

WEEKLY TRENDS REPORT

Thursday 05 Sep 2024



THIS WEEK'S FORECAST



Micro trend

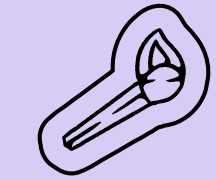


Macro trend

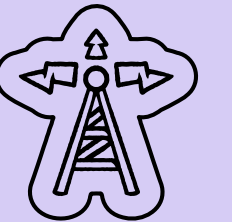
Icon Glossary

Difficult to action

Easy to action



Trending



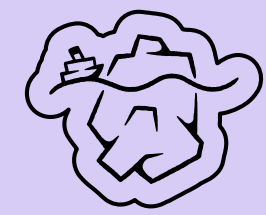
News you should know



On the up



Cancelled



It's gonna be big



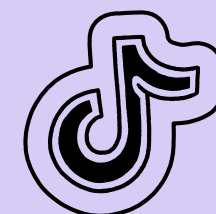
That's the tea



Sustainability



Consumer habit



TikTok trend



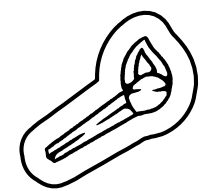
Be quick



The Undetectable Era



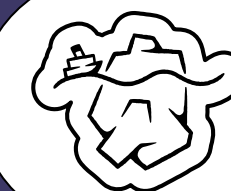
Apocalypse Nom



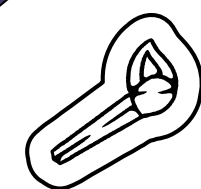
Ozempic baby boom



Music's anti-fan era



Cosy gaming



Bratwurst summer



ID apps

FOR YOUR INFO

THE WEBER FORECAST



This week's dates & microtrends

TikTok trends of the week

Swedish candy TikTok has attracted 120+ million video views, the majority over the past eight months. Food flights! Whether it's **eggs** or **baked potatoes**. FYP filled with gloomy dolphins? That'll be the ironist's take on the **#hopecore** trend.

What we're loving

Old men – whether it's their **fashion** or their **drinking establishments**.

Want to connect with Gen Z? Try **run clubs**, **book clubs**, **chess groups** or bingo halls (which are **attracting** record numbers of under 35s!).

And on that note, niche hobbies are prompting a rise in **identification apps** ranging from plants, to birds to planes.

Weekly dose of cute

An animal double whammy! The UK is experiencing a **beaver baby boom**, and **demand for mini goats** is going through the roof.

ICYMI

The rich & famous are buzzing about **beekeeping**. Whether it's Hollywood borrowing from SpicyTok or R-rated video games, **on-screen sex** is becoming more honest, weird and unashamed.

Naomi Osaka's **US Open** outfits!!

Phrases of the week

Bratwurst summer. Demand is **high** for the low-cost sausage, which could signal that households are aiming to save more on food costs.

Stressed Chinese students are acting like birds and hiding from daily stress by **roosting in their rooms**.

Mumshrooms. Stressed parents are microdosing Class As.

Beef of the week

The Oasis reunion tour has sparked a whole new generational beef between **Gen X and Gen Z**. After Barbie and TSwift, will 2025 be the year of the bucket hat?

Upcoming dates for the diary

- Beetlejuice, Beetlejuice – 6 Sept
- It's #SpookySzn
- Oktoberfest (from mid-Sept)
- Autumn Equinox – 22 Sept
- Fashion Weeks – throughout Sept
- London Design Festival – mid-Sept



\$5 Target bird, @iamrena_0

Established trend

Adults are still reaching for toys in times of **stress**. The latest "it toy" is a **\$5 Target bird**.

Insights of the week

The bank of mum and dad **helps** more sons than daughters get on the property ladder.

Ozempic is causing a **baby boom**.

Rising trends

Will **romantasy worlds** become the next Marvel?

From **cigfluencers** to **sunburning**, could we be headed toward a new era of indulging in vices?

Phillumeny – the act of collecting matchbooks.

The future

"**Apply with your bestie**" jobs?

The Undetectable Era. See: Christina Aguilera.

One to watch

Will **Summerween** take off in 2025?



i have a gambling addiction

Ironist's #hopecore, @aishiissilly



Phillumeny, New York Times

TREND TRACKING



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

The Barbie Brick Phone



Image: [@ellyawesometech](#)

Nokia makers have launched a £99 **Barbie 'brick' phone** to help children digitally detox. The cute phone features a retro design (and replaceable covers!) with calls, texts and no social media. It comes with digital wellbeing tips, beach-themed Malibu Snake, and a "Hi Barbie" voice welcomes you as you turn on the phone.

