

# UK'S TOP PRODUCTS 2025 – WINNERS REVEALED!

Thursday 30 January, 2025

The winners of [Product of the Year](#) 2025 have been revealed, as decided by 8,000 UK consumers in the annual survey of product innovation that spotlights the A-list of FMCG and beyond.

Beauty, homeware and pet products have dominated the list this year – with two new categories, 'Financial Services' and 'Garden Lifestyle' making their debuts as Product of the Year firsts.

Over two decades, Product of the Year has gained a reputation for putting brands and products on the map, by giving them the recognition they deserve. The iconic logo has an 81% logo recognition among shoppers and can be spotted in all major supermarkets and convenience stores nationwide. Commonly regarded as a seal of approval amid a sea of products on shop shelves, it's a vote of confidence by consumers for consumers.

So, without further ado, here are the winners...

## Beauty and wellness shine bright

Natural beauty is a recurring theme among this year's beauty and wellness winners. Dove Advanced Care Body Wash range will leave your skin soft for 24 hours. How? It's all in the science. Enhancing your natural 'glow' is also within NIVEA's wheelhouse, winning an award with the stand-out Serum-Infused Micellar Water Skin Glow – the UK's first serum-infused micellar water. Practising sun safety is key to achieving that radiant glow without damaging your skin, and today that's easier than ever with products like Hawaiian Tropic Hydrating Protection Lotion SPF50 (Product of the Year's 'Suncare' winner). Haircare and grooming winners include Schwarzkopf Oleo Intense (hair colour) and Wilkinson Sword Hydro 5 Razor won by more than a whisker within the 'Male Grooming' category.

## Beer and spirits cause a stir

In the 'Beer' corner, Birra Moretti 'Sale Di Mare' is inspired by Italy's coastal regions - delivering a taste experience that makes it a true Product of the Year innovator. Other alcohol category all-stars included Jack Daniel's & Coca-Cola which won the 'Premixed Spirit' category – one of the world's most popular bar orders and Strongbow Strawberry – a much-celebrated addition to the fruity ciders range.

## DIY and garden products bring it home...

3M has nailed the formula for 'no-tool' picture hanging. 3M Command™ X-Large Picture Hanging Strips are a simple DIY solution. Storage is another household essential. Keter Signature Garden Storage Box doubles as storage AND seating, adding to the ambience of your home in a beautiful wood effect. That's why it's been crowned champion of Product of the Year's first 'Garden Lifestyle' category.

## First-class Fem-Care winners

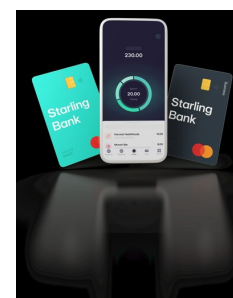
Two menstrual care products – Bodyform Period Pants and the highly absorbent, Always FlexProtect both won Product of the Year awards and TENA Silhouette Incontinence Underwear, made with 30% less bulk than previous TENA Silhouette products, was also a winner.

## Food for thought: A veggie victory and a world-first winner

Lurpak® Plant Based that's free from palm oil, preservatives, colouring and other additives took the 'Vegetarian' category and Walkers Extra Flamin' Hot 'bagged' the 'Crisps and Bagged Snacks' category. And if you're on the look-out for the perfect chip look no further than Birds Eye Crispy Chips that was voted top of the 'Chips'!

Innovation in sustainable packaging was also recognised with The British Crisp Co., Mentos Pure Fresh Gum Duo Packs and the deliciously fun and fruity sweet treat, Mentos Discovery all popular winners. And to wrap up the food category Farmfoods Roasted Sliced Chicken – was a deserved winner.

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## Scan Me:



### Soft drinks make a winning splash!

Three Product of the Year winners pack more than a caffeine kick and they are: Kenco Millicano Cadbury Mocha, Starbucks® Protein Drink with Coffee and Starbucks® Frappuccino Caramel No Added Sugar.

### A finance first!

Starling Bank's Personal Current Account app is the first Financial Services product to ever win a Product of the Year! The app shares 'spending insights' with different 'Spaces' to help budget across everything from groceries to holiday savings.

### Household heroes top of the podium

Harpic Hygienic & Fresh Stickers and Cillit Bang Expert 100% Limescale Remover have won the 'General Household' and 'Household Cleaning' categories. Home ambience favourite, Air Wick Essential Mist, was #1 in the 'Household Fragrance' category and Comfort Scent Booster Elixir that brings 10 times more fragrance to your weekly wash, bagged a Product of the Year trophy. And Persil Wonder Wash Range scored a win with a vibrant range of detergents designed to excel in the shortest cycles. Hygiene winners- Andrex® Ultimate Quilts Vanilla & Sandalwood Fragranced Toilet Tissue and Wet Ones Be Fresh Antibacterial Wipes – were awarded within the 'Toilet Tissues' and 'Wipes' categories.

