

EVERGREEN

AWARDS



INTRODUCING THE 2021 EVERGREEN AWARDS

BEST RATED AND REVIEWED
NEW PRODUCTS



Background

For the past four years, 4Sight has published The Evergreen Awards to celebrate the best rated and reviewed new product launches of the previous year. We believe ratings and reviews offer a unique view into how a product will perform, not simply in the first year of launch, but also in years to follow. Ratings and reviews are a proxy for brand performance and because they're often unsolicited and in consumers' own words, they are unbiased and honest—giving brands special insight into the delighters and detractors of their products.

Why Evergreen?

Ratings and reviews are Evergreen, constant and continuously renewing. Not only do they live on the eComm sites where consumers leave them for years and years—telegraphing to others what to purchase—they are also indicators of success, ultimately making sure your *product* stays Evergreen, as well! In fact, when we looked at the past award winners, we found that over 80% of them had the same or higher star ratings in the years that followed. Brands can use this raw, unfiltered consumer feedback to gain deep insight into their consumer and their category. Reviews allow brands to track new launches, monitor competition, assess product landscapes, see how a package or formula change has affected the consumer experience and even feed into developing consumer personas.



SCOPE

Selection Criteria

Our winners are based on two metrics: high star rating and high review volume. A new product may have a star rating of 5.0/5 but only 10 reviews. And sometimes the opposite is true: a product receives hundreds of reviews, but has a lower rating. In order to be considered, any winner had to have over a 4.4/5 star rating and over 75 reviews.

We searched for new products by scouring new product lists, trade publications and product promos. We analyzed 250 new product launches across ten categories, with an average of just under 150 reviews for each product. While not exhaustive, the list captures a broad spectrum of new product launches across these categories for the year. All told, the new entrants for 2021 had over 35,000 total reviews. The average star rating across all new launches was 4.42/5.

Categories

For 2021, we included 10 CPG categories: Baby Care, Cosmetics, Food & Beverage, Haircare, Household Cleaner, Over-the-Counter, Personal Care, Pet Care Hardline, Pet Care Consumables and Skincare.



Time Period

Launches that occurred in the last quarter of 2020 or the calendar year of 2021 were included in the selection process.

Customer Rating

★★★★☆ 4.4

25,027 global ratings

5 star



THE IMPORTANT METRICS FOR OUR ANALYSIS:

In addition to star ratings and reviews, we also did a topline analysis of review drivers. Drivers organically float to the top of the list when they have a high prevalence (percentage of mentions within the review set) coupled with a high star rating—two metrics you’ll see mentioned quite a bit throughout this report. By taking both of these into account, our data scientists have developed a unique methodology that calculates positive or negative drivers, as well as the weighted impact on star rating (WISR). This last metric is especially interesting, as it gives the specific impact that a single driver can have on star rating.



An example of how this all fits together: if a flavored coffee product has a huge prevalence of the word *hazelnut*, that alone may not tell us much. Do consumers like the hazelnut flavor of the coffee? Do they hate it? That’s where the star rating comes in, allowing 4Sight’s analysts to understand the sentiment around the word hazelnut. If the combined star rating of the reviews with the word *hazelnut* is poor (let’s say a 3.2), then *hazelnut* is a negative driver, which means consumers tend to dislike it. But if that star rating is more favorable, then *hazelnut* is a positive driver. If the coffee’s aggregate star rating is 4.4 and reviews with the driver *hazelnut* average out to a 4.6, then the impact on star rating (the WISR) is +0.2 pts. This tells us how much more the hazelnut flavor is delighting consumers.

Our analysis goes even deeper, of course, analyzing word correlations and reading through hundreds of consumer verbatims to provide context and understanding to our quantitative analyses. Then we dive into emotional sentiment, longitudinal performance and a series of other metrics.

Typically, in a 4Sight analysis, we’re pulling all reviews for a brand, product or form, as well as competitive SKUs to provide broad and robust insights, across tens of the thousands of consumer reviews. For this report, we took one SKU for each winner and ran our drivers analysis to give just a glimpse of our capabilities and to understand what is propelling our winners to the top of the category.

BABY CARE

Growsly Baby Nasal Aspirator



**WINNER:
GROWNSLY
BABY NASAL
ASPIRATOR**

Baby Care is often one of our most-reviewed categories. Parents are often looking for safe, convenient products that are good for baby and parent. For the past 3 years, the baby care winners have been diapering products (diapers & wipes). This year's winner was a bit of a departure. For 2021, we looked at 18 new baby care launches, from diapers to baby food to new shampoo.

BABY CARE

Growsly Baby Nasal Aspirator



Our Winner was the Growsley Baby Nasal Aspirator, a device designed to help clear babies' airways with mechanical suction, while also playing soothing music as a distraction. Given its 4.5/5 star rating and 3Xs more reviews than the category average for new launches, it's clear parents and caregivers are quite happy with the job it's doing.

The new launches for the category as a whole had a 4.2/5 star rating and 102 average reviews (compared to Growsly's 300+ reviews). Other notable new launches: BabyGanics Kids 3-in-1 Shampoo, Conditioner, Body Wash and Fisher-Price Diapers.

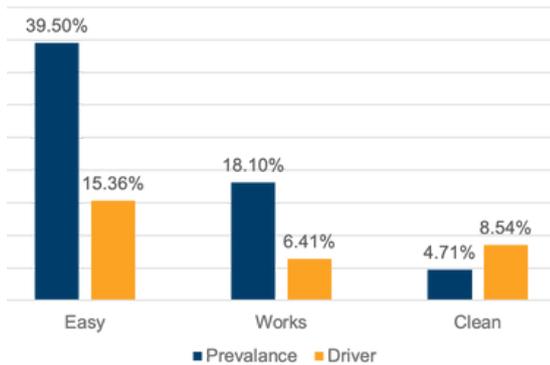


NOTABLE RUNNERS-UP



ANALYSIS Growsly Baby Nasal Aspirator

Driver Impact and Prevalance



Driver Star Rating

Key Positive Drivers	Star Rating	WISR
Easy	4.84/5	+0.34 pts
Works	4.81/5	+4.71 pts
Clean	4.71/5	+0.21 pts

Word Correlations

EASY	WORKS	CLEAN
CLEAN	USING	CASE
ASSEMBLE	CONGESTION	ABSOLUTELY
DEVICE	NOSE	SUCTION

★★★★★ Verified Purchaser

6/9/2021

Awesome product and easy to use

This baby nasal aspirator is easy to use and great for my all baby the music option is awesome baby like the music and no trouble to use this, also lightning change function, my overall experience is great.

