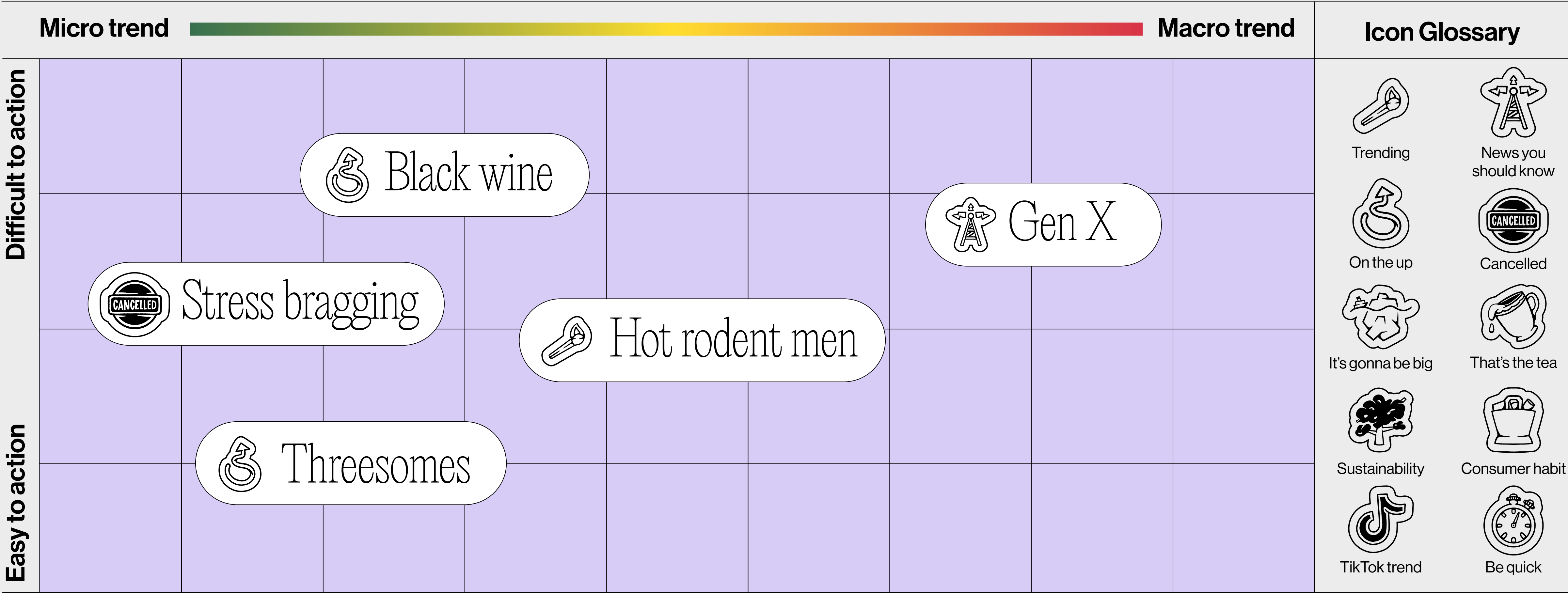


WEEKLY TRENDS REPORT

Friday 14 June 2024



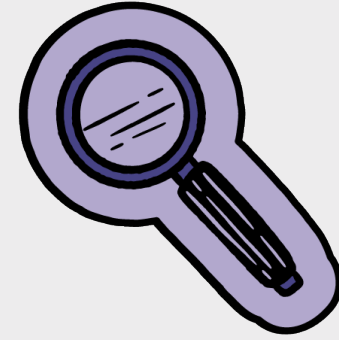
THIS WEEK'S FORECAST



FOR YOUR INFO

This week's dates & microtrends

THE WEBER
FORECAST



Digi update

Your **'likes'** are now private on X to help better protect privacy.

Tik tok trend of the week

People are sharing their favourite way to eat KitKats, (and no its not the Kourtney Kardashian method). Instead TikTokers are recommending slathering the chocolate bar in **tomato ketchup...** Yes, we don't get it either.

What we're loving this week

BookTok is loving **"twee misandry fiction"**, books featuring "female vigilantes who kill predatory men".

ICYMI

McDonalds no longer has exclusive rights to use the **"Big Mac"** trademark when it comes to chicken products in the EU.

