

Weber Flavors Top 40 Bakery Trends 2022



There was notable movement in the most popular flavors for the bakery category between 2021 and 2022.

While the three most popular flavors remain **Vanilla, Strawberry and Chocolate, Raspberry** took a substantial leap to take over the Number 4 spot on the list.

This leap represents an overall trend of fruit flavors climbing the list while the “sweet” “brown” flavors such as **Cake, Caramel, Coffee**, liquor flavors, and nut flavors were falling in popularity.

More northern fruits such as **Apple, Peach, and Cherry**, and berries like **Raspberry** and **Grape** gained more popularity than the citrus flavors of **Orange, Lime, and Grapefruit**, though **Lemon** and **Lemonade** took a substantial leap.

Some newcomers to the Top 40 include **Masking Flavors, Mixed Berry, Fruit Punch, Kiwi**, and **Passionfruit**.

Will the bright fruity flavors continue to hold sway over 2022, or will sweeter more comfort-style flavors start mounting a comeback?



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| 1. Vanilla | 15. Mango | 29. Coffee |
| 2. Strawberry | 16. Coconut | 30. Tropical Punch |
| 3. Chocolate | 17. Pineapple | 31. Peanut Butter |
| 4. Raspberry | 18. Watermelon | 32. Tea |
| 5. Apple | 19. Mixed Berry | 33. Butter Vanilla |
| 6. Orange | 20. Peppermint | 34. Hazelnut |
| 7. Cherry | 21. Pumpkin | 35. Bourbon |
| 8. Blueberry | 22. Cookie | 36. Kiwi |
| 9. Caramel | 23. Grape | 37. Cinnamon |
| 10. Peach | 24. Sour Apple | 38. Passionfruit |
| 11. Banana | 25. Lemonade | 39. Orange Cream |
| 12. Lime | 26. Maple | 40. Almond |
| 13. Lemon | 27. Fruit Punch | |
| 14. Masking | 28. Cotton Candy | |



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