



**MINTEL**

**MOST  
INNOVATIVE**

# 2026 MINTEL MOST INNOVATIVE

**The Winners' Showcase**

# MINTEL MOST INNOVATIVE 2026

First, a sincere thank you to every company that took the time to submit an entry to Intel Most Innovative this year. Taking on a project like this on a global scale is no small task, and the quality and diversity of submissions made it a fascinating one to review.

Running the programme across multiple markets and categories has been a complex undertaking. It's also been hugely rewarding. We've learned a great deal along the way about where innovation is accelerating, how brands are responding to changing consumer expectations and what truly stands out in today's crowded product landscape.

Congratulations to all of the brands that made it onto the shortlist. To reach that stage alone is a significant achievement. And, of course, a huge congratulations to the winners featured in this showcase. These 72 products, spanning 14 countries, stood out for the strength of their innovation across our core criteria: how clearly they meet consumer needs, the distinctiveness of the idea, the execution of the product and its potential to drive meaningful impact in the market.

Together, they form a fantastic snapshot of the creativity, ambition and problem-solving that continues to drive this industry forward. Best wishes, good luck with the journey ahead and, hopefully we'll see you back here again in 2027.



**Grant Westbrook**  
Senior Vice President of  
Marketing, Intel



# AMERICAS BEAUTY AND PERSONAL CARE

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WINNER - BEAUTY & PERSONAL CARE, AMERICAS

# MDHAIR AI-BASED PERSONALIZED HAIR LOSS KIT

BRAND:  
MDHAIR

MARKET:  
USA

DATE PUBLISHED:  
MARCH 2025



MDhair is an AI-based personalised hair loss kit that offers a comprehensive treatment system for hair thinning and shedding. It combines FDA-approved medications with over 100 dermatologist-formulated botanicals, adaptogens, probiotics, and marine and plant peptides to address the root causes of hair loss.



“This is an extremely relevant category right now. I appreciate that this product is clinically validated and took a holistic approach rather than just one product form/format. As we know, consumers want to see measurable results, before and after photos, and guidance that the regimen is working for them.”

SARAH JINDAL, VICE PRESIDENT OF  
BPCH INSIGHTS, MINTEL

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Beauty and Personal Care  
2026 MOST INNOVATIVE



Curly and coily hair consumers are often left out of the bond repair conversations even though they're the ones most likely to deal with damage by way of heat straightening. And with more naturals experimenting with heat, a bond repair leave-in for a product that isn't just a cream conditioner is a gamechanger.

TAYLOR BRYANT, EDITOR OF  
BEAUTY INDEPENDENT

Pattern Repair360 Leave-In Foam is a lightweight foam designed to rebuild damaged strands from the inside out. It is boosted by Repair360®, Vegan Protein, and Amino Acids, which work together to support hair strength and shine while providing thermal protection up to 450°F.

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Beauty and Personal Care  
**2026 MOST INNOVATIVE**

WINNER - BEAUTY & PERSONAL CARE, AMERICAS

# PATTERN REPAIR360 LEAVE-IN FOAM

**BRAND:**  
PATTERN BEAUTY

**MARKET:**  
USA

**DATE LAUNCHED:**  
DECEMBER 2025





This was the standout winner to me. It felt like a unique concept that was well executed and really deeply targets a market segment that is exploding, especially in light of growing hair loss concerns with the widespread adoption of GLP-1 products.

CASSANDRA STERN, EDITOR OF  
COSMETICS DESIGN USA

Odele Rejuvenating Scalp Serum is a lightweight, non-greasy, plant-based gel designed to nourish and stimulate the scalp to promote thicker, denser-looking hair. Suitable for all hair types, it uses key ingredients like rosemary, caffeine, vitamin E, and peptides to calm, hydrate, and revitalize the scalp.

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Beauty and Personal Care  
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WINNER - BEAUTY & PERSONAL CARE, AMERICAS

# ODELE REJUVENATING SCALP SERUM

**BRAND:**  
ODELE

**MARKET:**  
USA

**DATE LAUNCHED:**  
FEBRUARY 2025



WINNER - BEAUTY & PERSONAL CARE, AMERICAS

# MISS BLISS™ EMOTIONAL WELLNESS SUPPLEMENT

BRAND:  
LEGENDAIRY MILK

MARKET:  
USA

DATE PUBLISHED:  
MAY 2025



Legendairy Milk Miss Bliss is a non-drowsy, daily stress-support supplement designed for women, featuring a blend of affron® Saffron extract, L-Theanine, and magnesium (glycinate and citrate). It aims to promote relaxation, balance mood, and manage everyday stressors.



This product features a blend of clinically backed saffron + magnesium + L-theanine for stress and sleep and addresses an unmet need in women's emotional wellness. Focusing on stress reduction and improving sleep are key areas for improving consumers' lives.

KARL THUEMLER, EXECUTIVE DIRECTOR,  
TECHNICAL PRODUCTS RESEARCH AT THE ESTÉE  
LAUDER COMPANIES INC.

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Beauty and Personal Care  
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WINNER - BEAUTY & PERSONAL CARE, AMERICAS

# EVA NYC H2- WHOA HYDRA-JELLY HAIR MASK

BRAND:  
EVA NYC

MARKET:  
USA

DATE PUBLISHED:  
JANUARY 2025



Eva NYC H2-Whoa Hydra-Jelly Hair Mask is a lightweight, skincare-inspired, jelly-textured hair treatment designed to deeply hydrate and restore hair without greasiness or weight, making it ideal for fine to medium hair types. Infused with hyaluronic acid and squalane, it seals in moisture and protects the hair barrier, leaving hair soft and bouncy in about 5 minutes.



Eva NYC H2-Whoa Hydra-Jelly Hair Mask is innovative due to its unique jelly format, science-backed hydration claims, ethical credentials, and clear, relatable ingredient messaging. These features align with key trends in the US market, including the demand for high-performance, sustainable, and social media-friendly haircare solutions.”

STACEY HOUSE, SENIOR VICE  
PRESIDENT, AGILE BEAUTY COTY

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KANGA made a sprayable form of a butter traditionally delivered in solid forms, used sustainability sourcing, and put it in a very portable pack. From an innovation standpoint, this product works.

KARL THUEMMLER, EXECUTIVE DIRECTOR, TECHNICAL PRODUCTS RESEARCH AT THE ESTÉE LAUDER COMPANIES INC.

Kanga's Ucuuba Globular Butter is a revolutionary body and face hydrator that blends ancestral Amazonian ingredients with cutting-edge cosmetic technology. By transforming a dense, plant-based butter into a fluid, dry-touch spray, and presenting it in a cutting-edge spray package, the product exemplifies sustainable sourcing and supports the Amazonian sociobioeconomy through responsible wild harvesting.

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**2026 MOST INNOVATIVE**

WINNER - BEAUTY & PERSONAL CARE, AMERICAS

# KANGA UCUUBA GLOBULAR BUTTER SPRAY

**BRAND:**  
KANGA

**MARKET:**  
BRAZIL

**DATE LAUNCHED:**  
APRIL 2025





The weather and sustainability angle are the strong points here. Humidity and pollution are only going to get worse, and I agree that cleansing oils are the best way to remove environmental stressors. I liked the argument that cleansers are one of the most disposed beauty products and therefore should be prioritized when it comes to “recyclable” materials.

TAYLOR BRYANT, EDITOR OF  
BEAUTY INDEPENDENT

Jardim Brasil Gel de Limpeza (Cleansing Gel) is a sustainable, neuroscience-based skincare product from the Brazilian brand Jardim Brasil Neurocosméticos. It is designed to purify the skin, control oiliness, and protect against urban pollution without causing a dry or tight sensation.

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WINNER - BEAUTY & PERSONAL CARE, AMERICAS

# JARDIM BRASIL CLEANSING GEL

**BRAND:**  
JARDIM BRASIL

**MARKET:**  
BRAZIL

**DATE LAUNCHED:**  
OCTOBER 2025





As with many beauty devices, cost may be prohibitive for broader adoption, but this product takes a unique approach to ageing in a non-invasive way.

SARAH JINDAL, VICE PRESIDENT  
OF BPCH INSIGHTS, MINTEL

The upLift 5 is a non-invasive, handheld at-home facial rejuvenation device that uses proprietary u5 Nano-Pulse technology to target the five signs of aging. Designed for just five minutes of daily use, it employs high-frequency, low-magnitude vibrations to stimulate collagen, tone facial muscles, and support bone density for a lifted, contoured appearance.

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WINNER - BEAUTY & PERSONAL CARE, AMERICAS

## UPLIFT 5 AT-HOME FACIAL REJUVENATION DEVICE

**BRAND:**  
UPLIFT 5

**MARKET:**  
USA

**DATE LAUNCHED:**  
MARCH 2025





Under eye dark circles are one of the most challenging concerns for consumers and where they typically see actual improvements the least, so providing an all-around solution (instant and long-term) with SPF protection to combat future concerns in this area is a well-designed product.

KARL THUEMLER, EXECUTIVE DIRECTOR, TECHNICAL PRODUCTS RESEARCH AT THE ESTÉE LAUDER COMPANIES INC.

Ollie Eye Cream SPF 60 is a 2-in-1, high-protection body sunscreen and moisturizer, designed to provide up to 48 hours of intense, non-sticky hydration. It offers SPF 60 protection, leaving the skin with a light, velvety texture while defending against sun damage.

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WINNER - BEAUTY & PERSONAL CARE, AMERICAS

# OLLIE EYE CREAM SPF 60 - CREME PARA OLHOS FPS 60

**BRAND:**  
OLLIE

**MARKET:**  
BRAZIL

**DATE LAUNCHED:**  
AUGUST 2025



WINNER - BEAUTY & PERSONAL CARE, AMERICAS

# BIO.BTX BOOSTER - TOPICAL NEUROMODULATION FOR DYNAMIC WRINKLES

**BRAND:**  
BIOAGE SKINCARE

**MARKET:**  
BRAZIL

**DATE PUBLISHED:**  
APRIL 2025



BIO.BTX Booster is a non-invasive, topical anti-aging serum, such as the one from Bioage, designed to mimic the muscle-relaxing effects of injectable botulinum toxin (Botox). It uses neuro-peptides to soften dynamic wrinkles, improve elasticity, and provide a lifting effect without needles, making it an at-home alternative to professional Botox treatments.