Rising trends

The NY Post has dubbed Summer 2024 as **'the summer of the threesome'**, due to the success of Zendaya's latest movie Challengers.

Pinterest is predicting that we're entering our hosting era, with searches for "dinner party" increasing by over 6000% since 2023.

The tea

According to new research by banking company AMP, while aware that younger generations are struggling financially, **Australian baby boomers** are unwilling to compromise their retirement lifestyle to help out.

Bye bye

Bubbles? Drinks brands are finding that we're favouring bubble-free booze and refreshing non-carbonated options.

Upcoming dates for the diary

- Tribeca Film Festival (June)
- UEFA Euro 2024 (14 June)
- Glastonbury (26 June)
- The 2024 Olympics (26 July)

Phrases of the week

Stress bragging? A new study has found that that divulging how busy you are at work can have significant negative workplace connotations, with co-workers tending to see you as less likeable and less competent.

Hot rodent boyfriends. Men like Josh O'Connor and Jeremy Allen White are the new heartthrobs, with Gen Z claiming that looking like a rat is the new "IT" look.

WTF of the week

Black wine is becoming a new fan favourite. Teinturier grapes, which create jammy and tannic flavours, create a drink so dark it's almost black.

Lads' mags are back. **Loaded Magazine** is returning after nine-years with new editor, Danni Levy, saying it's an "opportunity for men to ogle beautiful women" once more.