MuhammadAnis

BRAND GROWTH INSIGHTS

A few of the top positive drivers for the Nasal Aspirator include *Easy*, *Clean* and *Works*. A driver such as *Works* speaks clearly to the efficacy of the aspirator, typical in well-performing products. A couple drivers stood out beyond product features for the Growsly Baby Nasal Aspirator: *Easy*, which highlights the ease for parents clearing their newborn's congestion with the aspirator. Another, *Clean*, also correlates with the ease of use, with parents commenting on the ease of cleaning the product. A look at the consumer verbatims provided confirms these drivers. One other notable point for the brand to consider: Consumers compare this both to other Nasal Aspirators and Manual nose suckers and these competitors come up short against Growsly's Nasal Aspirator.

★★★★★ Verified Purchaser

5/31/2021

Get it instead of nose frida

Love this! Baby gets use to it and now she is ok with it. I had been using nose frida but the filter doesn't protect and I got an upper respiratory infection from baby. This gives the same suck, with a clear drainage area to give you the same satisfaction that you are getting the booger's out. Bulbs are crap and can't see what is going in. This is Easy to clean and quiet too. Highly recommend.. wish I would have bought sooner

Reham

★★★★★

The best Aspirator we have used

Vikas Nair on Dec 19, 2021

We have struggled with our daughters blocked nose for over a couple of months now. It is an on and off thing and using manual aspirators to unclog it was a challenging and sometimes painful process for my girls. This gadget changed all that for good. If you are looking for an aspirator which is great build quality, easy to use and wash. Make your kids comfortable them look no further. This is the best you could get in the market now. Thanks.

[Report as Inappropriate](#)

COSMETICS

Benefit POWmade Brow Pomade

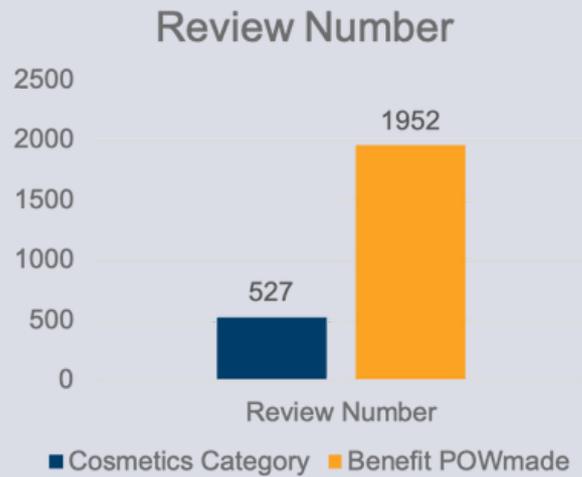


**WINNER:
BENEFIT
POWMADE
BROW
POMADE**

Over the last two years, the pandemic has taken its toll on the cosmetics industry, with sales dropping nearly 30% in 2020 alone. It's possible this is due to protective mask wearing, more consumers staying home or other factors; however, even with COVID, cosmetics is still one of our most heavily and passionately reviewed categories. In the past, winners have been lip products and eye shadow palettes, both FDM and specialty. However, since many of us are still masking up our lower faces, it is no surprise that brows are having a moment. This brings us to our cosmetics' winner (by a large margin): Benefit Cosmetics POWmade Brow Pomade.

COSMETICS

Benefit Cosmetics POWmade Brow Pomade



Benefit Cosmetics POWmade Brow Pomade is a gel designed "to fill, sculpt and define brows with natural-looking depth and dimension". Upon reviewing 28 newly-launched cosmetics products, the star rating for the category was 4.36/5, while our winner had 4.7/5 stars. Benefit's POWmade also had a whopping 1900 reviews, compared to a still-notable average of 527 for the category.

Our category runners up were also eye products: Elf Lash-it-Loud Mascara, L'Oréal Voluminous Noir Balm Volumizing Mascara and Cover Girl Lash Blast Clean Mascara.

★★★★★ 5 **Great! Recommend!**

The product doesn't smear, I also love the pot design where you can easily take off excess product from your brush before application. I also love the brush, it's so easy to use. Highly recommend!

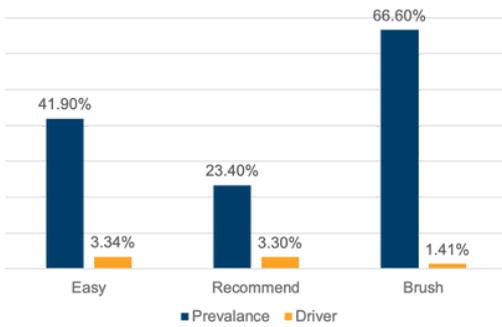


NOTABLE RUNNERS-UP



ANALYSIS Benefit Cosmetics POWmade Brow Pomade

Driver Impact and Prevalance



Driver Star Rating

Key Positive Drivers	Star Rating	WISR
Easy	4.79/5	+0.08 pts
Recommend	4.85/5	+0.14 pts
Brush	4.73/5	+0.02 pts

Word Correlations

EASY	RECOMMEND	BRUSH
APPLY	HIGHLY	SPOOLIE
BLEND	DEFINITELY	ANGELED
BRUSH	PRODUCT	WIPER

BRAND GROWTH INSIGHTS

Easy has the highest driver at 3.43%, with *Recommend* slightly lower with 3.30%. The highest WISR on POWmade comes from *Recommend* (+.14 points). This is a great sign, showing that consumers aren't just happy with their experience but some have become champions who share this through word of mouth. Another notable driver is *Brush*, referencing the tool used to apply the pomade. It has a massive prevalence of > 66%. Word correlations like "angled" and "wiper" in conjunction with the qualitatives, show that consumers like the design of the tub and the ability to wipe the brush on the angled ridge of the edge. Another theme that arises from the verbatims is about the "right amount of product" and how "a little goes a long way" because of "how innovative the side is so you can get rid of excess product and use it later." All of these point to the value consumers find in the product!

★★★★★ 9 Oct 2021

Amazing Brow Pomade

3.5 - neutral medium brown

I am in love with this Brow pomade. I don't have fuller brows but this products was so easy to fill in my brows with smooth application brow brush. The formula is easy to blend and lasts all day. I would definitely recommend it .

