

Weber Flavors Top 40 Frozen Dessert Trends 2024



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

The Frozen Dessert segment saw more movement in popular flavors than it has in recent years.

The Top 10 most popular Frozen Dessert flavors saw **Orange** move into the Top 3, while **Cookie**, **Coconut** and **Mango** fell out of the Top 10, replaced by **Peach**, **Blueberry**, and **Cake** flavors.

Other Flavors gaining popularity include **Lemon**, **Peach**, **Lime** and **Maple**. New flavors joining the Top 40 were **Key Lime**, **Ginger**, **Grape**, **Rum** and **Root Beer**, reflecting a trend towards light and fresh flavors.

Cookie and **Cheesecake** experienced notable declines in rank. **Mango**, **Coconut**, and **Apple** also dropped in popularity, while **Marshmallow**, **Bubble Gum**, **Blue Raspberry**, **Cookies & Cream**, and **Corn/Popcorn** all fell out of the Top 40.

The more dynamic movement of flavor popularity in the Frozen Dessert segment reflects an exciting increase in new product development.



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