KitKat Ketchup



Hot Rodent



Black Wine

TREND TRACKING



How some of the trends we've identified have evolved in recent months

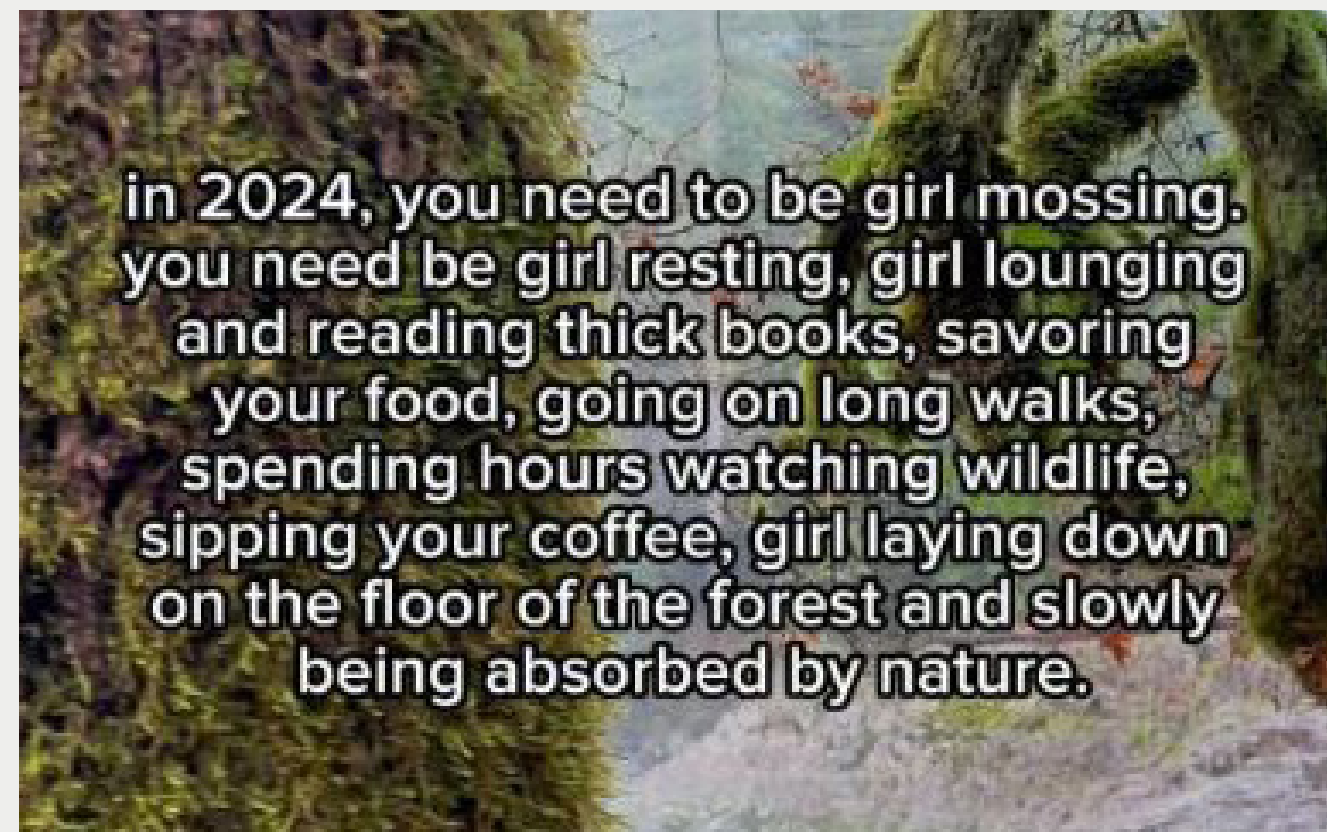
Chipotle boys



A swathe of twenty-something men have been reported to be visiting fast-food restaurant Chipotle up to five days a week, in a new movement people are dubbing **“Chipotle boys”**. When asked about why they visit the restaurant so often, young men argued that their locations were convenient, reasonably priced and the food had reasonable nutritional value. Some argued “American lunch culture” was driving them to Chipotle and that sitting in the restaurant allowed them to get outside their office for a few short moments. While the Chipotle boys are lapping it up, some TikTokers are practicing tactics to protest new **smaller portion sizes**.

Trend: Fast food is having a moment

Girl mossing



Girl mossing is the latest in a run of trends celebrating connecting with nature to achieve mindfulness. A play on the “girl boss” trend embraced by millennials, this deconstructs the pressures felt by women to succeed, and the toll it can take on physical and mental health. Girl mossing sees women and young people lying on the ground, staring up to green trees, plants and mosses to achieve relaxation and disconnect from urban city life. At the start of the year, the **US National Forests Instagram** celebrated the girl moss movement, and retreats have kick-started in Japan with **Oprah Winfrey** recently taking part in the trend.

Trend: The slow life

Germany isn't laying it bare



Following COVID, we reported there had been a surge in interest in naturism across the globe, with many taking the opportunity to experiment with a more naked lifestyle when they had downtime. However, it appears that **Germany**, a country traditionally liberal when it comes to public nudity, has seen a decrease in membership of the German Association for Free Body Culture, leading to their annual celebrations in August being cancelled this year. UK naturism is still at an all-time high, with 1.3m people embracing it – the same amount as there are members of the **Church of England**.

Trend: The naked truth



Weber Forecast Insight

For busy Gen X-ers, boredom is a lost art. They are looking to brands to help them find relaxation amid the stresses of everyday life. Ignore them at your peril!

This week's long read



THE GENERATIONAL MIDDLE CHILD

Why we shouldn't forget about Gen X

Born between 1965 and 1980, the general attitude of Gen Xers is that they're not trying to stand out – and it's been largely successful.

A recent report from WWD found that although closer in age to Boomers, Gen X's behaviour is more like that of Gen Zers and Millennials - they account for almost **a third** of TikTok users, yet just 5% of marketers actively target them on the platform. Just 24% of TV ads feature characters over 50 compared with 76% featuring 19-49s.

An obsession with youth is clouding brands to a multi-trillion-dollar opportunity. Recent **research** found that Gen X are fiercely loyal towards brands that foster community and connection – such as **L'Oreal Paris**, which partnered with influencers aged 45+.

Alongside millennials, Gen X are also gravitating towards the auction house, with Sotheby's **revealing** that Gen X accounts for more than 40% of bidders in

the \$1 million-plus market and are particularly active in high-profile heritage sales. They look for luxury items that offer durability and retain value over time.

Set to retire later in life than their parents, Generation X are in the process of redefining the period of midlife. They're **spending the most** on luxury holidays – suggesting that they aren't waiting for retirement to make big purchases and instead are living for the now. They're booking fewer family trips and are booking more solo vacations and getaways with friends, according to a new report by **Morning Consult**. 60% of Gen X said their primary reason for booking a trip was “to get away”, highlighting boredom with the monotony of daily life.

BRANDWATCH



Inspiring creative from around the world

Erewhon



Erewhon has partnered with Vacation, a sunscreen brand, to create a “sunscreen smoothie”, tasting of coconuts and aloe.

Tokyo



The **Tokyo metropolitan government** has released its very own dating app to help boost the low birthrate across the city.

