

Weber Flavors Top 40 Frozen Dessert Trends 2023



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

The Top 10 most popular Frozen Dessert flavors changed little over the last year. **Coconut** and **Mango** joined the top flavors while **Bourbon** and **Peach** both slipped several spots.

The rest of the list was characterized by movement within, rather than many flavors moving on and off the Top 40.

Flavors gaining in popularity include **Apple, Banana, Coffee, Butter Pecan, Marshmallow** and **Black Cherry**. New flavors joining the Top 40 were **Blue Raspberry, Huckleberry, Cookies & Cream** and **Popcorn**.

Flavors showing a decrease in popularity, though still in the Top 40 were **Cotton Candy, Peppermint, Lemon, Pineapple** and **Pistachio**, while **Bubble Gum, Birthday Cake, Rum**, and **Butterscotch** all fell off the Top 40.

The relatively stable characteristics of this year's Top 40 list indicates that the Frozen Dessert segment is ripe for new flavor innovation.



Last revision: 05/08/2023