A genuinely forward-looking move that brings professional neuromodulation concepts into topical skincare; strong differentiation with clear consumer excitement potential.

ANDREW MCDUGALL,  
DIRECTOR OF BPC INSIGHTS, MINTEL

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EMEA

# BEAUTY AND PERSONAL CARE

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This is a breakthrough  
in ingestible beauty.  
Its 3D-printed, freshly made,  
layered gummies deliver a  
genuinely new production model  
and consumer proposition.  
A true category re-think.

ANDREW MCDUGALL,  
DIRECTOR OF BPC INSIGHTS, MINTEL

Nourished Beauty-From-Within  
3D-Printed Gummies are a range  
of personalized, vegan, and sugar-free  
nutritional supplements designed  
to enhance skin, hair, and nail health  
from within.

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Beauty and Personal Care  
**2026 MOST INNOVATIVE**

WINNER - BEAUTY & PERSONAL CARE, EMEA

# NOURISHED BEAUTY-FROM-WITHIN 3D-PRINTED GUMMIES

**BRAND:**  
NOURISHED

**MARKET:**  
UK

**DATE LAUNCHED:**  
JUNE 2025





Suncare is essential for skin health, and this product addresses one of the barriers: reminding when to apply / reapply your protection. This product also has great potential for kids, and family usage to adopt good sun protection habits.

BURCU ANDREAE-NEHLSSEN,  
PRESIDENT OF DERMA & HEALTH  
CARE AT BEIERSDORF

BEAME Under The Spotlight™  
UV Detection Stickers are  
wearable, water-resistant, and skin-  
safe patches that change color to indicate  
when to reapply sunscreen. They start clear  
(when protected) and turn purple upon UV exposure  
when SPF has worn off, ensuring continuous protection  
during, for example, beach trips or festivals.

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Beauty and Personal Care  
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WINNER - BEAUTY & PERSONAL CARE, EMEA

# BEAME UNDER THE SPOTLIGHT™ - UV DETECTION STICKERS

**BRAND:**  
BEAME

**MARKET:**  
UK

**DATE LAUNCHED:**  
APRIL 2025





This product taps into a key trend with longevity focus and a trending ingredient with NAD+. They've moved the innovation needle by deriving the NAD+ from a plant source which fits well with the Weleda branding and appeals to a wide variety of consumers looking for "natural" and plant-derived but still clinically active formulations.

SARAH JINDAL, VICE PRESIDENT  
OF BPCH INSIGHTS, MINTEL

Weleda Cell Longevity is a premium, NATRUE-certified natural skincare range designed to combat skin aging at a cellular level by boosting the skin's natural nicotinamide adenine dinucleotide (NAD+) levels. This line combines Weleda's traditional expertise in natural ingredients with modern, cell-activating science, specifically targeting "longevity" to create firmer, younger-looking skin.

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## WELEDA CELL LONGEVITY (PLANT-BASED NAD+ BOOSTER RANGE)

**BRAND:**  
WELEDA

**MARKET:**  
EMEA

**DATE LAUNCHED:**  
SEPTEMBER 2025





This product creates a new territory between baby care and adult toiletries. It has a strong functional rationale, strong consumer pull, and real potential to reset retailer expectations.

THOMAS KEISER,  
MANAGING DIRECTOR OF IKW

The Kids Bathing Co. – Multivitamin Toiletries is a UK-based brand offering the first-ever range of multivitamin-enriched hair and skincare specifically for children. These dermatologically tested, sulphate-free, and pediatrician-approved products are formulated with vitamins B3, B5, C, and E to nourish, protect, and support sensitive skin.

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WINNER - BEAUTY & PERSONAL CARE, EMEA

## THE KIDS BATHING CO. MULTI-VITAMIN TOILETRIES - KIDS' SHAMPOO/CONDITIONER/FACE & BODY CREAM

**BRAND:**  
THE KIDS BATHING CO

**MARKET:**  
UK

**DATE LAUNCHED:**  
AUGUST 2025



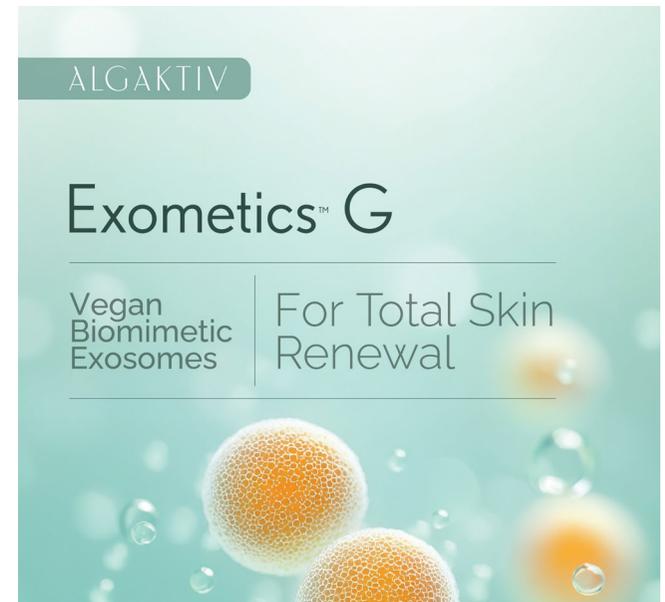
WINNER - BEAUTY & PERSONAL CARE, EMEA

# ALGAKTIV® EXOMETICS™ G - VEGAN BIOMIMETIC EXOSOMES

BRAND:  
ALGAKTIV

MARKET:  
UK

DATE PUBLISHED:  
APRIL 2025



ALGAKTIV® Exometics™ G is the first vegan, microalgae-derived biomimetic exosome ingredient designed for advanced, sustainable skin regeneration and anti-aging. It uses patented technology to provide over 10 billion vesicles per mL, mimicking human exosomes to boost collagen, increase elasticity, and reduce wrinkles for a clinically proven, younger-looking appearance in 14 days.



This product is a true next-generation biotech active. It solves major exosome category issues (ethics, consistency, potency) and offers legitimate scientific differentiation with strong future impact potential.

ANDREW MCDUGALL,  
DIRECTOR OF BPC INSIGHTS, MINTEL

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**APAC**

# **BEAUTY AND PERSONAL CARE**

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Very impressive - to be able to pull off an advanced technology for cosmetics is a large achievement. I admired how they scoped consumer issues to the right level to utilise Quantum Computer Engineering to solve the formulation issue. This speaks to not just product innovation, but innovation systems change. Decorte focused on the process of innovation in order to gain an edge and it has been successful.

ANGELIA TEO,  
FOUNDER, FUTURA FORESIGHT  
STUDIO & GENU.EAI

DECORTÉ AQ Pore Blackhead Dissolver is a high-end, Japanese skincare product designed to target clogged pores, blackheads, and rough skin texture. Launched as a specialized treatment in 2025, it combines advanced technology with luxurious ingredients to deeply cleanse pores without harsh scrubbing.

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Beauty and Personal Care  
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WINNER - BEAUTY & PERSONAL CARE, APAC

# DECORTÉ AQ PORE BLACKHEAD DISSOLVER

**BRAND:**  
DECORTÉ

**MARKET:**  
JAPAN

**DATE LAUNCHED:**  
MAY 2025





The Chando Dual-Ended Day & Night Eye Serum precisely targets 'fatigue-induced aging' among young consumers in China. The time-segmented care design makes it instantly clear how the circadian rhythm is addressed.

RUYI XU, SENIOR VICE PRESIDENT OF  
INSIGHTS, MINTEL APAC

The Chando Dual-Ended Day & Night Eye Serum, commonly known as the "Little Purple Stick," is a specialized eye treatment designed to combat "fatigue-induced aging" through a dual-formula system. It features a unique two-in-one design with a cooling metal applicator to address different eye area needs throughout the day.

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# CHANDO DUAL-ENDED DAY & NIGHT EYE SERUM

**BRAND:**  
CHANDO HIMALAYA

**MARKET:**  
CHINA

**DATE LAUNCHED:**  
SEPTEMBER 2025





Schwarzkopf's N&E One Push simplifies at-home hair colouring by removing some of the category's biggest friction point. The one-push system delivers precise dosage with a gentle, scalp-friendly formula, making colour application feel quick, controlled, and far less intimidating than traditional kits. By turning hair colouring into a one-step, one-second action, the product has clear potential to shift usage behaviour in China's at-home colour market.

REBECCA VELLA, VICE PRESIDENT OF  
CPG INSIGHTS, MINTEL

Schwarzkopf N&E One Push is a convenient, cream-based permanent hair dye designed for easy home application and effective gray coverage. Part of the Natural & Easy (N&E) line, it features a specialized "one-push" dispenser that eliminates the need for manual mixing, making it ideal for both full-head coloring and quick root touch-ups.

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Beauty and Personal Care  
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WINNER - BEAUTY & PERSONAL CARE, APAC

# SCHWARZKOPF - N&E ONE PUSH

**BRAND:**  
SCHWARZKOPF

**MARKET:**  
CHINA

**DATE LAUNCHED:**  
MAY 2025



WINNER - BEAUTY & PERSONAL CARE, APAC

# SEREKO HYDRA CRÈME

BRAND:  
SEREKO

MARKET:  
INDIA

DATE PUBLISHED:  
JANUARY 2025



SEREKO Hydra Crème is a next-generation moisturiser designed for modern, high-stress skin. Rooted in psychodermatology, it addresses stress as a key disruptor of hydration and barrier health—treating not just dryness but its underlying causes. Its barrier-supporting system blends all 5 essential ceramides with peptides and Aquaxyl™ in a lightweight water crème that hydrates for up to 100 hours, reduces water loss, and restores comfort.



Sereko Hydra Crème is anchored on emerging science and deeply held consumer belief. This product has the potential to open up new solutions.

