

# WEEKLY TRENDS REPORT

# THIS WEEK'S FORECAST

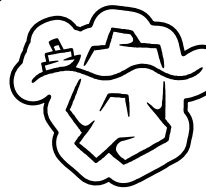

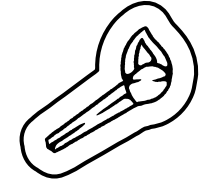
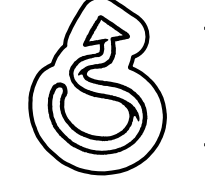


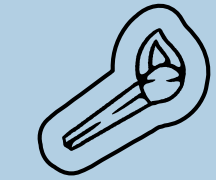
Micro trend



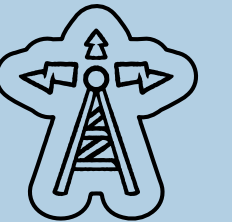
Macro trend

Icon Glossary

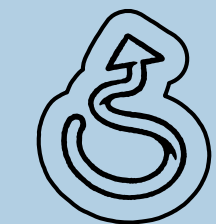
Difficult to action	 The big country takeover							
	 Tween period care							
Easy to action	 Year of sequels and remakes							
	 Fart walks							



Trending



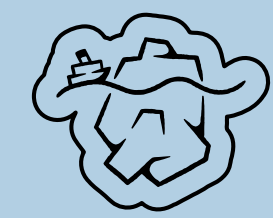
News you should know



On the up



Cancelled



It's gonna be big



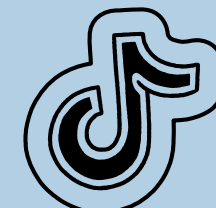
That's the tea



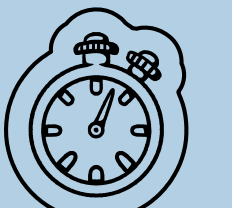
Sustainability



Consumer habit



TikTok trend



Be quick

# FOR YOUR INFO



## This week's dates & microtrends

### TikTok trends of the week

TikTokers are [going deep](#).

Do you have a ["fruity boyfriend"](#)?

### Digi updates

Gen Z are using the [Notes app](#) to outfit plan, Clueless style, using stickers of outfit pics.

A new report found that YouTube was by far the [favourite content platform](#) for kids aged 2 to 12.

### What we're loving

Wickiater! "Gladiator 2" and "Wicked" are [set for release](#) on the same day (November 22). Is this 2024's "Barbenheimer" moment?

["Fart walks"](#) are the new hot girl walking trend – and they have benefits for your gut, too.

### ICYMI

Eton is giving kids [dumb phones](#) to use during term time.

Greece has started a [six-day](#) work week.

The world's ugliest lawn winner was [revealed](#). The competition was founded by the Swedish island of Gotland as a water conservation initiative.

### Rising trend

The UK absolutely loves [fried chicken](#).

### The tea

We've seen a lot about gender differences in voting, so this [piece](#) on how Reform won over Gen Z men was interesting. The party's TikTok strategy and Farage's "bloke-like persona" worked to win some young men over – highlighted by YouGov [data](#).

Head lice are [everywhere](#). Are selfies to blame?

## Upcoming dates for the diary

- The Euros Final (14 July)
- The 2024 Olympics (26 July)
- We're looking ahead to Spooky Season (October)

### Hitting the right note

Billy Joel's anti-hustle hit, [Vienna](#), is striking a chord with Gen Z.

### The Future

Stormzy opened a [House Party bar](#) in London, in response to growing interest in smaller, more intimate nights out. It'll include DJ sets, secret rooms, karaoke takeover and beer pong tournaments.

Millennials are skipping the midlife crisis and going straight to [granny hobbies](#) instead.

### Phrase of the week

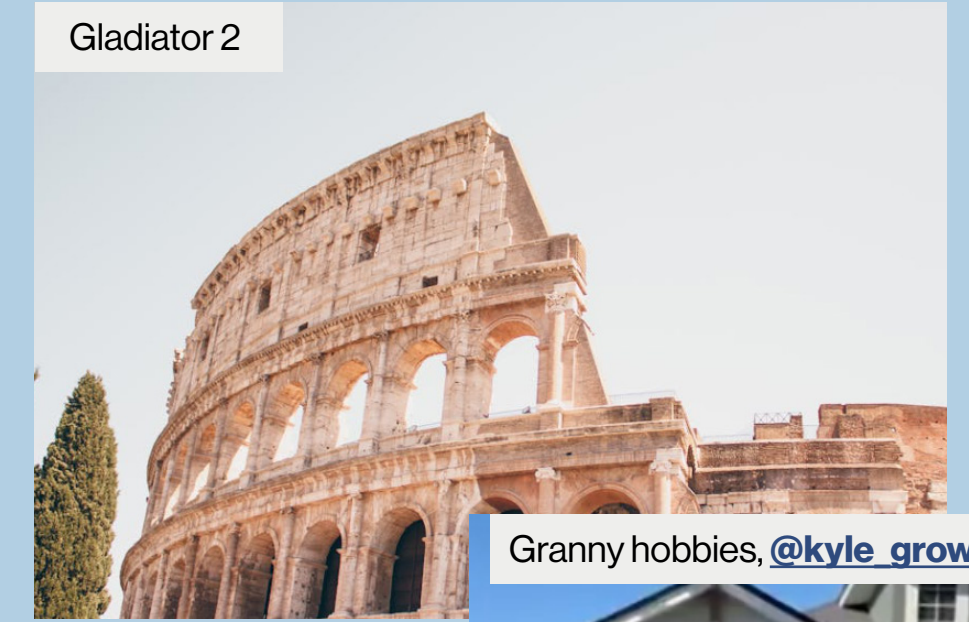
The ["Earlymoon"](#) is growing in popularity as couple's take an opportunity to bask in their post-engagement happiness.

