

# Weber Flavors Top 40 Bakery Trends 2024

1. Vanilla
2. Strawberry
3. Chocolate
4. Blueberry
5. Caramel
6. Cake
7. Orange
8. Raspberry
9. Apple
10. Banana
11. Bourbon
12. Cherry
13. Cookie
14. Lime
15. Maple
16. Almond
17. Coconut
18. Pumpkin
19. Peach
20. Cream Cheese
21. Cinnamon
22. Marshmallow
23. Coffee
24. Peppermint
25. Pineapple
26. Butter Vanilla
27. Masking
28. Sugar
29. Butter Pecan
30. Butterscotch
31. Cookies & Cream
32. Key Lime
33. Mango
34. Peanut Butter
35. Spiced Apple
36. Yellow Cake
37. Pumpkin Spice
38. Rum
39. Tea
40. Honey

There was more stability in the most popular flavors for the bakery category compared to last year, and the trend towards warm spiced flavors continues.

While **Vanilla, Strawberry and Chocolate**, remain at the top of the list, **Blueberry** took a substantial leap to take over the Number 4 spot.

**Cake, Banana, Cookie and Cream Cheese** all moved up several slots this year, continuing the popular trend of more "Brown" type flavors.

New to the list this year were: **Butterscotch, Spiced Apple, Pumpkin Spice, Rum, and Honey**. These additions further confirm the overall trend of sweet brown and spiced flavors reigning supreme yet again this year.

Trending downwards were **Apple, Coconut, Pineapple, Coffee, and Sugar**, while **Mixed Berry, Dulce de Leche, Irish Cream, Sour Apple**, and notably, the usually popular **Lemon**, fell off the list entirely.

Warm, brown, spicy flavors continue to gain traction in the Bakery category, while fruit flavors, while still prominent, have overall declined in popularity.



Last revision: 05/15/2024

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