★★★★★ 5 **Amazing**

This was a game changer for me. I was always using brow pencils that didn't last all day and didn't look natural. This one stays on all day and it's so easy to put on. Fills the gaps between my brow hairs perfectly. A little goes a long way. I love that there's a little silicone pad inside to wipe off the excess product. Benefit Cosmetics Brow Pomade

★★★★★ 5 **Lasting**

To start, I love that there is an angled "lip" inside the jar. This is so useful when trying to get the right amount of product to apply. The fact that Benefit thought far enough ahead as to avoid waste of product is brilliant to me, not to mention proving to the consumer that their product is worth not wasting. The pomade is buildable so you should want to start lighter and ease your way into the look you want. I have worn this many times now and it lasts all day through. Overall this product is fantastic no matter what look you want to achieve!!



WINNER: KIT KAT KEYLIME PIE

Ecommerce in the Food and Beverage category continues to grow. In the past, we've seen health trends dominate the category. New entrants into the food and beverage category continued a trend we mentioned last year: lots of convenient snack foods (specifically, candy) and new alcoholic seltzers. Notable about this year's new launches, is that many of the introductions were seasonal or new takes on old favorites. For 2021, we looked at 23 new launches.

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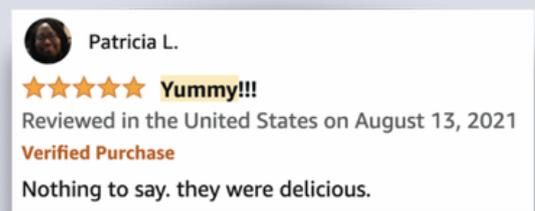
FOOD & BEVERAGE

Kit Kat Keylime Pie



This is the second time a new Kit Kat launch has won our Evergreen Awards, marking the first time we've seen the same brand win twice. In 2019, the Kit Kat Duos Mint and Dark Chocolate won. This year, it's the Key Lime Pie Limited Edition flavor. Its star rating was 4.45/5 compared to the category's average 4.1/5. What really made this new flavor stand out was its higher review number—at 172 it was over 5Xs higher than the average for the category.

Notable new launches outside of our winner: Reese's Peanut Butter Cups in the shape of footballs, "How the Grinch Stole Christmas" Hershey's Kisses, and Bud Light Ugly Sweater Seltzer.

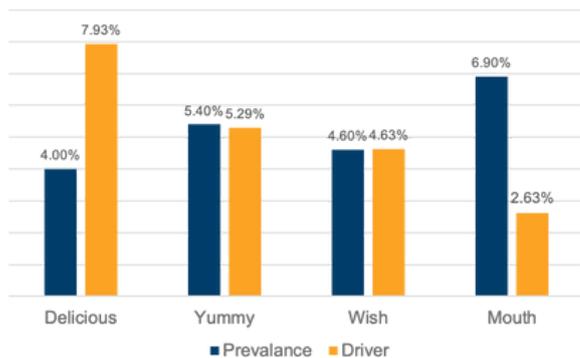


NOTABLE RUNNERS-UP



ANALYSIS Kit Kat Keylime Pie

Driver Impact and Prevalance



Driver Star Rating

Key Positive Drivers	Star Rating	WISR
Delicious	5.0/5	+0.55 pts
Yummy	5.0/5	+0.55 pts
Wish	4.71/5	+0.26 pts
Mouth	5.0/5	+0.55 pts

Word Correlations

DELICIOUS	YUMMY	WISH	MOUTH
LIKES	FOOD	EDITION	MELT
PICK	ENJOYED	AVAILABLE	LINGERING
WANTED	PICK	WANTED	TASTY

BRAND GROWTH INSIGHTS

Top drivers focus on taste (perhaps not a surprise as we're talking about candy). *Delicious* and *Yummy* are the highest drivers, at 7.93% and 5.29%, respectively. From this, we can deduce that the overall taste of Kit Kat Key Lime Pie is primary in their consumer experience. Even a positive driver like *Mouth* in correlation with words like "tasty" and "lingering," backs this up. Another notable driver is *Wish*. Taken on its own, this driver may cause us to tilt our head in confusion but when we look at the word correlations and the consumer qualitatives, a clearer picture arises. The Kit Kat Key Lime Pie flavor is a Limited Edition but it has clearly left Kit Kat lovers wanting more. Many consumers "wish" the product was permanent and available all year.

★★★★★ **Verified Purchaser** 3/29/2021
 These are really good
 I got to try these early. The are absolutely delicious.
 David

★★★★★ **Verified Purchaser** 5/6/2021
 Love Key Lime
 I hope they keep these and do not discontinue. Best KIT KAT flavor I have ever had
 michelene

★★★★★ Most Yummish!!

Reviewed in the United States on July 7, 2021

Verified Purchase

Kit Kat Key Lime is a triumph of taste!!!

Melt in your **mouth** Key Lime authenticity. Lingering flavor made even more lingering if these tasty morsels are put in the unwrapping. Please beatify whoever formulated this.

One person found this helpful

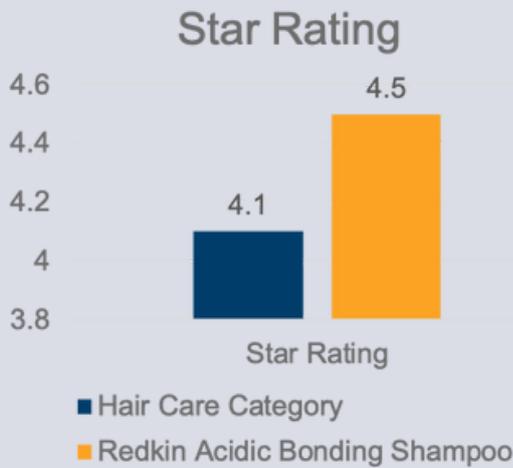


**WINNER:
REDKIN
ACIDIC
BONDING
SHAMPOO**

The Haircare Category covers more than Shampoo and Conditioner. Styling products and styling tools also feature heavily. For 2021, we looked at 18 new product launches in haircare. Many of the new launches were vegan or sustainable products (either waterless or with sustainable packaging) or both. Our winner was a new offering from an old favorite: Redkin, with their Acidic Bonding Concentrate Shampoo.

HAIR CARE

Redkin Acidic Bonding Shampoo



Redkin's Acidic Bonding Concentrate Shampoo is intended to "provide strength repair, intense conditioning and color fade protection". Redkin's Shampoo has a 4.5/5 star rating compared to the category star rating of 4.1/5. It also had 172 reviews for the year, compared to the average of the category: 32. It doesn't fit into the trend of vegan or notably sustainable, but its efficacy has no doubt attracted consumers.