We know that adults are into toys like Barbie too, so this is a clever collab that hits more than just the kids' market.

Trend: New luddites

Cosy gaming comforts



Image: [@cozysimespy](#)

Cosy gaming has firmly established itself as a counter-culture, providing an antidote to the frenetic nature of real life. As put by creative strategy studio **Morning**: "Cosy gaming, with its ability to help users cope with stress and (re)discover joy in exploration and connection, is a truly anarchic act: one of radical hope." Some of the year's **cutest games** include Frog Refuge and Moonstone Island. And we can't forget the **Lawnmowing Simulator**.

Trend: Cuddle up to cosy gaming

Music's anti-fan era

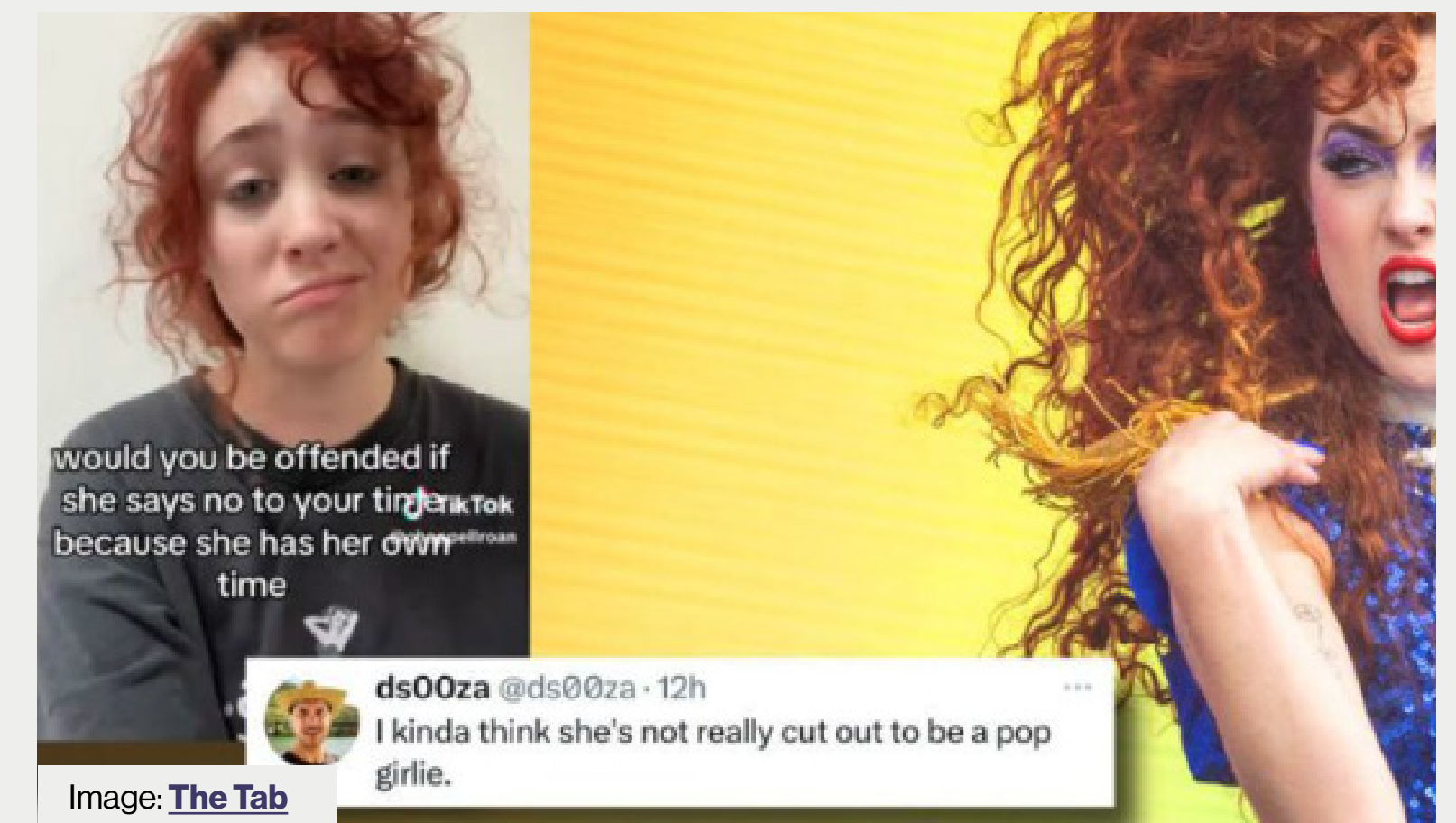


Image: [The Tab](#)

Music could be entering its anti-fan era. Last week, Chappell Roan posted a **viral video** speaking candidly about the behaviour of some extreme fans, and the impact it has had on her mental health. It split the internet. Some thought it was the price you pay for celebrity. **Others** used it to highlight the creepy, parasocial fan activity that has become more common.

