

Weber Flavors Top 40 Nutraceutical Flavors 2024



The Nutraceutical Category showed remarkable stability again over the past year, with only slight movement of flavors within the list, and only a few deletions and additions at the very end of the list.

Vanilla, Strawberry, Raspberry, Chocolate, and Orange all continued to hold their spots as the Top 5 most popular flavors for Nutraceuticals.

Mixed Berry moved several slots up the list, joined by newcomers **Citrus Blend, Guava, and Cotton Candy**.

Lime fell in popularity, while we said goodbye to **Peanut Butter, Green Apple, Spearmint, and Cookies & Cream**.

Strong fruit or mint flavors, combined with masking flavor systems, prove to be tried-and-true combinations when working with often-challenging nutritional supplements.



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| 1. Vanilla | 15. Watermelon | 28. Citrus Blend/
Punch |
| 2. Strawberry | 16. Fruit Punch | 29. Butter |
| 3. Orange | 17. Pineapple | 30. Blue
Raspberry |
| 4. Raspberry | 18. Grape | 31. Kiwi |
| 5. Chocolate | 19. Caramel | 32. Cinnamon |
| 6. Cherry | 20. Banana | 33. Tea |
| 7. Masking | 21. Coconut | 34. Lemon Lime |
| 8. Mixed Berry | 22. Lemonade | 35. Pomegranate |
| 9. Apple | 23. Tropical/
Blend/Breeze/
Punch | 36. Tangerine |
| 10. Lemon | 24. Cake | 37. Coffee |
| 11. Mango | 25. Passionfruit | 38. Guava |
| 12. Blueberry | 26. Cookie | 39. Cranberry |
| 13. Lime | 27. Peppermint | 40. Cotton Candy |

