

Weber Flavors Top 40 Powder Flavor Trends 2023



- | | | |
|----------------|-------------------|--------------------|
| 1. Vanilla | 15. Caramel | 29. Blue Raspberry |
| 2. Chocolate | 16. Mixed Berry | 30. Cream Flavor |
| 3. Strawberry | 17. Butter | 31. Marshmallow |
| 4. Raspberry | 18. Lemonade | 32. Bacon |
| 5. Apple | 19. Masking | 33. Kiwi |
| 6. Orange | 20. Banana | 34. Passionfruit |
| 7. Cherry | 21. Grape | 35. Pumpkin |
| 8. Lime | 22. Peppermint | 36. Cinnamon |
| 9. Lemon | 23. Pineapple | 37. Tea |
| 10. Peach | 24. Fruit Punch | 38. Green Apple |
| 11. Blueberry | 25. Coconut | 39. Key Lime |
| 12. Watermelon | 26. Cookie | 40. Coffee |
| 13. Mango | 27. Maple | |
| 14. Cake | 28. Peanut Butter | |

The five most popular powdered flavors remain **Vanilla, Strawberry, Chocolate, Raspberry, and Apple.**

There was very little movement within the top powder flavors, though **Lemon** moved up several slots into the Top 10, while **Butter** fell several slots out of it.

Watermelon, Cookie and **Maple** all leaped a significant number of spots, and **Marshmallow, Bacon, Passionfruit** and **Key Lime** were newcomers to the Top 40.

Pumpkin and **Coffee** both fell down the list several slots, while **Cookies & Cream, Tropical Blends, Cotton Candy** and **Hazelnut** all exited the Top 40.

More generally, tart, bright and fruity flavors gained in popularity at the expense of more brown-type flavors in the Powder category.



Last revision: 05/04/2023

Edgar A. Weber & Company
549 Palwaukee Drive
Wheeling, IL 60090
weberflavors.com



Flavor samples available by request
Toll-free: (800) 558-9078
Direct: (847) 215-1980
E-mail: info@weberflavors.com