# Weber Flavors Trends

**2nd Quarter 2026**

## Top 15 Flavors Sampled

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



## Flavor Trends: Seen & Noted

**RISING 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 **Wilberry, 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 biggist 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.**