Miu Miu



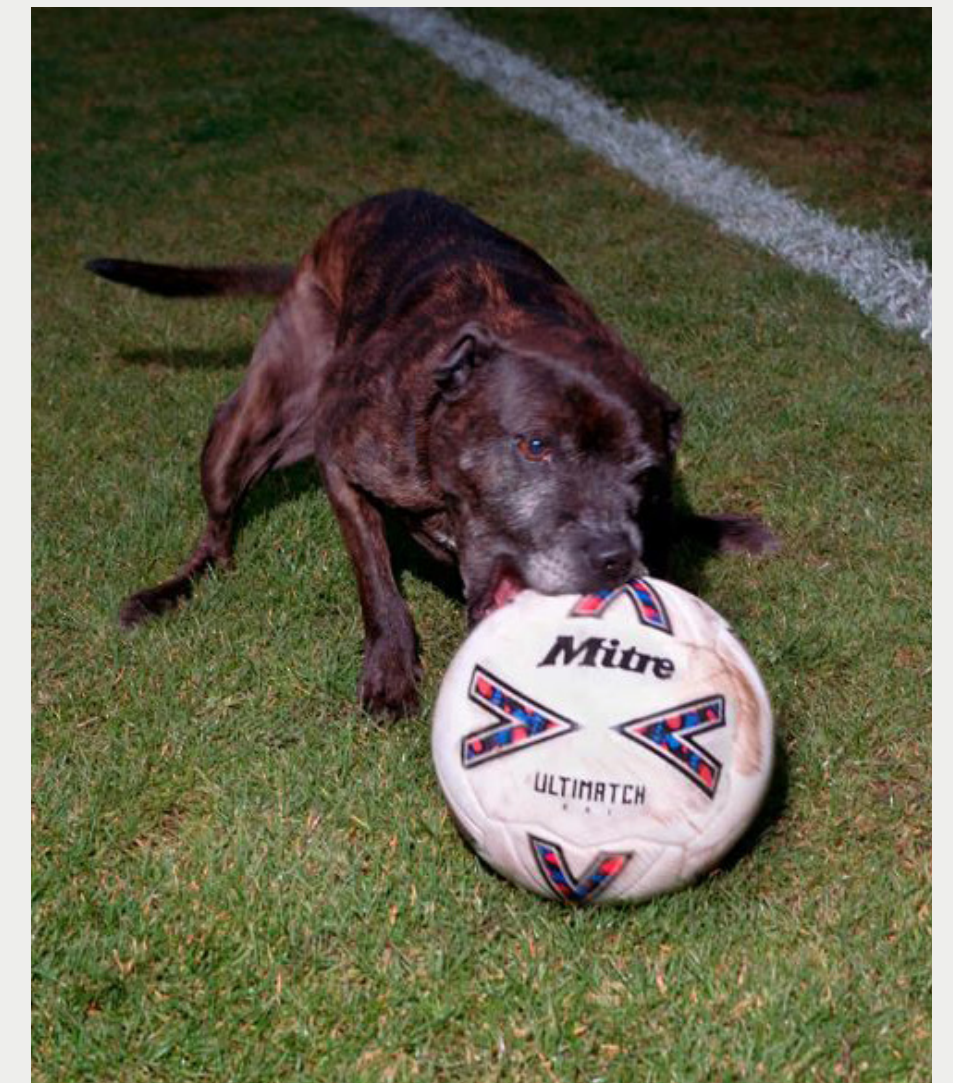
Miu Miu has launched a new project called Summer Reads, taking over newsstands across the world to help encourage more people to read feminist literature.

Loewe



Loewe has launched a surprising new home fragrance blend...Wasabi.

Mitre



To launch its new football range, **Mitre** has tapped into nostalgia-induced storytelling around grassroots football, including photography of abandoned balls to waterlogged pitches.

WANT TO KNOW WHAT ELSE IS ON THE HORIZON?

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Reports

Our '**Signals**' reports provide deep dive insights and implications for your brand, audience or category.

Workshops

Our own '**Culture Collider**' workshop methodology approaches briefs through the lens of cultural trends to help teams create culture first ideas.

Get in touch at weberforecast@webershandwick.com

Editors

Morag MacDonald,
Rebecca Halligan

Team Lead

Rachel Hughes

Design &
Art Direction

Glasgow Studio