"Stan culture" and **bad fan behaviour** in general has been much discussed recently, including by us. Could the future be smaller, more intimate gigs and listening parties?

Trend: Getting parasocial



APOCALYPSE NOM

Global emergencies spark new wave
of prepper produce

Demand for survival supplies has been **steadily rising**, prompting a slew of longlife culinary launches that tap into a desire for food stashing.

Product design student Amelia Cook was awarded for her **Savour** food prep kit, which makes dehydrated meals a “gourmet experience”. Heinz’s recent **carbonara in a can** product launch might have offended Italians around the world, but it could be a clever move from the brand. And Costco’s **‘emergency food bucket’** was a sellout success with apocalypse-minded shoppers when it hit shelves in July. The \$80 kit includes 150 food pouches with flavours like chicken alfredo and teriyaki rice.

As freeze-drying technology becomes more sophisticated, the global dehydrated food market is poised to achieve a Compound Annual Growth Rate (CAGR) of **4.8%** over the next five years. Freeze dried salsa and freeze-dried ice cream were among a number of doomsday staples **debuting** at this year’s Summer Fancy Food Show, confirming the trend’s ongoing momentum.

We’re hungry for survivalist and prepper content on social too. Creators glamourising food preservation, from #preppertok **pantry tours** to home canning tutorials, have attracted millions of views.



Image: Costco

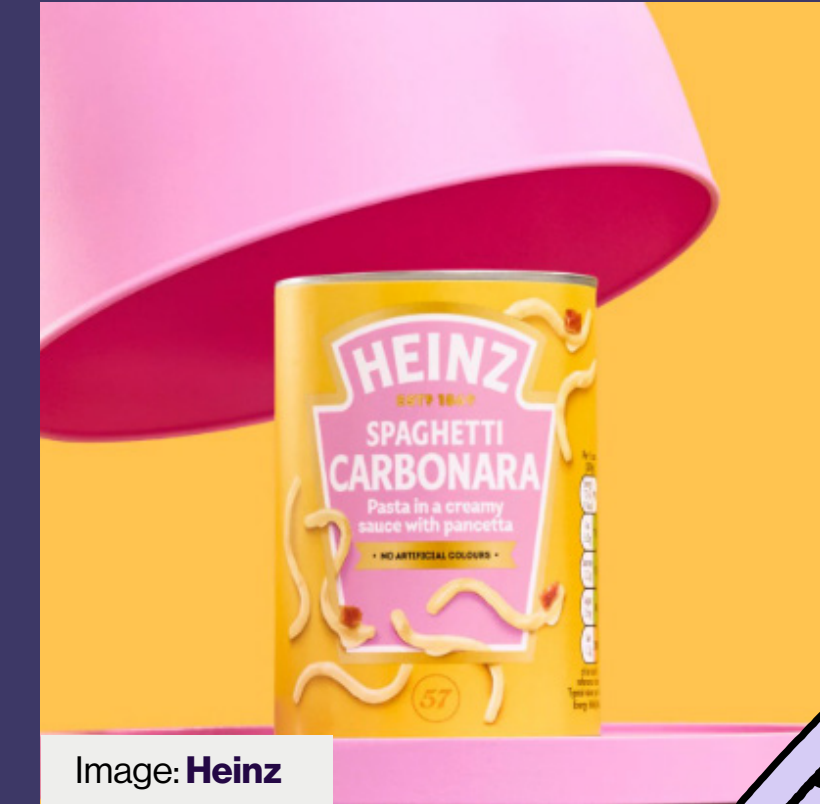


Image: Heinz



Image: 10 Kids and A Garage Stephanie

Weber Forecast Insight

Dehydrated and longlife food has long been thought of as novelty, but there’s huge opportunity for innovation in the sector as tech improves and consumer appetite grows. Consider futuristic events and experiences as well as unexpected collabs that bring together convenience and quality.

WANT TO KNOW WHAT ELSE IS ON THE HORIZON?

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Shandwick