VAL PASTRANA, OPELLA AMEA / GLOBAL  
DIRECTOR OF CONSUMER SCIENCE

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# PECHOIN JADE AGE RADIANCE CREAM - RENEWED FORMULA

BRAND:  
PECHOIN

MARKET:  
CHINA

DATE PUBLISHED:  
MARCH 2025



Pechoin Jade Age Radiance Cream (Renewed Formula), often referred to as the “Lingyu” Cream, is a high-performance anti-aging moisturizer from the classic Chinese skincare brand Pechoin. The “Renewed Formula” is a 2025/2026 update designed to address “fatigue-induced aging” and skin barrier fragility in modern consumers.



Blending traditional Chinese nourishing and restorative principles with cutting-edge technology, this product represents a Chinese-style anti-aging innovation with standout market performance.

DU MIN, COFOUNDER  
OF CHAILEEDO

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FRANKLY PDRN is THE hot medical-grade ingredient (salmon DNA/regeneration) and has massive buzz in Korea/China. This product rides the ingredient trend + bounce ball format innovation (texture/sensorial). There is a strong uptake among beauty enthusiasts, and it has viral potential.

KINSHEN CHAN,  
ASSOCIATE DIRECTOR BPC,  
MINTEL APAC

The FRANKLY PDRN Bounce Ball Serum is a high-concentration anti-aging and firming serum from the Korean skincare brand FRANKLY. It is most famous for its unique visual presentation: a large, orange “bounce ball” suspended in a clear liquid.

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Beauty and Personal Care  
**2026 MOST INNOVATIVE**

WINNER - BEAUTY & PERSONAL CARE, APAC

# FRANKLY PDRN BOUNCE BALL SERUM

**BRAND:**  
FRANKLY

**MARKET:**  
SOUTH KOREA

**DATE LAUNCHED:**  
MAY 2025





Reframing post-aesthetic-procedure care from 'temporary calming' to 'continuous aging care' demonstrates a deep understanding of a market where treatments have become routine. The product design successfully balances clinical credibility—including the use of recombinant collagen—with the convenience of home care, positioning it as a potential new standard for post-procedure care.

SEIJI MIHARA, SOPHIA LINKS,  
REPRESENTATIVE DIRECTOR,  
COSMETIC SCIENCE MAGAZINE  
PUBLISHER

The Dr.Jart+ Kx Beauty Derm Solution Intensive Collagen Treatment Mask is a high-performance professional skincare system designed to provide intensive anti-aging and barrier-repair benefits. It is part of the premium Kx Beauty Derm Solution line, which combines advanced Korean skincare technology ("K") with clinical expertise ("x").

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# DR.JART+ KX BEAUTY DERM SOLUTION INTENSIVE COLLAGEN TREATMENT MASK

**BRAND:**  
DR. JART+

**MARKET:**  
CHINA

**DATE LAUNCHED:**  
JANUARY 2025





As men's grooming is booming in Asia, this product is a win with its grey coverage. The temporary format for men is an underserved segment innovation and provides a new consumption occasion. It also can expand market vs. stealing share.

KINSHEN CHAN,  
ASSOCIATE DIRECTOR BPC,  
MINTEL APAC

ALL MAN 24-Hours Instant Grey Cover is a temporary hair colour made exclusively for men's beards and side burns, providing instant grey coverage for 24 hours. It's convenient way for men to instantly cover greys and fill in thin, patchy areas. Formulated to not rub off on clothes, masks, or skin, this hypoallergenic, dye-free product provides temporary colour without using ingredients found in permanent dyes, like PPD.

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Beauty and Personal Care  
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# ALL MAN 24-HOURS INSTANT GREY COVER

**BRAND:**  
ALL MAN

**MARKET:**  
INDIA

**DATE LAUNCHED:**  
JANUARY 2025





By combining science-backed, high-performance ingredients with proprietary technology solutions, this product precisely targets and effectively addresses consumers' core concerns.

DENG MIN, FOUNDER AND CHAIRPERSON  
OF COSMETICS OBSERVER MAGAZINE  
AND GENERAL MANAGER OF COSMETICS  
INNOVATION EXPO CHINA

The TRESemmé HydraMatrix Range is a professional-grade hydration collection launched by TRESemmé. It is powered by Polyglutamic Acid (PGA), an ingredient known to hold significantly more moisture than hyaluronic acid, specifically designed to provide deep hydration to the hair shaft.

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# TRESEMMÉ HYDRAMATRIX RANGE

**BRAND:**  
TRESEMMÉ

**MARKET:**  
INDIA

**DATE LAUNCHED:**  
DECEMBER 2025





By pinpointing Chinese consumers' dark-spot concerns, this product delivers a multi-dimensional, innovative brightening solution, leading the next upgrade of domestic whitening products.

DU MIN, COFOUNDER  
OF CHALEEDO

OSM Advanced Anti-Spot Cream, also known as the OSM Pearl White Radiance Revitalizing Cream, is a high-performance whitening and spot-correcting moisturizer from the classic Chinese brand OSM. It is specifically formulated to target stubborn dark spots, dullness, and uneven skin tone using the brand's signature pearl-based technology.

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WINNER - BEAUTY & PERSONAL CARE, APAC

# OSM ADVANCED ANTI-SPOT CREAM

**BRAND:**

OSM

**MARKET:**

CHINA

**DATE LAUNCHED:**

JANUARY 2025





Dyson takes a new approach  
by owning the full supply  
chain from farm to beauty.  
A truly amazing feat!  
Few could achieve this.

ANGELIA TEO,  
FOUNDER, FUTURA FORESIGHT  
STUDIO & GENUINE.AI

The Dyson Omega™ Nourishing Range  
is a premium hair care collection designed  
to strengthen hair and provide maximum shine.  
It is notable for being Dyson's first beauty line to  
incorporate natural ingredients grown on the  
brand's own farms.

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# DYSON OMEGA NOURISHING RANGE

**BRAND:**  
DYSON OSM

**MARKET:**  
SINGAPORE

**DATE LAUNCHED:**  
AUGUST 2025





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# AMERICAS FOOD AND DRINK



TRIP is a unique beverage option in a sea of energy drinks and it leverages its unique combination of ingredients (many of which consumers have heard of so not terribly intimidating). The data is compelling - drives new users to the category and brings new buyers into the sparkling water category. The packaging is vibrant and beautiful.

MARLA COMMONS, SENIOR VICE PRESIDENT, GLOBAL CPG INSIGHTS

TRIP Mindful Blend is a range of non-alcoholic, lightly sparkling functional beverages designed to support relaxation and mental well-being. Unlike the brand's original line, which is famous for being CBD-infused, the Mindful Blend specifically uses a combination of adaptogens and magnesium to achieve its calming effects.

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Food and Drink  
**2026 MOST INNOVATIVE**

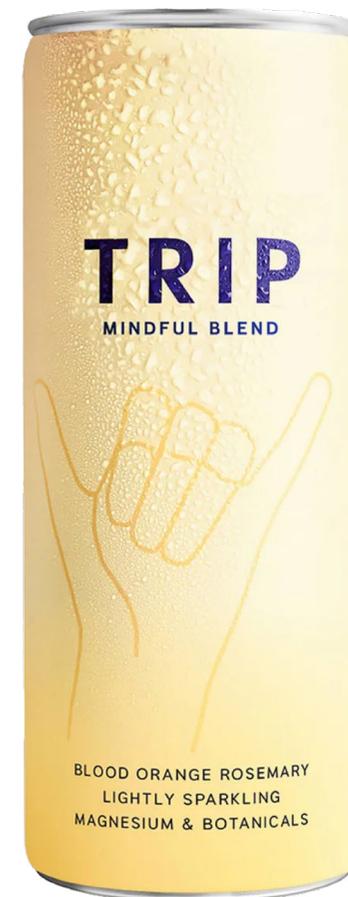
WINNER - FOOD AND DRINK, AMERICAS

# TRIP – MINDFUL BLEND

**BRAND:**  
TRIP

**MARKET:**  
USA

**DATE LAUNCHED:**  
JANUARY 2025



WINNER - FOOD AND DRINK, AMERICAS

# MILKADAMIA – OAT MILK SLICES

BRAND:  
MILKADAMIA

MARKET:  
USA

DATE PUBLISHED:  
NOVEMBER 2025



Milkadamia Oat Milk Slices are a first-of-their-kind 2D-printed oat milk that reimagine plant-based milk. By shipping portionable slices instead of liquid in cartons, they cut packaging by 85% and product weight by 86%. Each pack includes five slices that blend into fresh oat milk on demand, giving consumers flexibility while reducing environmental impact.



Milkadamia's oat milk slices' sustainability story likely will resonate with a significant portion of plant-based milk drinkers who opt out of dairy milk for environmental reasons. The reduced packaging and emissions for shipping go beyond many shelf stable competitors. There is also added value in the experience of creating 'fresh' oat milk at home that will likely resonate with some shoppers.

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Food and Drink  
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ELIZABETH CRAWFORD, SENIOR EDITOR  
OF FOOD NAVIGATOR USA



DEFI Snacks brings together emerging consumer demands that promise to be long-term trends in a way that feels additive rather than subtractive. This comes with the inclusion of a superfood that adds health benefits for people and the planet and also reduces the risk consumers will compare the product to long-standing competitor. It creates a new experience.

ELIZABETH CRAWFORD,  
SENIOR EDITOR  
OF FOOD NAVIGATOR USA

DEFI Snacks is a female-founded, purpose-driven wellness brand that produces protein-infused chocolate bites designed to bridge the gap between functional fitness food and gourmet indulgence. The snacks feature a “time-released” nutrition profile using sprouted organic buckwheat (a nutrient-dense superfood), paired with a mix of fast- and slow-digesting proteins like whey and casein.