### Best-in-show – pet product take to the 'cat'-walk

Flying the flag for the felines... Felix Doubly Delicious Dry Cat Food was named the Product of the Year winner within the 'Cat Food' category with this dream cat cuisine. And for the pooches? Winalot Friday Suppers was the worthy 'Dog Food' category winner.

### Sweet dreams are made of this...

If one of your New Year's resolutions was to improve your sleep, then look no further! Luxurious, practical and customisable are the keywords for Product of the Year winner, Simba St Ives Ottoman Bed. Slumberland Air 6.0 Memory Mattress from Bensons for Beds that incorporates 7-zone pressure relieving Air memory foam for a heavenly night's sleep was also revealed as a winner with Simba Hybrid® Pillow completing the dream team of winners.

"We're delighted to see so many incredible innovators receive the recognition they deserve," says Helga Slater, MD, Product of the Year. "From category-firsts to world-firsts, this year's winners reveal an evolving consumer landscape and what better recognition than that of the voting public – all 8,000 of them!"

If you'd like to learn more about Product of the Year, visit this link: <https://www.productoftheyear.co.uk/>

Ends/.

### Full list of 2025 Product of the Year winners:

**Bed**, Simba St Ives Ottoman Bed, Simba Sleep Ltd

**Bedding**, Simba Hybrid® Pillow, Simba Sleep Ltd

**Beer**, Birra Moretti 'Sale Di Mare', Heineken

**Bladder Weakness**, TENA Silhouette Incontinence Underwear, Essity UK Ltd

**Body Skincare**, Dove Advanced Care Body Wash Range, Unilever

**Cat Food**, Felix Doubly Delicious Dry Cat Food, Nestlé Purina Petcare

**Chewing Gum**, Mentos Pure Fresh Gum Duo Packs, Perfetti Van Melle

**Chips**, Birds Eye Crispy Chips, Birds Eye

**Cider**, Strongbow Strawberry Cider, Heineken

**Coffee**, Kenco Millicano Cadbury Mocha, Jacob Douwe Egberts

**Crisps & Bagged Snacks**, Extra Flamin' Hot Doritos, Walkers Max and Wotsits Crunchy, PepsiCo

**Dog Food**, Winalot Friday Suppers, Nestlé Purina Petcare

**Eco Packaging**, The British Crisp Co. Recyclable Paper Crisp Packet, The British Snack Co.

**Facial Skincare**, NIVEA Serum-Infused Micellar Water Skin Glow, Beiersdorf UK Ltd

**Financial Services**, Starling Bank Personal Current Account, Starling Bank

**Flavoured Milk Drink**, Starbucks® Frappuccino Caramel No Added Sugar, Arla Foods

**Formula Milk**, Aptamil® Follow On Milk Tabs, Danone UK & Ireland

**Frozen**, Farmfoods Roasted Sliced Chicken, Farmfoods

**Garden Lifestyle**, Keter Signature Garden Storage Box, Keter

**General Household**, Harpic Hygienic & Fresh Stickers, Reckitt

**Hair Colour**, Schwarzkopf Oleo Intense, Henkel

**Home/ DIY**, Command™ X-Large Picture Hanging Strips, 3M

**Household Cleaning**, Cillit Bang Expert 100% Limescale Remover, Reckitt

**Household Fragrance**, Air Wick Essential Mist, Reckitt

**Household Paper**, Flash Kitchen Roll, Navigator Tissue UK

**Laundry Additive**, Comfort Scent Booster Elixir, Unilever

**Laundry**, Persil Wonder Wash Range, Unilever

**Male Grooming**, Wilkinson Sword Hydro 5 Razor, Edgewell

**Mattress**, Slumberland Air 6.0 Memory Mattress, Bensons for Beds

**Menstrual Care**, Always FlexProtect, Procter & Gamble

**Nicotine Pouch**, VELO Icy Fruits, British American Tobacco

**Period Care Underwear**, Bodyform Period Pants, Essity UK Ltd

**Premixed Spirit**, Jack Daniel's & Coca-Cola, The Coca-Cola Company

**Protein Drink**, Starbucks® Protein Drink with Coffee, Arla Foods

**Suncare**, Hawaiian Tropic Hydrating Protection Lotion SPF50, Edgewell

**Sweets**, Mentos Discovery, Perfetti Van Melle

**Toilet Tissue**, Andrex® Ultimate Quilts Vanilla & Sandalwood Fragranced Toilet Tissue, Kimberly-Clark

**Vegetarian**, Lurpak® Plant Based, Arla Foods

**Wipes**, Wet Ones Be Fresh Antibacterial Wipes, Edgewell

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