Notable Runners Up for Hair Care include Aveda Blond Revival Vegan Haircream and Waterless Shampoo and Conditioner by Everist.

★★★★★ 5 Shampoo

Absolutely amazing for reconstructing dry lifeless hair, definitely brought my dry hair back to life and made it have so much body and also made my hair feel super clean. Highly recommend to anyone with dry hair, looking for an extremely good shampoo.



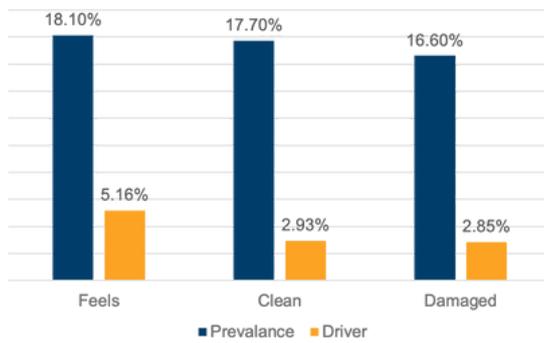
NOTABLE RUNNERS-UP



ANALYSIS

Redkin Acidic Bonding Concentrate Shampoo

Driver Impact and Prevalance



Driver Star Rating

Key Positive Drivers	Star Rating	WISR
Feels	4.74/5	+0.24 pts
Clean	4.62/5	+0.12 pts
Damaged	4.62/5	+0.12 pts

Word Correlations

FEELS	CLEAN	DAMAGED
LOOKS	SQUEAKY	BLEACHING
AMAZING	FEELING	BLOW DRY
HEALTHIER	SCALP	HEAT

BRAND GROWTH INSIGHTS

Clean is one of the top drivers for Redkin's new shampoo, pointing to the efficacy of the product. Two interesting and related drivers are *Feels* at 18% prevalence (5.16% driver) and *Damaged* at 16.6% prevalence (2.85% driver). The word correlations for *Feels* include "soft" and "healthier". Coupled with *Damage* being a strong positive driver and the consumer verbatims following, this all leads to a compelling story for the brand. Consumers consistently point out how great this shampoo is for damaged hair (from bleach, heat styling, etc.) and do so with a lot of emotion, suggesting brand loyalty.

★★★★★ 5 Game Changer

This is probably the best shampoo and conditioner I think I've ever used. I have long, fine, and straight hair and this doesn't weigh it down. My hair feels soft, manageable, and healthy after every use. I'm always switching shampoo and conditioner and this is the first one I've used that I know I will for sure repurchase when I run out. The leave in conditioner is also great!

★★★★★ 5 SAVED MY HAIR

Put my hair through the ringer by going blonde at home and this and the matching conditioner and have completely saved my hair. My hair is back to feeling healthy again just after a few uses. Truly shocked and impressed. If you have damaged hair this is a game changer!

★★★★★ 5 BEST!!

I normally don't write reviews but HAD to about this product! I have naturally dark hair and wanted to go blonde, BIG MISTAKE!!! My hair was damaged I couldn't even touch it! With one use of this product my feels amazing and it's so soft!! Almost no breakage!! Wish I would've tried it sooner!!

HOUSEHOLD

Febreze Antimicrobial Sanitizing and Odor-Eliminating Fabric Spray



WINNER:
FEBREZE
ANTIMICROBIAL
SANITIZING
AND ODOR-
ELIMINATING
FABRIC SPRAY

The Household Cleaners Category saw many new products this year. It's a category that centers on efficacy but it's also an experiential category.

Many of the new products were new scents. The other trend we saw were products that focused on fighting bacteria. We looked at 22 total products for our report.

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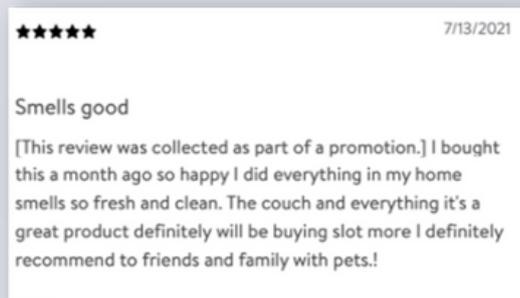
HOUSEHOLD

Febreze Antimicrobial Sanitizing and Odor-Eliminating Fabric Spray



Our winner for the category was Febreze Antimicrobial Sanitizing and Odor-Eliminating Fabric Spray. The product claims to kill “99.9% of bacteria and prevents mold in all your favorite fabrics.” The category as a whole had a high star rating of 4.6/5, with our winner coming in at 4.7/5 stars. The category average number of reviews was 70, while Febreze’s new spray had just over 100.

Other notable entrants on the market included Sparkle Tear-A-Square Paper Towels, JAWS Multi-Purpose Cleaner with Fabulous Lavender, Dove Nourishing Foaming Hand Wash Lavender and Yogurt and Wright's Copper and Brass Polish and Cleaner Cream.



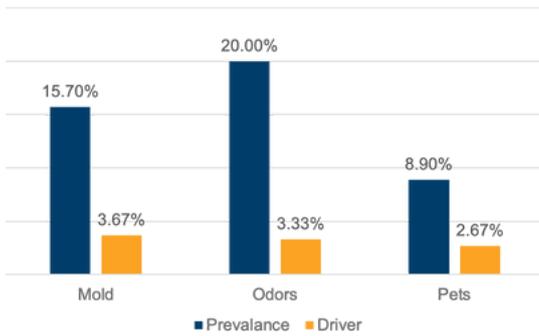
NOTABLE RUNNERS-UP



ANALYSIS

Febreze Antimicrobial Sanitizing and Odor-Eliminating Fabric Spray

Driver Impact and Prevalance



Driver Star Rating

Key Positive Drivers	Star Rating	WISR
Mold	5.0/5	+0.3 pts
Odors	4.75/5	+0.05 pts
Pets	5.0/5	+0.3 pts

Word Correlations

MOLD	ODORS	PETS
PREVENTS	ELIMINATES	IMPROVES
GROWTH	MOLD	EVERYDAY
BACTERIA	PREVENT	FRAGRANCES

BRAND GROWTH INSIGHTS

Top drivers for Febreze tend to center around product efficacy—always a good sign for a new product, particularly so in a category that prizes efficacious products. Words like *Mold* and *Odors* floated to the top of our analysis, with consumers echoing brand claims that the product works to “prevent” mold and “eliminate” odors. *Pets* is another significant driver, as consumers rave about Febreze improving pet odors.

★★★★★

7/4/2021

So helpful with pets and kids!

