chico Sabores (USA)



Voodoo Ranger Tropic Force IPA (USA)

*Congratulations to this year's **Wavemakers**.*

These distinctive products made waves in their category with above average velocities.



Cheerios™ Protein Cereal (USA)



Chobani® 20G Protein Greek Yogurt (USA)



Oikos Pro Drinks & Shots (USA)



Lemme Supplements (USA)

The importance of innovation

Innovation growth drives overall business growth. Manufacturers growing innovation sales were **2.0x more likely to grow** overall sales than those with stagnant or declining innovation sales.

What makes great innovation?

Innovation success comes from combining great ideas, great products, and great execution, while overcoming challenges like **targeting the right consumers**, **delivering clear value**, **driving loyalty**, **ensuring availability**, and **sustaining support** beyond year one. Learn how the winners navigated these challenging elements.

What's fueling performance?

Breakthrough brands are winning by tapping into powerful consumer and cultural shifts

deep consumer **insights** shape product development

rise of **better-for-you** and **protein-forward** innovation

importance of **brand authenticity** and **strategic extensions**

power of **bold collaborations** and **limited-time drops**

new brands and formats are reshaping categories

What does it take to achieve strong launch performance?

Today's winners show there's no single formula, but there are clear patterns

activating through **social media, influencers**, and **digital experiences**

using **traditional media** to reinforce brand messaging and drive broader reach

tailored distribution strategies based on brand awareness and retail goals

importance of **timing**, from fast-track launches to multi-year development cycles

Spotlights available:



Have a NIQ Innovation expert share tailored insights with your team

Using detailed spotlight case studies from this year's winners, your teams will learn more about what the Breakthrough Innovation winners got right, how to apply these learnings, and what you need to do to stay ahead of the competition.