

# Weber Flavors Top 40 Beverage Flavor Trends 2024



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

Trends in the overall beverage category remained quite stable again in the last year, though Alcoholic Beverages continue to lead the way with more dynamic trend setting.

While **Vanilla** still garners the top spot, the remaining Top 5 flavors shuffled among themselves, and **Caramel** replaced **Apple** in the Top 10.

Other notable climbers within the list include **Banana**, **Cinnamon**, **Cake**, **Pumpkin** and **Cranberry** flavors.

**Blackberry**, **Mint/Peppermint** and **Passionfruit** all lost significant ground this year.

Flavor newcomers to the Top 40 included **Cookie** and **Pomegranate**, which has not been in the top 40 since 2021.

**Hazelnut** and **Tropical Bend/Breeze** flavors all fell off the Top 40 list, after falling several slots the previous year.



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