**MINTEL**

Food and Drink  
**2026 MOST INNOVATIVE**

WINNER - FOOD AND DRINK, AMERICAS

# DEFI SNACKS – PROTEIN CHOCOLATE BARS

**BRAND:**  
DEFI SNACKS

**MARKET:**  
USA

**DATE LAUNCHED:**  
JANUARY 2025



WINNER - FOOD AND DRINK, AMERICAS

# DIAMOND OF CALIFORNIA GLUTEN-FREE NUT PIE CRUST

BRAND:  
DIAMOND OF CALIFORNIA

MARKET:  
USA

DATE PUBLISHED:  
APRIL 2025



Diamond of California Gluten-Free Nut Pie Crust offers home bakers a premium, ready-to-use solution in two flavors: Pecan and Chocolate Nut. This product is a reformulation of their 2019 original, and these 9-inch crusts blend premium pecans, walnuts, oat flour, and flax seeds into a sturdy yet tender base that maintains the signature rich, nutty flavor of the original while eliminating all wheat-containing ingredients.



This product is a response to dietary shifts away from gluten, and while that is not necessarily new, it is somewhat new for this specific sub-category (pie crust). This product is a total reformulation of their first nut pie crust in 2019 versus a free from alternative. **THAT is a bold move.**

MARLA COMMONS, SENIOR VICE PRESIDENT, GLOBAL CPG INSIGHTS

MINTEL

Food and Drink  
2026 MOST INNOVATIVE



Green Compass' focus on traceability and trust could prove pivotal to encouraging new consumers to the hemp-based product category.

ELIZABETH CRAWFORD,  
SENIOR EDITOR  
OF FOOD NAVIGATOR USA

SIX by Green Compass is a clean alcohol alternative, offered as both sparkling ready-to-drink beverages in 12oz cans and unflavored drink drops that can be added to any beverage. Crafted with USDA organic hemp grown on our sixth-generation family farm in North Carolina, SIX brings credibility to the evolving better-for-you beverage space.

**MINTEL**

Food and Drink  
**2026 MOST INNOVATIVE**

WINNER - FOOD AND DRINK, AMERICAS

# GREEN COMPASS - SIX BEVERAGE

**BRAND:**  
GREEN COMPASS

**MARKET:**  
USA

**DATE LAUNCHED:**  
JUNE 2025





The low- and no-alcohol trend continues to gain traction and there is still significant white space for an elevated experience, which Giesen steps into. It also sets itself apart from traditional wines, mocktails and NA beers to meet a different usage occasion that is underserved.

ELIZABETH CRAWFORD,  
SENIOR EDITOR  
OF FOOD NAVIGATOR USA

Giesen 0% Spritz is a range of premium, alcohol-removed, lightly sparkling wine-based beverages from the New Zealand-based Giesen Group. They are designed as a “modern take on wine” for mindful drinkers who want a refreshing, low-calorie alternative to traditional sparkling wines.

**MINTEL**

Food and Drink  
**2026 MOST INNOVATIVE**

WINNER - FOOD AND DRINK, AMERICAS

# GIESEN – 0% SPRITZ

**BRAND:**  
GIESEN

**MARKET:**  
USA

**DATE LAUNCHED:**  
JUNE 2025



WINNER - FOOD AND DRINK, AMERICAS

# BETTER SOUR -TART CHERRY GUMMY STARS

BRAND:  
BETTER SOUR

MARKET:  
USA

DATE PUBLISHED:  
APRIL 2025



Better Sour Gummies – Tart Cherry are premium, plant-based sour candies designed to offer a “better-for-you” alternative to traditional confections. Inspired by the tangy cherries popular across West and Central Asia, these star-shaped gummies feature a bold, fruit-forward tartness balanced with a lively sour finish.



Better Sour Gummies’ Tart Cherry comes at a time when the MAHA movement is turbo-charging consumer demand for clean label and better-for-you options. Red has been the poster child of the effort to reformulate without artificial colors and the debut of a candy that is a vibrant red but which meets the needs of consumers concerned about color sources is well timed.

**MINTEL**

Food and Drink  
**2026 MOST INNOVATIVE**

ELIZABETH CRAWFORD,  
SENIOR EDITOR OF FOOD  
NAVIGATOR USA



This product showcases innovation in a category that has lagged for some time. Clean ingredients is a plus for the category and does so in a way (due to refrigeration) that says the quality is more in line with bakery experience. The other advantage is the ability to make cupcakes one-off, for singles or for a treat, versus for group settings - thus opening a new occasion opportunity.

MARLA COMMONS, SENIOR VICE PRESIDENT, GLOBAL CPG INSIGHTS

Bunnie Cakes Ready-to-Bake Cupcake Batter is a refrigerated, premixed liquid batter designed for convenient home baking without the need for mixing or measuring. It is the flagship retail product of Bunnie Cakes, a popular Miami-based vegan bakery founded by Mariana Cortez.

MINTEL

Food and Drink

2026 MOST INNOVATIVE

WINNER - FOOD AND DRINK, AMERICAS

## BUNNIE CAKES – READY-TO-BAKE CUPCAKE BATTER

**BRAND:**  
BUNNIE CAKES

**MARKET:**  
USA

**DATE LAUNCHED:**  
MAY 2025



WINNER - FOOD AND DRINK, AMERICAS

# ABE'S ICED CAKES – VANILLA AND CHOCOLATE 16OZ

BRAND:  
Abe's

MARKET:  
USA

DATE PUBLISHED:  
JUNE 2025



Like all Abe's baked goods, these cakes are school-friendly, vegan, and all natural. It's the perfect celebration cake for inclusive kids' birthdays since it's free from common allergens including dairy, egg, nuts, soy, and sesame while also being free from any artificial ingredients, colors, or flavors (notable due to the FDA's 2025 bans on red dye No. 3).



Abe's nails a clear pain point in creating an inclusive, convenient option for school celebrations that looks fun and familiar – not like an 'alternative.' It also addresses many modern consumers' health concerns and food fears without being pedantic.

ELIZABETH CRAWFORD,  
SENIOR EDITOR OF FOOD  
NAVIGATOR USA

MINTEL

Food and Drink  
2026 MOST INNOVATIVE



FRUiCHiAS marries many emerging trends, such as texture, gut health and fibermaxxing, with long-term consumer demands, like clean label. It also meets fast-evolving need states, such as GLP-1.

ELIZABETH CRAWFORD, SENIOR EDITOR  
OF FOOD NAVIGATOR USA

Nature's Garden Probiotic FRUiCHiAS are functional fruit snacks that combine real fruit puree with chia seeds and shelf-stable probiotics. They are designed as a "better-for-you" alternative to traditional fruit snacks, offering a soft, chewy texture with a slight crunch from the chia seeds.

**MINTEL**

Food and Drink  
**2026 MOST INNOVATIVE**

WINNER - FOOD AND DRINK, AMERICAS

# Nature's Garden Probiotic FRUiCHiAS

**BRAND:**  
NATURE'S GARDEN

**MARKET:**  
USA

**DATE LAUNCHED:**  
JANUARY 2025





High protein and high fiber are very relevant. This product creates new opportunities for the category and attracts more consumers than those who traditionally visit Nutrition clubs like Herbalife. While high protein ice cream may not be new for the US, this is unique for Brazil and certainly innovative.

MARLA COMMONS, SENIOR VICE PRESIDENT, GLOBAL CPG INSIGHTS

Herbalife Protein Ice Cream is a functional dessert or “gelato” designed as a high-protein, lower-calorie alternative to traditional ice cream. It is typically sold as a specialized powder mix that can be prepared at home using a blender or an ice cream maker like the Ninja Creami.

**MINTEL**

Food and Drink

**2026 MOST INNOVATIVE**

WINNER - FOOD AND DRINK, AMERICAS

# HERBALIFE – PROTEIN ICE CREAM

**BRAND:**  
HERBALIFE

**MARKET:**  
BRAZIL

**DATE LAUNCHED:**  
DECEMBER 2025



WINNER - FOOD AND DRINK, AMERICAS

# SEARA – PANELINHAS

BRAND:  
SEARA

MARKET:  
BRAZIL

DATE PUBLISHED:  
SEPTEMBER 2025



Seara Panelinhas is a premium line of frozen ready-to-eat meals from the Brazilian food giant Seara (owned by JBS). The range is designed to offer the “comfort of home-cooked recipes” with the convenience of a quick, microwaveable meal.



Practical and delightful – a winning combination as illustrated by market gains.

ELIZABETH CRAWFORD,  
SENIOR EDITOR OF FOOD  
NAVIGATOR USA

**MINTEL**

Food and Drink  
**2026 MOST INNOVATIVE**



**MINTEL**

**MOST  
INNOVATIVE**

# EMEA FOOD AND DRINK



Weight management is 100% on trend. Body shape is critical and people are spending a significant amount of time managing their look. Glp-1 is a trend but relies on specific medication. This concept is truly a differentiator.

SEBASTIEN PERICHON,  
R&D STRATEGIC/INNOVATION  
EXPLORATION, NESTLE

Elcella is designed to help the body regain natural control over appetite and cravings. It is a patented, food-based supplement developed in the UK from over a decade of human gut neuroscience research. It targets the colon, where specialised L-cells naturally release key satiety hormones such as GLP-1 and PYY that help regulate appetite, energy balance, and metabolic health.

**MINTEL**

Food and Drink  
**2026 MOST INNOVATIVE**

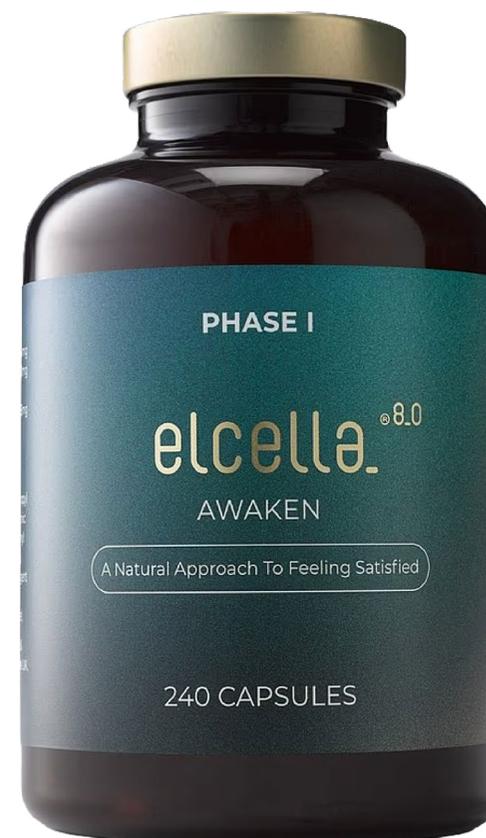
WINNER - FOOD AND DRINK, EMEA

# ELCELLA

**BRAND:**  
ELCELLA

**MARKET:**  
UK

**DATE LAUNCHED:**  
MAY 2025



WINNER - FOOD AND DRINK, EMEA

# JACQUET SUPER TARTINE – NATURALLY HIGH-FIBRE WHITE FLOUR BREAD

BRAND:  
JACQUET

MARKET:  
FRANCE

DATE PUBLISHED:  
JULY 2025



Jacquet Super Tartine – Naturally High-Fibre White Flour Bread is a brand of French soft, sliced sandwich bread designed for breakfast and snacking. It is marketed for having a high fiber content (using added fiber from sources like peas or oats) while maintaining the white, soft, and thin texture preferred for toasting, often without added sugar.



