



Weber Flavors Trends

1st Quarter 2025

Top 15 Flavors Sampled

1. Vanilla
2. Strawberry
3. Orange, Blood Orange, Orange Cream
4. Chocolate, Cocoa
5. Raspberry, Black Raspberry
6. Cherry, Black Cherry
7. Apple, Spiced Apple, Sour Apple
8. Lime, Key Lime
9. Peach, Peach Cobbler
10. Caramel, Salted Caramel
11. Mango
12. Blueberry
13. Bourbon
14. Cookie, Cookie Dough, Cookies & Cream
15. Lemon



Flavor Trends: Seen & Noted

RIISING TRENDS (Flavors increasing in popularity): **Amaretto, Bacon, Banana, Blue Moon, Buttermilk, Chili Pepper, Coconut, Cognac, Cola, Cool Ranch, Corn, Cotton Candy, Cream, Cucumber, Daiquiri, Dill/ Dill Pickle, Dragonfruit, Gin, Grape, Honey, Honeydew, Lavender, Licorice, Limoncello, Macadamia Nut, Margarita, Melon, Piña Colada, Plum, Prickly Pear, Rhubarb, Rice, Rum, Smoke, Tamarind, Taro, Tea, Ube, Vinegar**

2025 is starting off strong with big shakeups in the rising trends.

Beverages & Alcoholic Flavors gained Momentum. While some spirits (Brandy and Whiskey) dropped off, there's a shift toward cocktail-inspired flavors with **Limoncello, Daiquiri, Margarita, Pina Colada, and Rum.**

Dairy and creamy profiles held on, but with some changes. Instead of rich desserts like **Tiramisu** and **Tres Leches**, lighter dairy-based flavors like **Buttermilk** and **Cream** emerged.

Fruit flavor trends have shifted with some superfruits and berries declining (**Maqui Berry, Elderberry, Wildberry** and **Boysenberry**). There is a shift to tropical (**Coconut, Dragonfruit, Tamarind, Honeydew**) and nostalgic flavors like **Banana** and **Blue Moon** (a classic Midwest ice cream flavor).

Shifting trends in savory profiles show that instead of nutty or woody flavors (**Oak, Peanut, Pretzel, Wasabi**), the trend is moving toward savory, tangy, and fermented flavors like **Vinegar, Pickle, and Chili Pepper.**

In the Top 15, **Vanilla** and **Strawberry** remain as 1 and 2 with **Orange** and **Chocolate** swapping places in the top 4. **Raspberry, Lime, and Mango** all moved up on the list, while **Apple, Peach, Caramel** and **Bourbon** showed some downward movement. **Blueberry, Cookie, and Lemon** are newcomers to the list and **Cake, Mint** and **Cinnamon** have fallen off the list completely.

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Weber Flavors Trends

2nd Quarter 2025

Top 15 Flavors Sampled

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



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.

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Weber Flavors Trends

3rd Quarter 2025

Top 15 Flavors Sampled

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



Flavor Trends: Seen & Noted

RISING TRENDS (Flavors increasing in popularity): **Beer, Blue Moon, Chai, Cheesecake, Cookie/Sugar Cookie/Speculoos, Cotton Candy, Cranberry, Cream Cheese, Cucumber, Eggnog, Fruit Punch, Ginger/Gingerbread, Hazelnut, Lavender, Maple, Marshmallow/Toasted Marshmallow, Pandan, Pina Colada, Pomegranate, Pumpkin/Pumpkin Spice, Root Beer, Rum Raisin, Toffee**

The rising trends have shifted to more dessert, spice, and nostalgic-inspired flavors as well as seasonal and holiday classics.

Dessert inspired flavors have gained popularity with **Cream Cheese/Cheesecake, Cookie,** and **Toffee** all rising up the ranks.

Spice, Floral and Herb Profiles are up with **Pumpkin Spice, Ginger/Gingerbread, Root Beer, Chai** and **Lavender** appearing on the list.

Fruit flavors have fallen off slightly with only **Pomegranate, Fruit Punch,** and **Watermelon**

showing solid increases in popularity.

Nostalgic flavors have also seen a lift with **Marshmallow, Blue Moon, Pina Colada, Eggnog, Hazelnut,** and **Gingerbread** rising.

In the Top 15, Vanilla holds the top spot while **Orange** moves down a notch this quarter to the number 3 spot as **Strawberry** moves back up to number 2. **Raspberry** and **Caramel** both moved up a notch to numbers 4 and 5 pushing **Chocolate** all the way down to the 6th spot.

Mint makes its way back onto the list all the way up to the number 8 position. **Apple** moved up 4 positions to number 10 and **Peach** moved down to 11. **Coconut** also made it back on the list at 13. **Butter** dropped a few spots to number 14 and **Blueberry** maintained the number 15 spot. **Mango** and **Lemon** dropped off the list completely as the seasonal push towards fall flavors moved in.

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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, Mascapone 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.

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