[This review was collected as part of a promotion.] I have never met a Febreze product I haven't liked and this germ killing fabric spray is no different. It leaves your couches and chairs smelling fresh and clean. If your like me and have pets or kids you need this.

★★★★★

7/6/2021

Smells refreshing

[This review was collected as part of a promotion.] Smells refreshing and I love that it kills germs on fabrics. Easy to use just turn the nozzle to spray or spritz. The spray has a nice, clean and refreshing scent. This febreze is my new go to fabric spray.

Tina B...

★★★★★

6/28/2021

Deodorizes and refreshes

[This review was collected as part of a promotion.] This is the perfect product to keep handy if you have pets and let them get on the couch or on the bed. It efficiently eliminates odors and leaves behind a refreshing clean scent. The scent is not overpowering at all. I also like to spray on rugs.

Nani



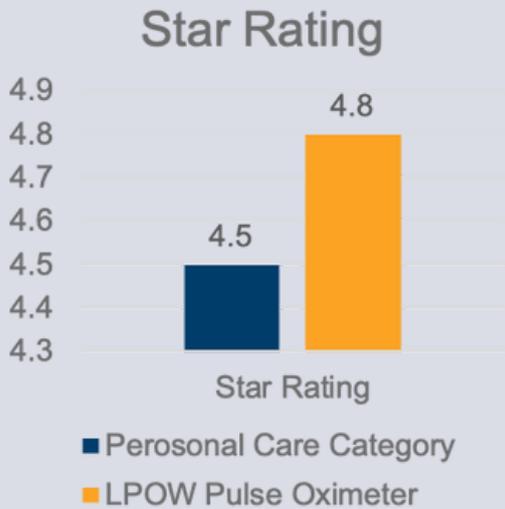
WINNER: LPOW PULSE OXIMETER

Personal Care is our broadest category, including everything from oral care to hand lotions, body washes to deodorants. It also encompasses both packaged goods to devices. It's not a surprise that since it's so crowded, the category is also one of our biggest. We looked at 33 new launches for the year 2021. Our winner stood out for its high star rating and its high volume of reviews. Given the pandemic, it makes sense that our winner measures both oxygen levels and heart rate from the comfort of home.

EVERGREEN AWARDS

PERSONAL CARE

LPOW Pulse Oximeter



The LPOW Pulse Oximeter is a device that attaches to the fingertip to measure blood oxygen levels and heart rate. It has a star rating of 4.8/5 with 1,309 reviews over the course of the year. For context, the category had an average star rating of 4.5/5 with an average of 161 reviews.

Other notable new launches were Olay Revitalizing & Hydrating Body Lotion, Hey Humans Natural Deodorant Rosewater Ginger and Oral-B Glide Pro-Health Dental Floss.

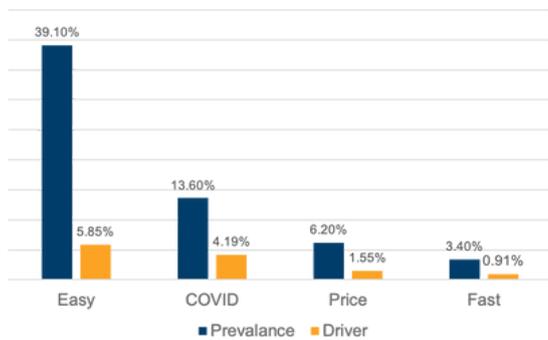


NOTABLE RUNNERS-UP



ANALYSIS LPOW Pulse Oximeter

Driver Impact and Prevalance



Driver Star Rating

Key Positive Drivers	Star Rating	WISR
Easy	4.8/5	+0.15 pts
COVID	4.96/5	+0.31 pts
Price	4.9/5	+0.25 pts
Fast	5.0/5	+0.20 pts

Word Correlations

EASY	COVID	PRICE	FAST
SATISFIED	OXYGEN	HAPPY	PLEASED
EXTREMELY	LIFE	ABSLUTELY	APPEARS
UNDERSTAND	LEVELS	LOOKING	EXTREMELY

BRAND GROWTH INSIGHTS

Not surprising, one of the top drivers from this pulse oximeter is *COVID*, suggesting the primary driver for purchasing LPOW was COVID-19 and the ability to check blood oxygen levels. Many of the other positive drivers for LPOW Pulse Oximeter confirm to consumers that they made the right choice: Drivers like *Easy* and *Fast* point to product use features that consumers appreciated, while *Price*—with the second highest impact on star rating at +0.25—suggests that consumers saw value in the product.

★★★★★ **Verified Purchaser** 1/10/21

A must for your at-home health assessments

Good price, easy to use - put in the batteries and you're ready to go.

★★★★★ **Verified Purchaser** 11/6/2021

Very good buy for the price

Oximeter was easy to use. The display also shows the battery status. Simply removing your finger turn the unit off.

Len

★★★★★ **Verified Purchaser** 12/19/2021

Very happy

It's small, light, and easy to use the first time. Doesn't pinch like some oximeters.

Jennifer



WINNERS:
ROAM PREMIUM
DOG COLLAR &
TYSON TRUE
MEALS

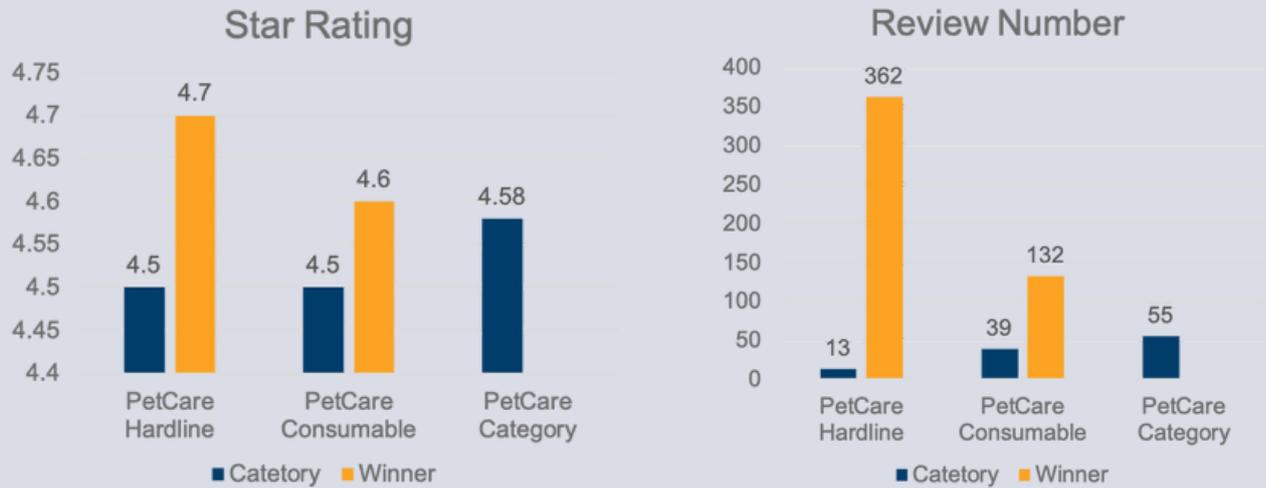
Petcare is another broad category, so we have two winners: one for hardline and one for consumables. In 2020 and 2021, many new pet parents adopted dogs and cats, which was clear with the growth of the category. We looked at over 50 new products for 2021. Pet owners value quality and products that contribute to the health of their animals.