Considering a large percentage of Europeans are fibre-deficit, this bread is genuinely useful and innovative.

LIA CARLUCCI,  
CEO FOOD CAMPUS BERLIN

MINTEL

Food and Drink  
2026 MOST INNOVATIVE



This product is a great example of a brand making a traditional product relevant and accessible via consumer-centric innovation.

AYISHA KOYENIKAN, PRINCIPAL STRATEGIST FOOD AND DRINK, MINTEL

Gourmet Tallow's Wagyu Beef Tallow Cooking Spray blends premium tallow with avocado oil using propellant-free, bag-on-valve technology for high-heat, flavor-rich cooking. This versatile spray transforms traditional solid fat into a convenient, one-second application designed for professional-quality browning and sustainable, nose-to-tail cooking.

**MINTEL**

Food and Drink

**2026 MOST INNOVATIVE**

WINNER - FOOD AND DRINK, EMEA

# GOURMET TALLOW WAGYU BEEF TALLOW COOKING SPRAY

**BRAND:**  
GOURMET TALLOW

**MARKET:**  
UK

**DATE LAUNCHED:**  
DECEMBER 2025





Differentiation is becoming tougher in the protein space, but the GLOW product stands out for the inclusion of collagen which addresses both beauty and health concerns for women.

AYISHA KOYENIKAN, PRINCIPAL STRATEGIST FOOD AND DRINK, MINTEL

For Goodness Shakes GLOW is a range of ready-to-drink (RTD) collagen protein shakes designed to support an active lifestyle and overall wellness. It combines high protein content with collagen peptides in a convenient, low-calorie format.

**MINTEL**

Food and Drink

**2026 MOST INNOVATIVE**

WINNER - FOOD AND DRINK, EMEA

# FOR GOODNESS SHAKES - GLOW

**BRAND:**  
FOR GOODNESS SHAKES

**MARKET:**  
UK

**DATE LAUNCHED:**  
SEPTEMBER 2025





This product has a great nutritional profile addressing relevant consumers.

SEBASTIEN PERICHON, R&D STRATEGIC/  
INNOVATION EXPLORATION, NESTLE

POL-MAK GI Pasta 38 is an innovative, functional pasta from Poland specifically engineered to have a low Glycemic Index (GI) of 38 after cooking. Developed in collaboration with scientists from the University of Life Sciences in Lublin, it is designed to provide the taste and texture of traditional wheat pasta while preventing sudden blood sugar spikes.

**MINTEL**

Food and Drink  
**2026 MOST INNOVATIVE**

WINNER - FOOD AND DRINK, EMEA

# POL-MAK GI PASTA 38

**BRAND:**  
POL-MAK

**MARKET:**  
POLAND

**DATE LAUNCHED:**  
AUGUST 2025





This product is a great concept with potential to create a new segment (within coffee) creating a potential for strong transformation of the segment.

RAFIK EL NOUMEIR, VP OF INSIGHTS FOR INTERNATIONAL BEVERAGES, PEPSICO

LivOn Artisan Coffee+ is a range of functional, health-focused coffees designed to combine traditional organic coffee with specific wellness-enhancing ingredients. Blended with natural ingredients, mushrooms and vitamins, bringing a fresh approach to the category while keeping great taste at the centre. Each blend is designed to suit real, everyday needs — Immune, Antioxidant, Focus, Glow, Energy and Unwind — giving consumers the chance to choose a coffee that matches how they want to feel or what the day demands.

**MINTEL**

Food and Drink  
**2026 MOST INNOVATIVE**

WINNER - FOOD AND DRINK, EMEA

# LIVON ARTISAN COFFEE+

**BRAND:**  
LIVON

**MARKET:**  
UK

**DATE LAUNCHED:**  
DECEMBER 2025



WINNER - FOOD AND DRINK, EMEA

# LITTLE DISH SUPERSTARS CHICKEN NUGGETS

BRAND:  
LITTLE DISH

MARKET:  
UK

DATE PUBLISHED:  
APRIL 2025



Little Dish Superstars Chicken Nuggets are a healthier, “frozen debut” version of the classic kid-friendly staple, featuring a star-shaped design and a “hidden veg” formula. They are specifically created for primary school-aged children (5 years and older) and are designed to be a quick, nutritious meal option. .



This innovation clearly addresses a key parental need: helping children eat more vegetables. Playing in frozen also offers a food-waste advantage.

FLORA SOUTHEY, EDITOR OF  
FOOD NAVIGATOR EUROPE

MINTEL

Food and Drink  
2026 MOST INNOVATIVE



In a category saturated with UPF, YANAA stands out by aligning with the trend towards real, wholesome ingredients, offering convenient nutrition without compromise.

AYISHA KOYENIKAN, PRINCIPAL STRATEGIST FOOD AND DRINK, MINTEL

Yanaa Food Sports Nutrition Pouches are the latest expansion from the French performance nutrition brand Yanaa (You Are Not An Astronaut). Known for their commitment to "gastronomie sportive," these pouches shift the brand's focus from their signature savory purees to a high-texture, portable protein snack designed for endurance athletes and health-conscious consumers.

**MINTEL**

Food and Drink

**2026 MOST INNOVATIVE**

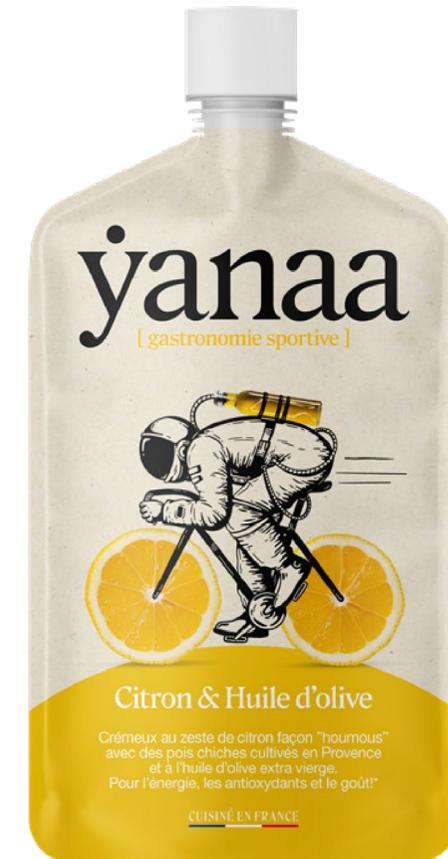
WINNER - FOOD AND DRINK, EMEA

# YANAA FOOD SPORTS NUTRITION POUCH

**BRAND:**  
YANAA

**MARKET:**  
FRANCE

**DATE LAUNCHED:**  
JULY 2025





This product is totally on trend. Consumer are looking for authentic and ethnic food. Africa flavours are a territory to explore, and this is definitely one to try.

SEBASTIEN PERICHON,  
R&D STRATEGIC/INNOVATION  
EXPLORATION, NESTLE

Joyof Jollof Cooking Sauce is a premium, ready-to-use West African-inspired cooking sauce designed to simplify the preparation of authentic Jollof rice and other traditional dishes. The brand aims to make the bold, smoky flavors of West African cuisine accessible to home cooks without the hours of preparation typically required.

**MINTEL**

Food and Drink  
**2026 MOST INNOVATIVE**

WINNER - FOOD AND DRINK, EMEA

# JOYOF JOLLOF COOKING SAUCE

**BRAND:**

JOYOF

**MARKET:**

UK

**DATE LAUNCHED:**

MAY 2025



WINNER - FOOD AND DRINK, EMEA

# GINSTERS PASTRY TOASTIES

BRAND:  
GINSTERS

MARKET:  
UK

DATE PUBLISHED:  
OCTOBER 2025



Ginsters Pastry Toasties are a hybrid hot-snack innovation in the UK, consisting of a square, golden-baked pastry filled with savory ingredients and designed specifically to be heated in a standard toaster. They are marketed as a “lunchtime revolution” for consumers who want a quick, hot meal that is faster than oven-baking a traditional pastry.



In a world obsessed with the ‘newness’ of air-fryers, Ginsters have embraced the humble toaster, and addressed the need for speedy at-home lunches with zero faff.

AYISHA KOYENIKAN,  
PRINCIPAL STRATEGIST FOOD  
AND DRINK, MINTEL

MINTEL

Food and Drink  
2026 MOST INNOVATIVE



**MINTEL**

**MOST  
INNOVATIVE**

**APAC**  
**FOOD AND DRINK**



The use of zero flour/gluten is a big draw in the noodles category, but what stands out even further is that there is no need to cook the noodles before use which greatly increases the convenience factor.

PEARLY NEO, EDITOR OF  
FOOD NAVIGATOR

Pulmuone Buckwheat Soy Milk Noodles are a flour-zero, gluten-free product that captures both the nutty flavor of buckwheat and the clean taste of soy milk. Featuring the uniquely smooth and slippery texture characteristic of the soy milk base, along with the subtle aroma and chewy bite contributed by the buckwheat, they are highly popular as a noodle substitute among consumers who have an aversion to consuming wheat flour or carbohydrates. Additionally, they offer excellent nutritional value and a feeling of fullness due to their relatively low-calorie count combined with high dietary fiber and calcium content.

