

Weber Flavors Top 40 Powder Flavor Trends 2025



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| 1. Vanilla | 15. Masking | 29. Cookie |
| 2. Strawberry | 16. Blueberry | 30. Peanut Butter |
| 3. Raspberry | 17. Caramel | 31. Green Apple |
| 4. Chocolate | 18. Grape | 32. Pumpkin |
| 5. Cherry | 19. Butter | 33. Maple |
| 6. Lime | 20. Cake | 34. Tea |
| 7. Orange | 21. Fruit Punch | 35. Lemon Lime |
| 8. Apple | 22. Banana | 36. Cranberry |
| 9. Mango | 23. Mixed Berry | 37. Passionfruit |
| 10. Peach | 24. Coconut | 38. Cream Flavor |
| 11. Lemon | 25. Blue Raspberry | 39. Tropical Punch |
| 12. Watermelon | 26. Cinnamon | 40. Blackberry |
| 13. Lemonade | 27. Peppermint | |
| 14. Pineapple | 28. Kiwi | |

In 2025, powdered flavor trends are shifting toward **fruit-forward and refreshing profiles**, with new entries like **Tropical Punch, Blackberry**, and **Cranberry** replacing more unconventional or niche options such as **Coffee, Key Lime**, and **Bacon**.

Classic staples like **Vanilla, Strawberry**, and **Raspberry** continue to dominate, indicating steady consumer preference for familiar, versatile flavors.

A noticeable rise in tropical and citrus flavors (e.g., **Pineapple, Lemonade, Watermelon**), reflect a trend toward light, summery tastes.

The presence of **Masking** and **Cream Flavor** also suggests ongoing interest in customizing or softening taste experiences.

Overall, **the 2025 list emphasizes natural, fruity**, and clean flavor experiences over bold or unusual ones.

