

Weber Flavors Top 40 Frozen Dessert Trends 2022



1. Vanilla/ Extract/Bean
2. Strawberry
3. Caramel/ Salted Caramel
4. Raspberry
5. Cherry
6. Orange
7. Chocolate
8. Peach
9. Cookie
10. Bourbon
11. Cotton Candy
12. Coconut
13. Blueberry
14. Mango
15. Cheesecake
16. Peppermint
17. Apple
18. Lemon
19. Banana
20. Butter Pecan
21. Lime
22. Coffee
23. Watermelon
24. Tea
25. Pineapple
26. Marshmallow
27. Pistachio
28. Cinnamon
29. Peanut Butter
30. Blue Moon
31. Cake Batter
32. Maple
33. Black Raspberry
34. Bubble Gum
35. Pumpkin
36. Black Cherry
37. Sugar
38. Birthday Cake
39. Rum
40. Butterscotch

The four most popular flavors for Frozen Desserts remain **Vanilla, Strawberry, Caramel** and **Raspberry**.

Cherry jumped from #10 to take over the #5 spot, reflecting an overall increase in popularity of North American fruits across several flavor categories.

Other fruit flavors increasing substantially in popularity are **Peach, Coconut, Pineapple, Blueberry,** and **Black Cherry**.

Non-fruit big movers include **Cookie, Cotton Candy, Cheesecake, Butter Pecan, Marshmallow, Blue Moon,** and **Bubble Gum**.

Newcomers to the Top 40 include **Black Cherry, Sugar** (Cookie, Frosting, etc), and **Butterscotch**.

Blue Raspberry and **Almond** fell off the list completely while **Peppermint, Pumpkin,** and **Birthday Cake** fell several slots down the list.

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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