



NEWS RELEASE

SharkNinja Named to Inc.'s 2025 Best in Business List for Innovation and Marketing

2025-12-02

The annual list recognizes industry-leading companies that are the best at what they do, with SharkNinja honored for its groundbreaking innovation and high-impact campaigns

NEEDHAM, Mass.--(BUSINESS WIRE)-- **SharkNinja, Inc.** (NYSE: SN), a global product design and technology company, announced today its inclusion on the **Inc. Best in Business** list in the Innovation and Marketing categories. Inc.'s annual Best in Business Awards celebrate the exceptional achievements and contributions of companies that have made a profound impact on their industries.

SharkNinja Named to Inc.'s 2025 Best in Business List

"At SharkNinja, we don't tell stories to sell products, we build

products that create stories worth telling," said Mark Barrocas, CEO of SharkNinja. "Our marketing begins at the moment of invention, when a real problem meets a breakthrough innovation that makes everyday life better. Every time we deliver a product that delights and delivers value to consumers, we earn their trust - and that trust fuels our innovation, propelling us to the next problem to solve, the next product to build, the next story to tell. This recognition from Inc. reinforces our mission and the passion our extraordinary team brings to positively impact people's lives around the world."

The recognition honors companies that, through exceptional execution, have achieved significant milestones and core business wins, like customer expansion, key product launches, increased market share, and industry-defining accomplishments. Companies from a wide range of industries – such as technology, health care, finance, and retail – have been recognized for their success and their positive influence on the business world.



“Each Best in Business honoree achieved a breakthrough moment this year. Some unveiled groundbreaking innovations while others launched savvy marketing campaigns or strategically implemented AI in their companies,” says Bonny Ghosh, editorial director at Inc. “No matter what their business win looked like, their projects and initiatives had a sizable impact on their company and even on their industry at large, making them worthy of this honor.”

SharkNinja celebrated several major milestones this year that reflect its commitment to innovation, community impact, and brand building. With a global team of more than 3,600 people, including over 1,000 engineers, designers, and product developers, SharkNinja launched 25 new products across 38 subcategories this year through a fast-paced, iterative development model that has moved ideas from sketch to production with exceptional speed. Recent product launches include Shark® StainForce™, Ninja CRISPi® PRO, Shark™ FacialPro™ Glow, and Shark® PowerDetect™ ThermaCharged™ 2-in-1 Robot Vacuum and Mop.

The company also launched its inaugural SharkNinja Innovation Challenge, a nationwide competition for STEM students and early-career innovators, further reinforcing its commitment to fostering the next generation of innovation. SharkNinja reimaged its direct-to-consumer (DTC) experience, bringing its two multi-billion-dollar brands together under one flagship destination, SharkNinja.com, redefining the consumer journey across every shopping experience. The company also further expanded its brand presence by welcoming new global brand ambassadors who embody SharkNinja’s spirit of performance, innovation, and excellence.

Inc.’s Best in Business Awards are open to companies of all sizes and types, in all industries and locations. Public, private, nonprofit, subsidiary, U.S.-based, and international companies are all encouraged to apply. Inc. editors and reporters hand-review every application and select Best in Business honorees that, in each of the award categories, have had an outstanding influence on their communities, their industries, the environment, or society as a whole.

For more information or to see the complete list, please visit inc.com/best-in-business. Inc. Best in Business honorees will also be in the upcoming winter print edition of Inc. magazine.

To learn more about SharkNinja and career opportunities, visit careers.sharkninja.com.

About SharkNinja

SharkNinja is a global product design and technology company, with a diversified portfolio of 5-star rated lifestyle solutions that positively impact people’s lives in homes around the world. Powered by two trusted, global brands, Shark and Ninja, the company has a proven track record of bringing disruptive innovation to market and developing one consumer product after another has allowed SharkNinja to enter multiple product categories, driving significant growth and market share gains. Headquartered in Needham, Massachusetts with more than 3,600 associates, the company’s products are sold at key retailers, online and offline, and through distributors around the

world. For more information, please visit sharkninja.com.

About Inc.

Inc. is the leading media brand and playbook for the entrepreneurs and business leaders shaping our future. Through its journalism, Inc. aims to inform, educate, and elevate the profile of its community: the risk-takers, the innovators, and the ultra-driven go-getters who are creating the future of business. Inc. is published by Mansueto Ventures LLC, along with fellow leading business publication Fast Company. For more information, visit www.inc.com.

Public Relations: PR@SharkNinja.com

Investor Relations: IR@SharkNinja.com

Source: SharkNinja