MINTEL

Food and Drink  
2026 MOST INNOVATIVE

WINNER - FOOD AND DRINK, APAC

## PULMUONE BUCKWHEAT SOY NOODLES

**BRAND:**  
PULMUONE

**MARKET:**  
SOUTH KOREA

**DATE LAUNCHED:**  
APRIL 2025





This product is highly relevant to busy consumers seeking convenient, consistent vitamin intake: frequent replenishment via one-second oral mist with no water. It also has distinct innovation in its intake method ('misting') plus double-structured bottle to minimize air exposure and maintain nutrient quality.

MEGAN STATON, DIRECTOR OF FOOD AND FRINK INSIGHT APAC, MINTEL

IN MIST is a "mist-type" drinkable supplement from Japan designed for quick, efficient nutrition without the need for water. Originated from a Suntory intrapreneur and later incubated with support from Incubate Harbor, it focuses on high absorption and convenience.

MINTEL

Food and Drink  
2026 MOST INNOVATIVE

WINNER - FOOD AND DRINK, APAC

# IN MIST

**BRAND:**  
IN MIST

**MARKET:**  
JAPAN

**DATE LAUNCHED:**  
DECEMBER 2025





A thoughtful and well-executed rethinking of classic instant noodles, refreshing a familiar category while retaining its core appeal.

SHARON NG, DEPUTY DEAN AND PROFESSOR OF MARKING, DIRECTOR OF NANYANG CENTER FOR MARKETING AND TECHNOLOGY, NANYANG BUSINESS SCHOOL

Ottogi High Protein Cup Noodle is a health-conscious, high-protein line of instant cup noodles from the South Korean food giant Ottogi. This range is specifically designed to address the demand for “low-calorie, high-protein” convenient meals, utilizing unique tofu skin noodles instead of traditional wheat or glass noodles.

**MINTEL**

Food and Drink  
**2026 MOST INNOVATIVE**

WINNER - FOOD AND DRINK, APAC

# OTTOGI HIGH PROTEIN CUP NOODLE

**BRAND:**  
OTTOGI

**MARKET:**  
SOUTH KOREA

**DATE LAUNCHED:**  
JULY 2025



WINNER - FOOD AND DRINK, APAC

# HEARTFUL FLAVOURS SAUCE SEASONINGS

**BRAND:**  
HEARTFUL FLAVOURS

**MARKET:**  
AUSTRALIA

**DATE PUBLISHED:**  
NOVEMBER 2025



Heartful Flavours Sauce Seasonings are a range of world-first, salt-free Asian-style condiment alternatives designed to provide authentic umami flavor without the high sodium content typically found in traditional sauces. Developed by an Australian dietitian with a PhD in heart health, these powdered seasonings serve as healthy substitutes for soy, fish, and oyster sauces.



Structural salt removal in a traditionally sodium-heavy category represents a meaningful health-driven reset. Salt consumption a major public health issue, this represents big step forward.

KIM BERRY, MANAGING EDITOR OF  
AUSTRALIAN BARTENDER & FOOD  
& DRINK BUSINESS

**MINTEL**

Food and Drink  
**2026 MOST INNOVATIVE**

WINNER - FOOD AND DRINK, APAC

# OREO 'O-O-O-O' ROLL CAKE

BRAND:  
MONDELÉZ CHINA

MARKET:  
CHINA

DATE PUBLISHED:  
NOVEMBER 2025



Oreo Roll Cake is packaged in a box of 6 slices, featuring a dual combination of black and white rolls. The black roll is classic Oreo cocoa flavor, filled with crispy Oreo cookie crumbs and chocolate crunch pearls, delivering a rich and layered texture. The white roll has rich milky aroma, with a dense cake wrapped around a soft, creamy filling, sweet yet not cloying.



This product is a strong piece of brand-led experience innovation, with impact largely driven by engagement.

SHELLEY MCMILLIN,  
VICE PRESIDENT, MINTEL  
CONSULTING APAC

MINTEL

Food and Drink  
2026 MOST INNOVATIVE

WINNER - FOOD AND DRINK, APAC

# STRIDE EXTREME SOUR CHEWING GUM

BRAND:  
MONDELÉZ CHINA

MARKET:  
CHINA

DATE PUBLISHED:  
SEPTEMBER 2025



Stride Extreme Sour Chewing Gum is a high-intensity, sugar-free gum designed to deliver a potent burst of tartness that transitions into a refreshing fruit or mint flavor.



Stride Extreme Sour Chewing Gum delivers true category re-energisation by reframing gum from a functional breath-freshener to a high-impact, sensory-entertainment product. Its encapsulated staircase flavour profile brings a novel thrill that aligns directly with Gen Z's demand for intensity and emotional release.

REBECCA VELLA, VICE PRESIDENT  
OF CPG INSIGHTS, MINTEL

MINTEL

Food and Drink  
2026 MOST INNOVATIVE



RITZ Chickpea Crisps deliver meaningful category innovation by modernizing an iconic global brand for today's health-driven snacking landscape. By combining real imported chickpeas with a non-fried, low-GI format and premium flavours, the product successfully bridges taste and wellbeing—something few savoury snacks achieve.

REBECCA VELLA, VICE PRESIDENT  
OF CPG INSIGHTS, MINTEL

RITZ Chickpea Crisps are a health-focused, savory snack from the Mondelēz-owned brand Ritz. They are designed as a protein-rich alternative to traditional crackers, utilizing chickpea flour to achieve a crunchy, “puffed” texture.

MINTEL

Food and Drink

2026 MOST INNOVATIVE

WINNER - FOOD AND DRINK, APAC

# RITZ CHICKPEA CRISPS

**BRAND:**  
RITZ

**MARKET:**  
CHINA

**DATE LAUNCHED:**  
MAY 2025



WINNER - FOOD AND DRINK, APAC

# LG H&H KEYTENTIAL GROW-UP

BRAND:  
LG H&H

MARKET:  
SOUTH KOREA

DATE PUBLISHED:  
MAY 2025



LG KEYTENTIAL Grow-up is a premium health supplement from LG Household & Health Care designed to support height growth in children and adolescents.



By focusing on children's height-related concerns, it is presented in a fun, convenient, and child-friendly format.

VINA YAO, RD DIRECTOR, SUZHOU  
TECHNICAL CENTER LEAD AMEA  
OREO PLATFORM LEAD

MINTEL

Food and Drink  
2026 MOST INNOVATIVE



This is an innovative product that captures modern consumers' core demands for low sugar, food-pairing suitability, high playfulness, and strong storytelling—achieving an innovation leap from “solving waste issues” to “creating core value,” while also holding the potential to reshape perceptions of the alcoholic beverage category and expand drinking occasions.

CYNTHIA WANG, COFOUNDER  
AND CEO OF FOODAILY

BAIDOG is a premium, Japanese-made ume (plum) liqueur that distinguishes itself by using umeboshi (pickled plum) vinegar in its production process. Often marketed as a “new sensation” in the ume liqueur category, it offers a profile that is less sweet and more acidic than traditional plum wines.

**MINTEL**

Food and Drink  
**2026 MOST INNOVATIVE**

WINNER - FOOD AND DRINK, APAC

# BAIDOG UMEBOSHI LIQUEUR

**BRAND:**  
BAIDOG

**MARKET:**  
JAPAN

**DATE LAUNCHED:**  
OCTOBER 2025





This product is a breakthrough in infant formulation, moving from a fortification focus to biomimicry of human milk by combining sn-2 DHA and active IgG. It is elevating formula science and redefining premium infant nutrition.

KIM BERRY, MANAGING EDITOR  
OF AUSTRALIAN BARTENDER &  
FOOD & DRINK BUSINESS

Junlebao 'Bao'ai' is a premium organic infant formula line from the leading Chinese dairy brand, Junlebao. It is an upgraded addition to their popular "Youcui" series, specifically marketed for its "Dual Excellence in Brain and Body" nutritional philosophy. The formula is designed to mimic the nutritional complexity of breast milk while supporting both physical growth and cognitive development.

**MINTEL**

Food and Drink

**2026 MOST INNOVATIVE**

WINNER - FOOD AND DRINK, APAC

# JUNLEBAO 'BAO'AI' INFANT FORMULA

**BRAND:**  
JUNLEBAO

**MARKET:**  
CHINA

**DATE LAUNCHED:**  
MAY 2025





**AMERICAS**

# **HOUSEHOLD CARE PRODUCTS**

**MINTEL**

**MOST  
INNOVATIVE**

WINNER - HOUSEHOLD CARE PRODUCTS, AMERS

# CLEANBOSS LAUNDRY DETERGENT SMART SHEETS

BRAND:  
CLEANBOSS

MARKET:  
US

DATE PUBLISHED:  
MAY 2025



CleanBoss Laundry Detergent Smart Sheets are ultra-concentrated, plastic-free laundry sheets designed to replace liquid detergent, fabric softener, and stain treatments in one step. Powered by HyperClean Technology—a blend of dual enzymes and castile soap—each double-thick, perforated sheet dissolves quickly in hot or cold water and delivers a powerful clean while softening fabrics and fighting odors.



These ultra-concentrated, dissolvable sheets deliver precise dosing, reduce packaging and shipping waste, and align with rising consumer demand for convenient, low-impact home care solutions.

JAMIE ROSENBERG, PRINCIPAL  
STRATEGIST, MINTEL

MINTEL

Household Care Products  
2026 MOST INNOVATIVE



The delivery system from ECOS makes this product highly innovative. And, in the context of our aging population, this is a more senior-friendly application.

JAMIE ROSENBERG, PRINCIPAL STRATEGIST, MINTEL

ECOS Foaming Dish Spray is a plant-powered, ultra-concentrated dish soap designed for fast, targeted cleaning. Unlike traditional dish liquid that requires a sink full of water, this spray allows you to apply foam directly to dirty dishes to cut through grease on contact.

MINTEL

Household Care Products  
**2026 MOST INNOVATIVE**

WINNER - HOUSEHOLD CARE PRODUCTS, AMERS

# ECOS FOAMING DISH SPRAY

**BRAND:**  
ECOS

**MARKET:**  
US

**DATE LAUNCHED:**  
OCTOBER 2025





This checks a lot of boxes – stain management, labeling, sustainability – giving this product a relatively high market impact.

