

# Weber Flavors Top 40 Oil Soluble Flavors 2024



- |               |                   |                   |
|---------------|-------------------|-------------------|
| 1. Orange     | 15. Butterscotch  | 29. Lemon         |
| 2. Butter     | 16. Coconut       | 30. Watermelon    |
| 3. Peppermint | 17. Grape         | 31. Almond        |
| 4. Strawberry | 18. Butter Cream  | 32. Banana        |
| 5. Vanilla    | 19. Coffee        | 33. Huckleberry   |
| 6. Cherry     | 20. Peach         | 34. Maple         |
| 7. Cake       | 21. Pineapple     | 35. Pumpkin       |
| 8. Lime       | 22. Mango         | 36. Cotton Candy  |
| 9. Raspberry  | 23. Ginger        | 37. Gingerbread   |
| 10. Chocolate | 24. Peanut Butter | 38. Black Sesame  |
| 11. Apple     | 25. Cookie        | 39. Birthday Cake |
| 12. Cinnamon  | 26. Masking       | 40. Cheesecake    |
| 13. Blueberry | 27. Blood Orange  |                   |
| 14. Caramel   | 28. Hazelnut      |                   |

The Top 10 most popular Oil Soluble flavors this year remain similar to last year, with perennial favorites **Orange, Strawberry, Mint** and **Vanilla** continuing to hold sway over the top of the list.

**Butter** flavors saw a large jump in popularity and took over the second slot on the list. **Lime** also showed a marked increase up into the Top 10.

Newcomers to the Top 40 list in 2024 include: **Buttercream, Butterscotch, Gingerbread,** and **Cotton Candy**, reflecting a preference for more dessert-type flavors.

Flavors losing significant traction include **Lemon** and **Watermelon**, while **Fruit Punch, Blackberry, Blue Raspberry,** and **Root Beer** dropped off the list entirely.

Overall, there is an increase in popularity of dessert-type flavors in the Oil Soluble arena. While fruit flavors make up the bulk of the list overall, their popularity has fallen in favor of these indulgent-type flavors.



Last revision: 07/10/2024

