



Weber Flavors Trends

2nd Quarter 2025

Top 15 Flavors Sampled

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| 1. Vanilla | 10. Butter, Butter Cream, Butterscotch |
| 2. Orange, Blood Orange, Orange Cream | 11. Mango |
| 3. Strawberry | 12. Lemon |
| 4. Chocolate, Cocoa | 13. Cake, Cake Batter |
| 5. Raspberry, Black Raspberry | 14. Apple, Spiced Apple, Sour Apple |
| 6. Caramel, Salted Caramel | 15. Blueberry |
| 7. Cherry, Black Cherry | |
| 8. Lime, Key Lime | |
| 9. Peach, Peach Cobbler | |



Flavor Trends: Seen & Noted

RIISING TRENDS (Flavors increasing in popularity): **Almond, Apricot, Banana, Bergamot, Blackberry, Cheddar Cheese, Cinnamon/Cinnamon Toast, Coffee, Corn, Custard, Donut, Dragonfruit, Dulce de Leche, Gingerbread, Graham, Guava, Hazelnut, Huckleberry, Kiwi, Lychee, Malt, Mixed Berry, Molasses, Passionfruit, Pear, Pineapple, Pistachio, Plum, Praline, Rice, S'mores, Tea, Tiger Blood, Ube, Walnut, Watermelon**

Rising Trends shifted dramatically, with baking, nuts, and classic fruits gaining and savory, boozy, or unusual profiles fading.

Comfort and Bakery flavors gained momentum with **Cake, Butter/Butterscotch, Donut, Dulce de Leche, Cinnamon, Custard, and S'mores** all rising up the ranks.

Nuts & Caramelized Profiles gained popularity with the rise of **Pistachio, Praline, Hazelnut, Walnut, Almond, and Molasses.**

A variety of fruit flavors continue to trend upwards with the addition of **Apricot, Guava, Kiwi, Lychee, Huckleberry, Watermelon, and Passionfruit**

The largest trend shift this quarter was the decline in popularity of Boozy/Cocktail flavors and Savory/Culinary flavors. **Limoncello, Tamarind, Licorice, Rum, Cognac, Margarita, Daiquiri, Cool Ranch, Dill Pickle, Vinegar, and Smoke** flavors all fell off the list this quarter indicating a shift to a more seasonal rise in fruit flavors and dessert flavors as spring and summer approached.

In the Top 15, **Vanilla** remains the reigning champion while **Orange** moves up another notch this quarter to the number 2 spot leaving **Strawberry** to drop to 3. **Chocolate** and **Raspberry** hold steady at numbers 4 and 5. **Lemon** moved up 3 spots and **Caramel** moved up 4 spots this quarter. **Cherry, Apple, and Blueberry** all moved down the list and **Cookie** dropped off the list completely. **Cake** makes strong appearance back on the list after dropping last quarter. **Butter** is a new-comer this season after some time off.

Weber samples are available!
Please call our toll-free number (800) 558-9078 or visit us at weberflavors.com.

