

Weber Flavors Top 40 Bakery Trends 2026



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



The 2026 baking industry flavor trends continue to **shift toward elevated indulgence** and rich bakery authentic dessert flavors, while still honoring traditional favorites. **Vanilla** and **Strawberry** held on to the top spots while **Raspberry** and **Chocolate** have moved up in rank.

Notable newcomers to the list include **Cake, Brown Butter, Butter Cream, Ginger, Ube, Cotton Candy** and **Cookies & Cream**, indicating a growing demand for nostalgic and comforting flavors as well as some global influences.

Another key change is the rise of nut-based and berry flavors like **Pistachio, Raspberry, Strawberry**, and **Almond**. These flavors are gaining popularity in items like cookies, cakes, and pastries, offering a more artisan touch.

Seasonal flavors like **Peppermint** and **Cranberry** and Tropical flavors like **Coconut, Pineapple**, and **Mango** have dropped down the list, pointing to a move toward more evergreen flavors that are versatile year-round.



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Edgar A. Weber & Company
549 Palwaukee Drive
Wheeling, IL 60090
weberflavors.com



Flavor samples available by request
Toll-free: (800) 558-9078
Direct: (847) 215-1980
E-mail: info@weberflavors.com