

Weber Flavors Top 40 Nutraceutical Flavors 2025



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

The 2025 nutraceutical flavor trends show a shift toward familiar, fruit-forward profiles with five new entries: **Green Apple, Grapefruit, Blood Orange, Honey, and Peanut Butter**.

Traditional fruits like **Raspberry, Orange, and Cherry** also rose in rank, and consistent top performers—**Vanilla, Strawberry, and Lemon**—remain staples, reflecting rising interest in clean, tangy, or protein-associated tastes.

Meanwhile, 2024 favorites like **Pomegranate, Tangerine, Coffee, Guava, and Cotton Candy** dropped out, signaling reduced demand for exotic, novelty, or indulgent flavors.

Overall trends lean toward approachable, functional flavors over niche or experimental ones.

This evolution reflects consumer preference for health-focused, **natural flavor experiences** in the nutraceutical market while **dialing back on bold, artificial, or overly sweet profiles**.

