Weber Flavors Top 40 Powder Flavor Trends 2023



- 1. Vanilla
- 2. Chocolate
- 3. Strawberry
- 4. Raspberry
- 5. Apple
- 6. Orange
- 7. Cherry
- 8. Lime
- 9. Lemon
- 10. Peach
- 11. Blueberry
- 12. Watermelon
- 13. Mango
- 14. Cake

- 15. Caramel
- 16. Mixed Berry
- 17. Butter
- 18. Lemonade
- 19. Masking
- 20. Banana
- 21. Grape
- 22. Peppermint
- 23. Pineapple
- 24. Fruit Punch
- 25. Coconut
- 26. Cookie
- 27. Maple
- 28. Peanut Butter

- 29. Blue Raspberry
- 30. Cream Flavor
- 31. Marshmallow
- 32. Bacon
- 33. Kiwi
- 34. Passionfruit
- 35. Pumpkin
- 36. Cinnamon
- 37. Tea
- 38. Green Apple
- 39. Key Lime
- 40. Coffee

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, whie **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.

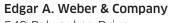
More generally, tart, bright and fruity flavors gained in popularity at the expense of more brown-type flavors in the Powder category.



Last revision: 05/04/2023

Flavor samples available by request

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



549 Palwaukee Drive Wheeling, IL 60090 weberflavors.com

