

Weber Flavors Top 40 Bakery Trends 2023



Once again, there was notable movement in the most popular flavors for the bakery category from last year.

While **Vanilla, Strawberry and Chocolate**, remain at the top of the list, **Caramel** took a substantial leap to take over the Number 3 spot.

Bourbon, Coconut, Almond, Maple and Cinnamon all moved up several slots this year, representing a new look at more "Brown" type flavors.

New to the list this year were: **Cake, Marshmallow, Sugar, Butter Pecan, Dulce de Leche, Cookies & Cream, Irish Cream, Yellow Cake, and Key Lime**. These additions further represent the overall trend of sweet brown flavors reigning supreme this year.

After a year of increased popularity, several fruit flavors dropped down the list, including: **Cherry, Peach, Mango, Mixed Berry, and Lemon**.

Other fruits such as **Watermelon, Grape, Fruit & Tropical Punch, Passionfruit and Kiwi** fell off the list entirely, solidifying the trend back to warmer, sweeter flavors.



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| 1. Vanilla | 15. Maple | 29. Butter Pecan |
| 2. Strawberry | 16. Lime | 30. Mixed Berry |
| 3. Caramel | 17. Pumpkin | 31. Dulce de Leche |
| 4. Chocolate | 18. Cookie | 32. Cookies & Cream |
| 5. Apple | 19. Peach | 33. Tea |
| 6. Orange | 20. Pineapple | 34. Irish Cream |
| 7. Raspberry | 21. Cinnamon | 35. Yellow Cake |
| 8. Cake | 22. Marshmallow | 36. Sour Apple |
| 9. Blueberry | 23. Sugar | 37. Lemon |
| 10. Bourbon | 24. Mango | 38. Key Lime |
| 11. Coconut | 25. Peppermint | 39. Masking |
| 12. Cherry | 26. Coffee | 40. Peanut Butter |
| 13. Banana | 27. Cream Cheese | |
| 14. Almond | 28. Butter Vanilla | |



Last revision: 05/10/2023

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