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EVERGREEN AWARDS

PET CARE

ROAM Premium Collar and Tyson True Meals



The Pet Care category as a whole had a 4.5/5 star rating with 55 average reviews per product. The Pet Care Hardline winner, ROAM Premium Dog Collar, had a very high star rating at 4.7/5 and a huge number of reviews at 362. The Pet Care Consumable segment had an average Star rating of 4.5/5, with 39 reviews on average per product. Our winner, Tyson True Meals, rose above that number with 132 reviews with a 4.6/5 star rating.

Notable runners up include Tiki Cat Baby Thrive, Acana Rescue Care and the Vibrant Life Cuddler.

★★★★★ Doggos Mama - 3 months ago
Empty Bowls with True Meals
 So far good. I have to picky Standard Poodles. I wanted a dog food that they would immediately eat to avoid trying to figure out if they each got enough because they were just grazing through the day. It has been a full week and each bowl has been eaten in its entirety immediately. It appears fresh and almost smells like human food.
 Yes, I recommend this product.

★★★★★ **Love the quality.**
 Reviewed in the United States on June 5, 2021
Verified Purchase
 Love the **quality** and sturdiness of this. I got this for my puppy when he was 13 weeks old. He's now 16 weeks. Eventually, we will have to get another one because he will be a BIG boy. I love the latch of the collar and thickness. He scratched at it a bit when we first started using it as he was not used to wearing collars, no damage to it and he is now used to it. I don't use it for leash training (we use a harness), so I'm not sure how it will hold up to that, but I bet it would be fantastic.

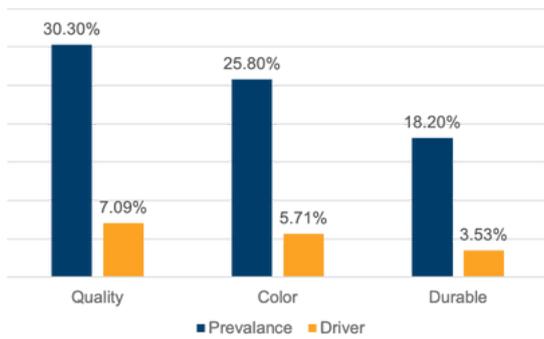


NOTABLE RUNNERS-UP



ANALYSIS Pet Care Hardline ROAM Premium Dog Collar

Driver Impact and Prevalance



Driver Star Rating

Key Positive Drivers	Star Rating	WISR
Quality	4.88/5	+0.18 pts
Color	4.87/5	+0.17 pts
Durable	4.84/5	+0.14 pts

Word Correlations

QUALITY	COLOR	DURABLE
HIGH	LOVE	IMPROVES
PRICE	OPTIONS	EVERYDAY
MATERIALS	MONEY	FRAGRANCES

BRAND GROWTH INSIGHTS

Looking at 3 of the top positive drivers for ROAM Premium Dog Collar, a theme of reliability emerges. Both *Quality* and *Durable* float to the top, with *Quality* having the highest prevalence (30.3%) and impact on star rating (+0.18 points).

Seeing top positive drivers that relate to quality is a good sign for the brand. Drivers within this theme also speak to the value consumers see in the product—even the driver *Color* (5.71%) correlates with "money" (in addition to loving the color options available). A look at the consumer quals highlights how “worth the money,” consumers feel the collar is, along with how “high quality” and “durable” the collar is.

Brandy

★★★★★ **Sturdy durable collar**

Reviewed in the United States on April 28, 2021

Color: Michigan Autumn | Size: Size 4 | **Verified Purchase**

I was looking for a heavy duty collar for my Charlie. This Roam collar is perfect. It is very durable and sturdy. The quick release option is great. Definitely worth the money. I will be buying another color and the next size up 😊.

One person found this helpful

★★★★★ **One of the best collars I've seen!**

Reviewed in the United States on December 21, 2021

Color: Oregon Haze | Size: Size 5 | **Verified Purchase**

I originally purchased a size 4 for my 50 lb Pitt bill (American Staffordshire Terrier) without measuring him but it was a bit too small so I ended up buying a size 5. I was planning on returning it but it's such a fantastic collar I decided to donate it to the shelter we got him from instead. The clasp is so brilliant and durable and the colors are great, I just wish there were more options for the thickness of the collar. We get so many compliments on his collar and I always tell everyone to buy this one.

★★★★★ **These dog collars are amazing!**

Reviewed in the United States on May 29, 2021

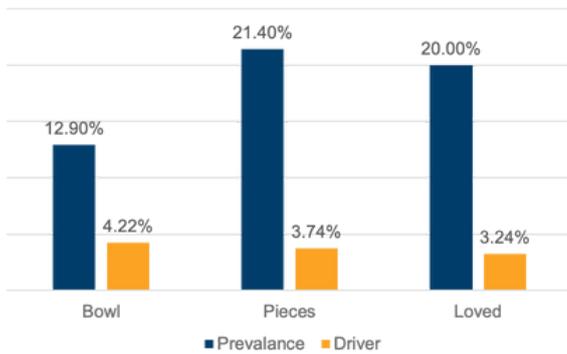
Color: Arizona Heartbeat | Size: Size 4 | **Verified Purchase**

I had just told myself the day before that it sucks I can't find any cute dog collar colors on Amazon...but lo-and-behold these popped up when I searched tactical collars. All of the colors are so pretty but I went with the burnt rose color and absolutely adore it on my dogs Clover and Honey. I'm so happy it comes in a wider 1.5" version as well since my Pitbull mix Clover has a lot of stretchy skin on her neck and chokes easily on 1" or smaller collars. The little extra ring just for dog tags is nice. Also the black detailing it a beautiful, sleek touch and was a major reason for this purchase! Definitely want to get more colors in the future.

