



Weber Flavors Trends

2nd Quarter 2026

Top 15 Flavors Sampled

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|---|---|
| 1. Vanilla | Butter Pecan, Butterscotch |
| 2. Strawberry | |
| 3. Orange, Blood Orange, Orange Cream | 10 Caramel, Salted Caramel |
| 4. Raspberry, Black Raspberry, Blue Raspberry | 11. Cake, Birthday Cake, Cake Batter |
| 5. Cherry, Black Cherry | 12. Blueberry, Blueberry Muffin |
| 6. Chocolate, Cocoa | 13. Apple, Spiced Apple, Sour Apple |
| 7. Lime, Key Lime | 14. Cookie, Cookie Dough, Cookies & Cream |
| 8. Mango | 15. Peach, Peach Cobbler |
| 9. Butter, Buttercream, | |



Flavor Trends: Seen & Noted

RIISING TRENDS (Flavors increasing in popularity): **Bacon, Bourbon, Cantaloupe, Cereal/Fruity Cereal/Cereal Milk, Cream Cheese, Cheesecake, Churro, Citrus Blend/Punch, Coffee/Cappuccino/Espresso, Cola, Cookie/Cookies & Cream, Cotton Candy, Elderberry, French Toast, Guava, Hazelnut, Hibiscus, Honey, Huckleberry, Kiwi, Lavender, Lemon, Mango, Maple, Melon, Milk, Pancake, Peanut Butter, Pear, Pickle/Dill Pickle, Pistachio, Pomegranate, Pumpkin/Pumpkin Pie, Tamarind, Tangerine, Tea**

This quarter rising trends have shifted from indulgent comfort flavors to more complex and global flavors.

Tropical fruit inspired flavors have gained popularity with **Passionfruit, Pineapple**, and **Yuzu** flavors all rising up the ranks.

Berry flavors are up with **Wildberry, Mixed Berry**, and **Blackberry** appearing on the list.

Indulgent dessert flavors are on the rise with **Dulce de Leche, Custard, Praline** and **Toffee** showing solid increases in popularity.

Other trending categories included a culinary focus with **Jalapeno Pepper, Ube** and **Elderflower** flavors

increasing and Beverage and Adult Inspired with **Amaretto, Champagne, Pina Colada** and **Root Beer** flavors rising.

Trends that fell off this quarter include *Breakfast inspired flavors* like **French Toast, Pancake** and **Cereal**, *Dairy and Nut* like **Cream Cheese, Peanut** and **Hazelnut**, and *Fruit* flavors like **Huckleberry, Kiwi, Tangerine** and **Melon**.

In the Top 15: Vanilla, Strawberry, Orange, and **Raspberry** all held onto their top 4 spot while **Chocolate** and **Cherry** swapped the 5th and 6th positions. **Lime** and **Mango** showed the biggest jumps in rank rising to 7 and 8 from 14 and 11. **Butter** joined the list at number 10 after falling off the last quarter. **Caramel** and **Cake** both dropped down from the previous quarter to 10 and 11 from 8 and 7. **Blueberry** hopped up one spot to 12 from 13. **Apple** and **Cookie** both dropped from 13 and 14 from 9 and 12 the previous quarter. Rounding out the list is **Peach** at number 15 after falling off the list completely last quarter. **Mint** and **Banana** both fell off the list this quarter showing a fall in seasonal heavy flavors.

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

