



Weber Flavors Trends

4th Quarter 2025

Top 15 Flavors Sampled

1. Vanilla
2. Orange, Blood Orange, Orange Cream
3. Strawberry
4. Raspberry, Black Raspberry
5. Chocolate, Cocoa
6. Cherry, Black Cherry
7. Butter, Butter Cream, Butterscotch
8. Caramel, Salted Caramel
9. Lime, Key Lime
10. Apple, Spiced Apple, Sour Apple
11. Blueberry/Blueberry Muffin
12. Mango
13. Cookie
14. Mint, Peppermint, Spearmint, Crème de Menthe
15. Cinnamon



Flavor Trends: Seen & Noted

RIISING TRENDS (Flavors increasing in popularity): **Acai, Anise, Baklava, Brandy, Brown Sugar Cannoli, Capsicum, Cardamom, Chamoy, Chipotle Pepper, Cinnamon, Cola, Cranberry, Cream Cheese, Cream Soda, Donut, Dragonfruit, Dulce de Leche, Eggnog, Elderflower, Gingerbread, Graham, Heat, Honey, Kola Nut, Lemon Pound Cake, Mamey, Mango, Mangosteen, Marscapone Cheese, Menthol, Meyer Lemon, Mixed Berry, Mocha, Nutmeg, Passionfruit-kiwi, Peanut, Pecan, Pistachio, Prickly Pear, Rum, Shortbread, S'mores, Sour Dough, Soursop, Speculoos, Sweet Potato, Tea, Tequila, Tiramisu, Tropical/Blend/Breeze/Punch, Tutti-Frutti, Waffle, Walnut/Black Walnut, Wildberry, Yogurt, Yuzu**

The big picture in rising trends is a drop in fun, nostalgic, and seasonal flavors and a rise in premium bakery, global spices and nutty brown flavors.

European bakery inspired flavors have gained popularity with **Cannoli, Shortbread, Speculoos** and **Tiramisu** all rising up the ranks.

Global spice and heat flavors are up with **Cardamom,**

Chamoy, Chipotle, Capsicum, Anise and **Nutmeg** appearing on the list.

Exotic Tropical Fruit flavors are on the rise with **Acai, Mamey, Mangosteen, Yuzu, Soursop** and **Passionfruit-Kiwi** showing solid increases in popularity.

Nutty Brown flavors have also seen a lift with **Pistachio, Walnut, Pecan, Brown Sugar, Mocha, Peanut,** and **Cola/ Kola Nut** rising.

Trends that fell off this quarter include *Seasonal: Pumpkin Spice, Botanical/Floral: Lavender, Simple Nostalgic Sweets: Toffee* and **Cotton Candy**

In the Top 15: Vanilla holds the top spot while **Orange** moves up to the number 2 spot. **Strawberry** moves down to number 3. **Raspberry** holds its spot at 4th and **Caramel** dropped 3 spots to number 8. **Chocolate** and **Cherry** each hopped up one spot to numbers 5 and 6. **Mint** moved down 6 spots to number 14. **Apple** and **Lime** held onto the number 9 and 10 spots.

Mango, Cookie and **Cinnamon** are all new to the list this quarter at 12, 13, and 15. **Peach, Cake** and **Coconut** dropped off the list completely.

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