ANALYSIS

Pet Care Consumable
Tyson True Meals

Driver Impact and Prevalance



Driver Star Rating

Key Positive Drivers	Star Rating	WISR
Bowls	5.0/5	+0.33 pts
Loved	5.0/5	+0.17 pts
Pieces	4.83/5	+0.16 pts

Word Correlations

BOWL	LOVED	PIECES
LOYALTY	GOBBLED	CRUNCHY
VALUED	MIXTURE	FLAVORS
TRULY	FLAVOR	CHEWY

BRAND GROWTH INSIGHTS

One of Tyson True Meal's positive drivers is *Loved*. This isn't a rarity for products that perform this well, but it is notable for the fact that 20% of consumers used the word *Love* in their reviews. Another notable driver, *Pieces*, is compelling when looked at in context with the word correlations of "crunchy" and "chewy." Consumers (and more importantly, their pets) appreciate the textures in the food. For Tyson's new launch, one of the highest drivers is *Bowl*, with 12.9% prevalence and a + 0.33 increase on star rating. Looking at the consumer verbatims gives us a peak into this driver, with one consumer mentioning there are "Empty bowls with True Meals." All of this, again, points to how satisfied consumers (and their pets!) are with the food.

★★★★★ Bert5620 · 5 months ago

Looks great

[This review was collected as part of a promotion.] I received my True Meals Multi Protein dog food the other day, I love that the bag has a ziploc sealer on top, it makes it easy to store. The food has different sizes and shapes. Some are crunchy and some are chewy. The different textures make it more interesting. You can see real vegetable pieces throughout it. My dogs enjoyed two full bowls for dinner.

★★★★★ Gareviewer · 5 months ago

Great food

[This review was collected as part of a promotion.] My doggies absolutely love this dog food from True Meals. They are it right up and of course wanted more. I loved the listed of ingredients, lots of meats and vegetables. I also loved that the bag was zip locked which help keep the food nice and fresh. I definitely recommend this dog food to anyone. Your doggies will love it too.

OTC

Vicks VapoStick Soothing Vapors Solid Balm



WINNER:
VICKS
VAPOSTICK
SOOTHING
VAPORS SOLID
BALM

Over the Counter is typically one of the higher rated categories for new launches. This year's awards are no different. Because of this, it's a difficult category to win. Our winner's star rating is high even for the category: a whopping 4.9/5 stars.

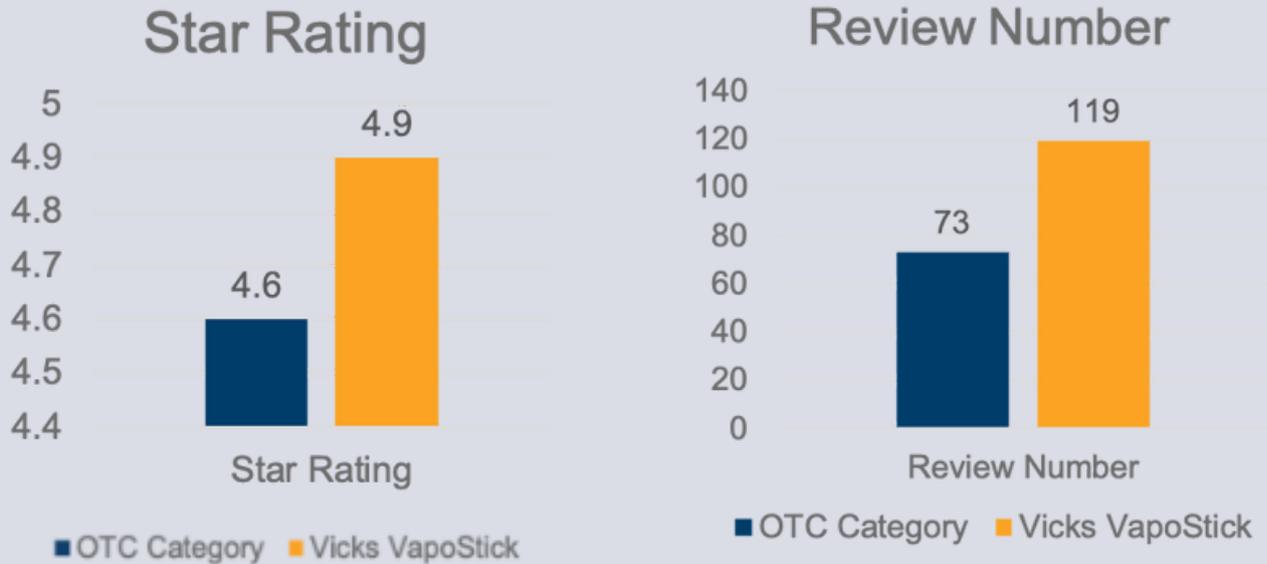
EVERGREEN AWARDS

EVERGREEN AWARDS



OTC

Vick's Vapstick Soothing Vapors Solid Balm



Our winner, Vick's VapoStick, changed the form and delivery method for Vick's Vapo Rub, a tried and true consumer favorite, and the results are clearly favorable. For this category, we looked at 15 new launches, with an overall average rating of 4.6/5. The VapoStick had 119 reviews compared to the average of 73 for the category. Notable runners up are MUCINEX Instasoothe and Nature's Truth Ferrous Sulfate Iron Coated Tablets.

★★★★★ FreeStef54 · 4 months ago
Finally In A Stick!
[This review was collected as part of a promotion.] This is so super exciting. I've waited my whole life for a stick version of Vicks because I hate getting the rub all over my hands. The VapoStick glides on the skin easily and allows for quick and **mess** free application. It works just like traditional Vicks, but allows you to not smell like Vicks all day after tending to sick family members.



