Weber Flavors Top 40 Frozen Dessert Trends 2024



- 1. Vanilla/ Extract
- 2. Strawberry
- 3. Orange
- 4. Caramel/ Salted Caramel
- 5. Raspberry
- 6. Chocolate
- 7. Cake
- 8. Cherry
- 9. Peach
- 10. Blueberry
- 11. Bourbon
- 12. Lime
- 13. Lemon

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- 14. Coconut
- 15. Banana
- 16. Mango
- 17. Watermelon
- 18. Apple
- 19. Coffee
- 20. Tea
- 21. Cookie
- 22. Peppermint
- 23. Cotton Candy
- 24. Pineapple
- 25. Maple
- 26. Butter Pecan
- 27. Cinnamon
- 28. Pumpkin

- 29. Huckleberry
- 30. Black Cherry
- 31. Peanut Butter
- 32. Cheesecake
- 33. Pistachio
- 34. Blue Moon
- 35. Key Lime
- 36. Ginger
- 37. Grape
- 38. Black Raspberry
- 39. Rum
- 40. Root Beer

The Frozen Dessert segment saw more movement in popular flavors than it has in recent years.

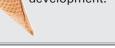
The Top 10 most popular Frozen Dessert flavors saw **Orange** move into the Top 3, while **Cookie**, **Coconut** and **Mango** fell out of the Top 10, replaced by **Peach**, **Blueberry**, and **Cake** flavors.

Other Flavors gaining popularity include Lemon, Peach, Lime and Maple.
New flavors joining the Top 40 were Key Lime, Ginger, Grape, Rum and Root Beer, reflecting a trend towards light and fresh flavors.

Cookie and Cheesecake experienced notable declines in rank. Mango, Coconut, and Apple also dropped in popularity, while Marshmallow, Bubble Gum, Blue Raspberry, Cookies & Cream, and Corn/Popcorn all fell out of the Top 40.

The more dynamic movement of flavor popularity in the Frozen

Dessert segment reflects an exciting increase in new product development.



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