JAMIE ROSENBERG, PRINCIPAL STRATEGIST, MINTEL

ECOS OxoBrite Multi-Purpose Stain Remover is a mineral-based, chlorine-free oxygen cleaner designed to lift stubborn stains, whiten whites, and brighten colors without harsh chemicals. It is a versatile powder used as a laundry booster, a pre-soak treatment, or a multi-surface household cleaner for areas like grout, carpets, and upholstery.

MINTEL

Household Care Products  
**2026 MOST INNOVATIVE**

WINNER - HOUSEHOLD CARE PRODUCTS, AMERS

# ECOS OXOBRITE MULTI-PURPOSE STAIN REMOVER

**BRAND:**  
ECOS

**MARKET:**  
US

**DATE LAUNCHED:**  
OCTOBER 2025



WINNER - HOUSEHOLD CARE PRODUCTS, AMERS

# PET LIFE UNLIMITED SMART PADS PRO

BRAND:  
PET LIFE UNLIMITED

MARKET:  
US

DATE PUBLISHED:  
MARCH 2025



The Smart Pads Pro reimagine dog pee pads as a high-performance, design-forward solution for modern dog parents. Engineered to eliminate the most common frustrations with traditional pads, visible mess, lingering odors, leaks and damp surfaces, the Smart Pads Pro feature a multi-layer system that makes urine disappear on contact.



This product adds a high level of disposable convenience for pet owners. It also gives nonwoven producers (wet wipes, etc.) a profitable way to use their excess manufacturing capacity.

JAMIE ROSENBERG, PRINCIPAL  
STRATEGIST, MINTEL

MINTEL

Household Care Products  
2026 MOST INNOVATIVE

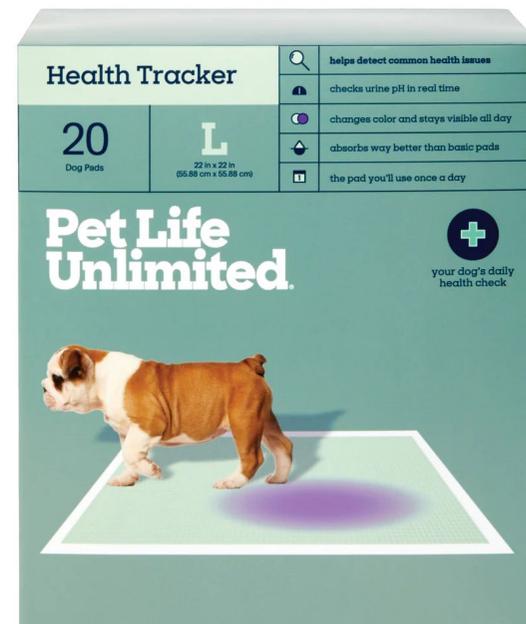
WINNER - HOUSEHOLD CARE PRODUCTS, AMERS

# PET LIFE UNLIMITED HEALTH TRACKER DOG PADS

BRAND:  
PET LIFE UNLIMITED

MARKET:  
US

DATE PUBLISHED:  
FEBRUARY 2025



The Health Tracker Dog Pads transform a familiar dog care essential into a daily wellness monitoring tool. Designed to give dog parents early insight into urinary health, the pads feature proprietary Color Track Technology, a pH-responsive dye woven directly into the pad that visibly changes color when urine pH is elevated. Green indicates normal levels and purple signals potential concern, prompting dog parents to monitor or consult a vet earlier.



The diagnostic feature is brilliant. Smart reapplication of a pH indicator. Their integration of real-time health diagnostics with everyday pet care products is great, meeting the rising demand for convenient, tech-enabled pet wellness solutions.

VICTOR AGUILAR, CHIEF R&D AND  
INNOVATION OFFICER, PROCTER  
AND GAMBLE

MINTEL

Household Care Products  
2026 MOST INNOVATIVE



**EMEA**

# **HOUSEHOLD CARE PRODUCTS**

**MINTEL**

**MOST  
INNOVATIVE**



The fact that these sheets are 100% dissolvable, optimized for short cycles and multi-functional makes this a solid performer in an over-crowded unit-dose laundry market.

JAMIE ROSENBERG, PRINCIPAL STRATEGIST, MINTEL

Dr. Beckmann Fabric Softener Sheets are innovative, 100% water-soluble sheets designed to be placed directly in the washing machine drum rather than the dispenser drawer. Unlike traditional dryer sheets, these are used during the wash cycle to soften clothes and provide long-lasting fragrance.

MINTEL

Household Care Products  
**2026 MOST INNOVATIVE**

WINNER - HOUSEHOLD CARE PRODUCTS, EMEA

# DR. BECKMANN - FABRIC SOFTENER SHEETS

**BRAND:**  
DR. BECKMANN

**MARKET:**  
GREECE, UK, FRANCE

**DATE LAUNCHED:**  
APRIL 2025





I really like the universal compatibility and the control of fragrance intensity, which has been a growing trend in the aircare market. While smart air fresheners are beginning to ramp up, the remote control of the boost feature is a simple, consumer-friendly means of fragrance control.

JAMIE ROSENBERG, PRINCIPAL  
STRATEGIST, MINTEL

The AirPure Automatic Air Freshener Machine with Remote Boost is an air care product designed to deliver flexibility, value and control. Designed to work with all 250ml refill tins on the market, including AirPure refills with a patented universal nozzle. The machine delivers consistent fragrance at timed intervals, while the added remote boost function gives users instant, on-demand freshness, reflecting modern expectations for responsive, convenient home products.

**MINTEL**

Household Care Products  
**2026 MOST INNOVATIVE**

WINNER - HOUSEHOLD CARE PRODUCTS, EMEA

## AIRPURE – UNIVERSAL AUTO-SPRAY REFILL + REMOTE-BOOST MACHINE

**BRAND:**  
AIRPURE  
INTERNATIONAL  
LIMITED

**MARKET:**  
UK

**DATE LAUNCHED:**  
DECEMBER 2025





This product uses an innovative dispensing system, enjoyable fragrance and attractive spray bottle (like Method). I believe that the mainstreaming of probiotic cleaners is more a question of when than if, and CIF is one brand that could usher in meaningful change.

JAMIE ROSENBERG, PRINCIPAL STRATEGIST, MINTEL

Cif Infinite Clean is a multi-surface cleaning spray from Unilever that uses probiotic technology to provide a long-lasting clean. Unlike traditional cleaners that stop working once dry, this formula contains “friendly bacteria” that remain active on surfaces, continuing to break down dirt and grime for up to 72 hours after application.

**MINTEL**

Household Care Products  
**2026 MOST INNOVATIVE**

WINNER - HOUSEHOLD CARE PRODUCTS, EMEA

# CIF INFINITE CLEAN – PROBIOTIC MULTI-SURFACE CLEANER

**BRAND:**  
CIF

**MARKET:**  
UK

**DATE LAUNCHED:**  
APRIL 2025





**APAC**

# **HOUSEHOLD CARE PRODUCTS**

**MINTEL**

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INNOVATIVE**



FiJi delivers a true category reset by scientifically naming and targeting *Moraxella osloensis*, solving the long-ignored root cause of musty laundry odor. Commercially, FiJi's impact is impressive: consumer-driven virality, widespread educational uptake, and brand growth demonstrate how a science-anchored narrative can rewire market expectations and build a new functional demand space.

REBECCA VELLA, VICE PRESIDENT OF  
CPG INSIGHTS, MINTEL

FiJi Moraxella Odor-Removal Laundry Detergent is a premium formula designed to eliminate indoor-drying and stubborn sweat odors. It targets *Moraxella osloensis*, the bacteria behind the sour "damp towel" smell, while breaking down hardened sebum trapped deep in fabric fibers that feed odor-causing bacteria.

MINTEL

Household Care Products  
**2026 MOST INNOVATIVE**

WINNER - HOUSEHOLD CARE PRODUCTS, APAC

# FIJI MORAXELLA ODOR-REMOVAL LAUNDRY DETERGENT

**BRAND:**  
FIJI

**MARKET:**  
SOUTH KOREA

**DATE LAUNCHED:**  
JANUARY 2025





The promise of protection is well delivered here - with dengue being a major issue to solve for. Using laundry to do so is both smart and inventive.

ANGELIA TEO,  
FOUNDER, FUTURA FORESIGHT  
STUDIO & GENU.EAI

sof & mmmm Serenity is a concentrated fabric conditioner from the Filipino direct selling brand Personal Collection. Powered by CitronLock Technology, it is the first and only fabric conditioner in the Philippines to offer insect-repel action, designed to help protect families from disease-carrying mosquitoes.

**MINTEL**

Household Care Products  
**2026 MOST INNOVATIVE**

WINNER - HOUSEHOLD CARE PRODUCTS, APAC

# SOF&MMMM SERENITY

**BRAND:**  
PERSONAL COLLECTION

**MARKET:**  
PHILIPPINES

**DATE LAUNCHED:**  
JUNE 2025





This product is a highly practical, format-led innovation tailored to real Indian cooking behaviors.

SHELLEY MCMILLIN, VICE PRESIDENT,  
MINTEL CONSULTING, APAC

Happi Planet Non-Toxic Kitchen Cleaner is a plant-based, eco-friendly degreaser designed for modern kitchens. Marketed as India's first foaming kitchen cleaner, it uses a unique formulation to cling to surfaces and break down 100% of grease and oil with minimal scrubbing effort.

**MINTEL**

Household Care Products  
**2026 MOST INNOVATIVE**

WINNER - HOUSEHOLD CARE PRODUCTS, APAC

# HAPPI PLANET NON-TOXIC KITCHEN CLEANER

**BRAND:**  
HAPPI PLANET

**MARKET:**  
INDIA

**DATE LAUNCHED:**  
JANUARY 2025





Comfort's sugar-based fragrance booster stands out as a novel formulation breakthrough—solving two systemic issues in scent-boosters: petrochemical dependence and residue in short/cold washes. The format is already reshaping China's booster market, positioning it as a flagship example of how performance, natural credentials and scale can intersect.