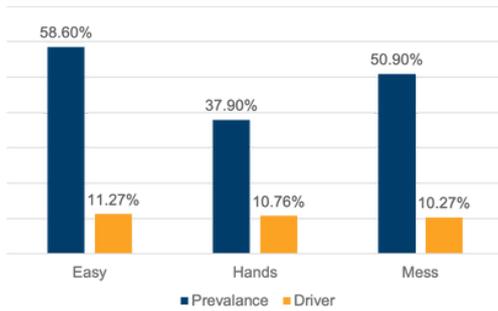
NOTABLE RUNNERS-UP



ANALYSIS

Vick's Vapstick Soothing Vapors Solid Balm

Driver Impact and Prevalance



Driver Star Rating

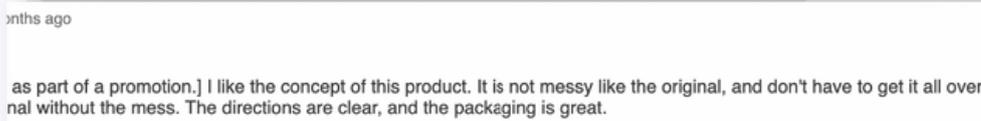
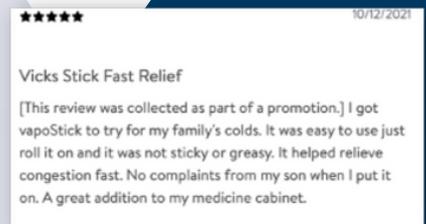
Key Positive Drivers	Star Rating	WISR
Easy	4.87/5	- 0.3 pts
Hands	4.95/5	+ 0.5 pts
Mess	4.87/5	- 0.3 pts

Word Correlations

EASY	HANDS	MESS
APPLY	WASH	RUB
SKIN	CLEAN	GLIDES
FUSS	ALLOWS	BEST

BRAND GROWTH INSIGHTS

As we've seen in other categories, the driver *Easy* (with a 58.6% prevalence) has propelled consumer satisfaction with this product. Other significant drivers include *Hands* (37.9% prevalence) and *Mess* (50.9 % prevalence). In terms of impact on star rating, *Hands* has the highest (+ 0.5 points). These three words, particularly when examined in context with their word correlations and the consumer verbatims, tell a great a story for the brand! Not only is the stick easy to use, it's mess-free and allows for "clean" hands. For a product that has proven to work (no product with a 4.9/5 star rating is ineffective) and to have ease of use and application so prominently highlighted, is really spectacular.



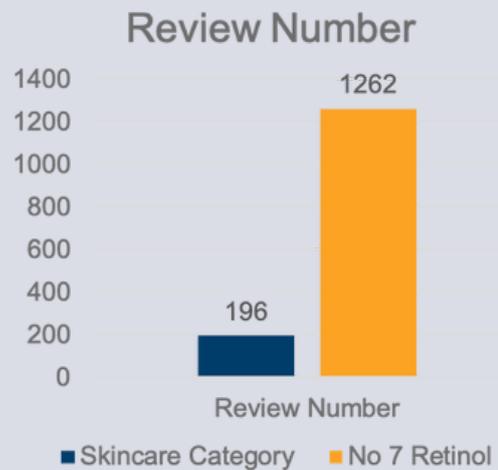


WINNER:
NO 7
PURE RETINOL
NIGHT CREAM

Skincare is always one of our most crowded categories with old standbys launching new lines and wholly new entrants into the space. We looked at over 42 products for our report. A trend that has continued from previous years in both FDM and Specialty brands is the shift toward more luxurious-feeling ingredients, though this year we have seen the line blur between drugstore and high-end brands. We've also seen the inclusion of more night creams than in any previous year.

SKINCARE

No 7 Pure Retinol Night Cream



As we've seen in other beauty segments, consumers are very eager to share their opinions when it comes to skincare. It's also one of our more heavily reviewed categories. Our winner, No. 7 Pure Retinol, which claims to make consumer's skin "look younger and visibly transformed," had over 1,200 reviews and a 4.6/5 star rating. The category had an average star rating of 4.4/5. Other notable new launches include Neutrogena Rapid Wrinkle Repair Retinol Regenerating Cream, Sub Bum Restoring Night Cream and CeraVe Nightly Exfoliating Treatment.

★★★★★ 5 Skin is so moisturized by morning!

Night cream is so important and it's crucial in your skincare routine before bed. I loved that this particular cream isn't heavy. It's light on my skin and doesn't make my skin feel oily or dry by the morning. Fully hydrated skin when I wake up. Love this product!



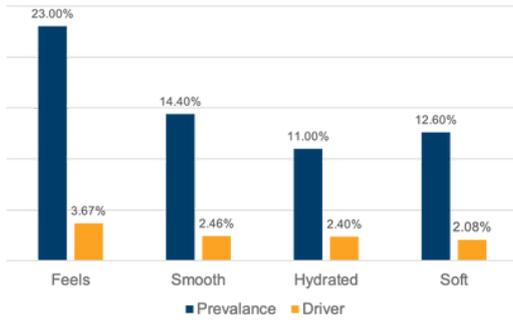
NOTABLE RUNNERS-UP



ANALYSIS

No 7 Pure Retinol Night Cream

Driver Impact and Prevalance



Driver Star Rating

Key Positive Drivers	Star Rating	WISR
Easy	4.8/5	+0.15 pts
COVID	4.96/5	+0.31 pts
Price	4.9/5	+0.25 pts
Fast	5.0/5	+0.20 pts

Word Correlations

SMOOTH	FEELS	HYDRATED	SOFT
SILKY	LOOKS	FIRMER	LEAVES
SOFT	HYDRATED	SKIN	RADIANT
MAKES	LUXURIOUS	AGING	SMOOTH

BRAND GROWTH INSIGHTS

Positive drivers for No 7's Retinol cream tend to focus on end benefits—how it makes the skin "Feel" "Smooth," "Soft" and "Hydrated". *Feels* was a top driver, with word correlations of "hydrated," "moisturized" and "luxurious". *Smooth*, *Hydrated* and *Soft* were other significant drivers, all pointing to efficacious end benefits of the night cream. *Hydrated* had the most significant impact on star rating at +0.22 pts, while *Feels* had the highest prevalence of mentions at 23%. A look at the consumer verbatims shows just how much users are enjoying the product.

★★★★★ 5 SO GOOD!

This product makes my skin so soft. I did have some purging breakouts but nothing bad. After a few nights my skin feels soft and smooth. Love it

★★★★★ 5 Night Cream

I have been using the night cream for a about a month now. The cream is smooth and not to heavy with a light scent. I have noticed more glow to my skin after a few weeks. This is my first time using products with retinol and i didn't have any issues.

CONCLUSION

2021 was the second full year of living with the COVID-19 pandemic. Many of the category winners reflected this change in consumer behavior. From brow products for cosmetics to products that measure blood oxygen levels and from nasal aspirators to anti-microbial sprays, many of the winners point to this change.

For us, it feels as if celebrating the roots of Evergreen innovation becomes more important. We wish all the 2021 winners continued success and are excited to see the next crop of innovative products that brands continue to launch in 2022, as they chase the goal of being Evergreen.



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