

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



Congratulations to this
year's **Wavemakers**.
These distinctive products
made waves in their
category with above
average velocities.



The importance of innovation: Quantity and Quality both matter

Companies that are growing
in innovation sales

2.1x more likely
to grow
total sales

Companies that grew # of
innovations vs. previous year

1.9x more likely
to grow
total sales

Manufacturers with sales per
innovation in Top 40% of
category

1.7x more likely
to grow
total 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?

Three forces define this year's breakthrough successes

Wellness

Build health into everyday occasions

- Wellness integration
- GLP-1 influence
- BFY Without Sacrifice

Experience

Make products worth talking about

- Flavor reinvention
- Sensory engagement
- Social shareability

Convenience

Remove friction, not just add features

- Time-saving solutions
- Elevated experiences
- Simplicity wins

Breakthrough Innovation Requires Breakthrough Activation

The strongest innovations pair superior products with superior execution, ensuring consumers could *find them, understand them, try them, and come back for more.*

Availability



Fruit Riot leveraged early retailer support from national accounts like Walmart, Target, and Kroger to quickly scale awareness and trial.

Awareness



Nature's Garden Yoggies combined storytelling, influencers, and community-building to educate consumers about a new product concept.

Trial



Surfside's stadium activations, local events, and sampling programs helped consumers experience the product firsthand.

Endurance



Catelli Protein+ benefited from sustained marketing investment & consistent messaging beyond its initial launch, along with a great tasting product.



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.