REBECCA VELLA, VICE PRESIDENT  
OF CPG INSIGHTS, MINTEL

Comfort Sugar Beads Fragrance Booster is a laundry additive designed to provide long-lasting, nature-inspired fragrance to clothing. It's the first-ever groundbreaking sugar-based fragrance booster bead – an in-wash scent booster made primarily from plant-derived sugar instead of the usual petrochemical polymers.

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Household Care Products  
**2026 MOST INNOVATIVE**

WINNER - HOUSEHOLD CARE PRODUCTS, APAC

# COMFORT SUGAR BEADS FRAGRANCE BOOSTER

**BRAND:**  
COMFORT

**MARKET:**  
CHINA

**DATE LAUNCHED:**  
APRIL 2025





With lavender a key scent in the household category, this use of a rare wild plant is a great way to engage the consumer and take the plant based trend to a new level, ensuring we play towards diversity while still delivering solid “clean” functions of laundry.

ANGELIA TEO,  
FOUNDER, FUTURA FORESIGHT  
STUDIO & GENU.EAI

Diaopai Oriental Herbal Antibacterial Laundry Detergent is a premium laundry treatment specifically designed to combine high-efficiency cleaning with traditional herbal wisdom to address modern hygiene concerns such as bacteria, mites, and stubborn odors. It features advanced composite sterilization technology that is reported to kill 99.9% of bacteria and effectively remove mites from fabric fibers.

**MINTEL**

Household Care Products  
**2026 MOST INNOVATIVE**

WINNER - HOUSEHOLD CARE PRODUCTS, APAC

# DIAOPAI ORIENTAL HERBAL ANTIBACTERIAL LAUNDRY DETERGENT

**BRAND:**  
DIAOPAI

**MARKET:**  
CHINA

**DATE LAUNCHED:**  
AUGUST 2025



WINNER - HOUSEHOLD CARE PRODUCTS, APAC

# LANJU PLANT POWER FLORAL LIQUID VAPORIZER

BRAND:  
LANJU

MARKET:  
CHINA

DATE PUBLISHED:  
JANUARY 2025



Lanju Plant Power Floral Liquid Vaporizer is an artistic, high-end electric mosquito repellent system. It is part of their "Plant Power" line, which emphasizes the use of naturally derived ingredients and botanical aesthetics for a safer home environment. The device is designed to look like a decorative floral ornament or a small vase, allowing it to blend seamlessly into modern home decor.



Mosquito control is a strong, everyday necessity. By combining "plant-based power" with floral aesthetics, this approach integrates efficacy with home ambiance, demonstrating strong consumer insight and potential for experiential innovation.

LI CHUN LEI, FOUNDER OF  
CHUN LEI AGENCY

MINTEL

Household Care Products  
2026 MOST INNOVATIVE



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# **WHAT'S NEXT FOR CPG INNOVATION**

# Choose Better. Test Faster. Kill Early. Scale with Confidence.

Innovation has always been the lifeblood of consumer brands. Yet when you look closely at what is happening in the market today, a more nuanced picture emerges.

Globally, only around 35% of consumer packaged goods launches are genuinely new products. The majority are renovations, including reformulations, packaging updates, line extensions and relaunches. In food and drink, the proportion of truly new launches is even lower, sitting at just over a quarter. At first glance, this might suggest that innovation is slowing. The reality is more complex.

What we are seeing is not a decline in innovation, but a shift in how it happens and how success is defined. Innovation cycles are accelerating. AI, analytics and retailer-led insight are dramatically reducing the time it takes to identify opportunities and bring products to market. In some categories and

markets, this is leading to an increase in launch volume, particularly among private label players and smaller, more agile brands.

But speed alone is not a strategy.

As innovation becomes faster and easier to execute, the risk of backing the wrong idea rises just as quickly, especially for brands with complex supply chains, regulatory constraints and capital-intensive manufacturing. In this environment, competitive advantage is defined less by how many ideas a brand launches and more by the quality of the decisions it makes along the way.

More experimentation. Better choices.  
Faster decisions.



**What we  
are seeing is not  
a decline in  
innovation, but a  
shift in how it  
happens and how  
success is defined.**

# Where Innovation Is Accelerating

Innovation has not disappeared. It has concentrated in different places.

Packaging is one of the clearest examples. Around one fifth of new product introductions now cite packaging as the primary driver of innovation. Brands are using it to improve functionality, reduce waste, communicate sustainability credentials and stand out in crowded categories. In many cases, the pack itself has become central to the product experience.

At the same time, innovation is increasingly being driven by data and AI. Retailers and private label players are using these tools to identify emerging trends and move quickly, often faster than established brands. What once took 18 months can now happen in a matter of months.

As a result, several ideas that once felt distinctive have quietly become the baseline. Sustainability is now an expectation rather than

a differentiator. Functional packaging, refill formats and convenience-led renovation are increasingly standard. Even renovation itself has become the dominant innovation strategy across many categories.

Taken together, these shifts point to a more focused and pragmatic era of innovation. One that is tightly connected to real consumer needs, but also less forgiving of missteps.



**Renovation itself has become the dominant innovation strategy across many categories.**

# Volume Versus Impact

The next phase of innovation will not be defined by whether brands launch more or fewer products. Innovation volume may well increase as tools lower barriers and shorten cycles.

What will matter is impact.

The brands that grow will not be defined by how many ideas they launch, but by how effectively they decide which ideas to back, which to kill and which to scale. For smaller, asset-light brands, rapid iteration carries relatively low risk. For larger organisations, each launch brings greater operational, financial and reputational exposure. In that context, decision quality becomes a critical competitive advantage.

Speed and selectivity are not opposites. The most effective innovators are those that can move quickly once conviction is high, testing and learning rapidly within clearly defined opportunity spaces rather than scattering effort across every emerging signal.



**The brands that grow will not be defined by how many ideas they launch, but by how effectively they decide which ideas to back, which to kill and which to scale.**

# Looking Ahead

Across food, beauty and household care, several themes are shaping the next wave of innovation.

One is the convergence of health, wellness and everyday consumption. Consumers increasingly expect products to support broader wellbeing, from nutrition and functional benefits to emotional balance and mental health. Advances in biomarker testing, personalised nutrition and connected health ecosystems will increasingly influence how products are formulated and positioned.

Another is the growing importance of sensory and emotional experience. Consumers are placing more value on how products make them feel, not just what they do. This is driving

innovation in areas such as multi-sensory product design, functional fragrance, texture and immersive brand experiences that create emotional connection and loyalty.

At the same time, as AI-driven personalisation becomes more widespread, consumers are beginning to push back against uniformity and algorithmic sameness. Brands that stand out will be those that balance technological efficiency with authenticity, craftsmanship and credible storytelling. In an increasingly automated world, the human touch becomes a powerful differentiator.

For more details check out Mintel's 2026 Global Predictions at the QR code above.



**Consumers are placing more value on how products make them feel, not just what they do**

Scan this QR code to know more about Mintel's 2026 Global Predictions.



# Turning Insight Into Growth

For brands, the implication is clear. Growth will not come from launching more products alone. It will come from making sharper choices.

Many organisations are already reshaping their portfolios, exiting slower-moving categories, concentrating investment behind higher-potential opportunities and reallocating capital toward areas with stronger long-term demand. At the same time, advances in analytics and AI are making it easier to identify opportunity spaces earlier and move with greater confidence.

As these tools become more widely available, the differentiator is no longer access to data, but the quality, depth and context of that

data. Predictive systems are only as powerful as the signals they are trained on. Long-view datasets, category memory and institutional knowledge become essential in distinguishing lasting shifts from short-lived noise.

**In a market where innovation is faster, noisier and more competitive than ever, the brands that win will not be those chasing every trend. They will be the ones that choose better, test faster, kill early and scale with confidence.**

# QUESTIONS BRANDS SHOULD BE ASKING

If the next decade is going to be defined by fewer, better bets, the most successful organizations will be those asking sharper questions today.

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## Where is the next real source of demand in our category?

Growth increasingly comes from emerging need states, new benefit spaces and evolving lifestyles rather than traditional category boundaries. Brands need to understand where consumer behavior is genuinely shifting and focus their innovation efforts on those spaces.

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## Which parts of our portfolio truly deserve investment?

Many CPG portfolios were built for a different era. Companies need to be honest about which brands, formats and segments are aligned with future demand, and which are simply absorbing resources. Growth will come from concentrating on investment behind the areas with the greatest long-term potential.

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## Are we solving real consumer problems or simply renovating products?

Renovation has become the dominant innovation strategy across many categories. While it has its place, brands also need to ensure they are addressing unmet needs and creating meaningful new benefits that resonate with consumers.

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## How quickly can we move from insight to market?

Speed is becoming a competitive advantage. The ability to test ideas quickly, learn from real world feedback and scale successful concepts will increasingly separate leaders from followers.

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## Do we have the insight to make fewer, better bets?

As innovation becomes more targeted, the quality of insight becomes more important. Brands need the tools and intelligence to identify opportunity spaces early, understand emerging trends, and make confident investment decisions.

# YOUR NEXT CATEGORY SUCCESS STARTS HERE

The Mintel Most Innovative Awards celebrate the products redefining their categories. But breakthrough innovation doesn't happen by accident.

Category Horizon helps CPG leaders identify where the next growth opportunities will emerge. Using Mintel's consumer insight, innovation intelligence and predictive analytics, we map the demand spaces and opportunities shaping the next generation of category winners.

Delivered as a structured consulting program with clear scope and investment, Category Horizon shows where to innovate next.

**Will your brand be among the finalists in 2027?**

**EXPLORE CATEGORY HORIZONS**

**MINTEL** CONSULTING

The logo graphic for Mintel, featuring a stylized 'M' shape in yellow and orange with a technical drawing of a globe and lines.

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As a market intelligence agency, our understanding of consumers, innovation and global markets gives our clients the clarity to act and the confidence to lead.

With over 50 years of expertise and millions of data points, we fuse the real-world understanding of Mintel's experts with cutting-edge technology to uncover patterns and predict the future.

**Next starts here.**



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