### Stats of the week

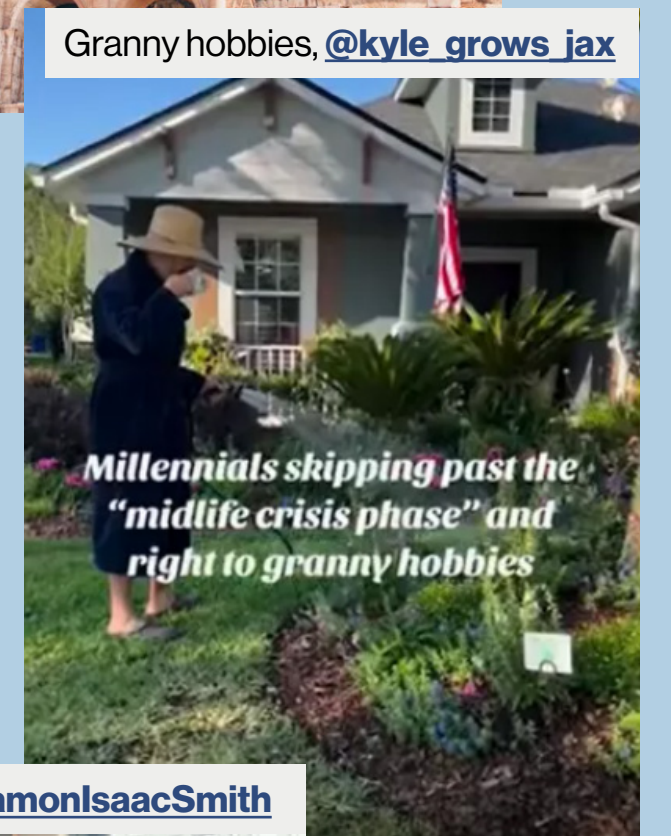
The year of sequels and remakes continues as Inside Out 2 and Despicable Me 4 hit cinemas. However, according to a recent [survey](#), 74% of Gen Z and millennials prefer original films to remakes, and interest in foreign language films has [risen by a third](#).

Women are [more than twice](#) as likely as men to wear sunscreen.

Gladiator 2

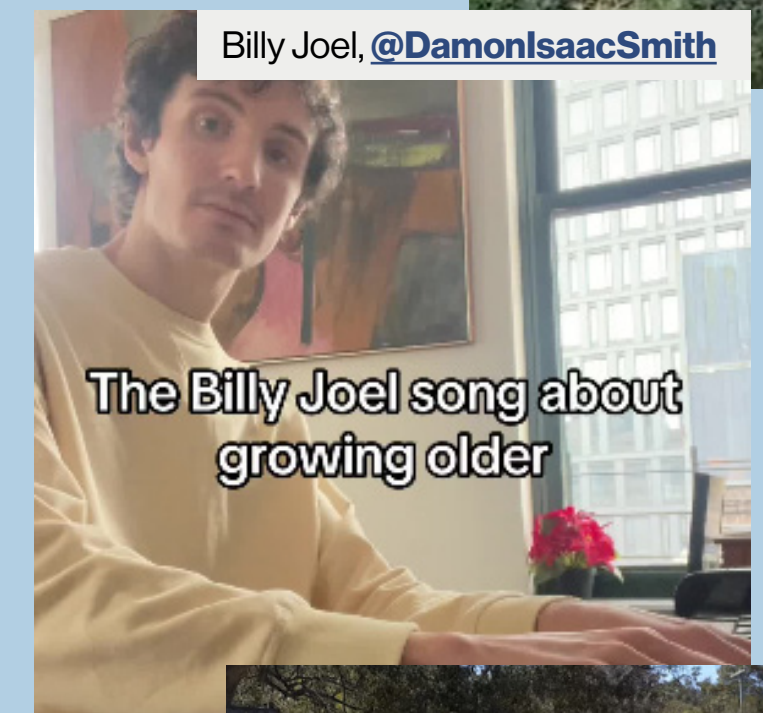


Granny hobbies, [@kyle\\_grows\\_jax](#)



Millennials skipping past the "midlife crisis phase" and right to granny hobbies

Billy Joel, [@DamonIsaacSmith](#)



The Billy Joel song about growing older



Image: [Region Gotland](#)

# TREND TRACKING



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

## Reading groups get creative



Image: [@confessions.nyc](#)

Reading nights and avant-garde literary groups are **gaining popularity** with younger generations – and much like the recent run club trend we explored – it seems that the more niche the topic, the better. Confessions, a Sunday-night book club in NYC, invites people to use an old phone booth to write their confessions, which are then anonymously shared to groups of 200+ every fortnight. Themed events, like queer book clubs, saw an 82% increase in attendance in 2023, and in **Ireland**, more people are picking up the Irish language thanks to bilingual book clubs that translate the classics.

**Trend: Book clubs are the hot new hangouts**

## Tween period care

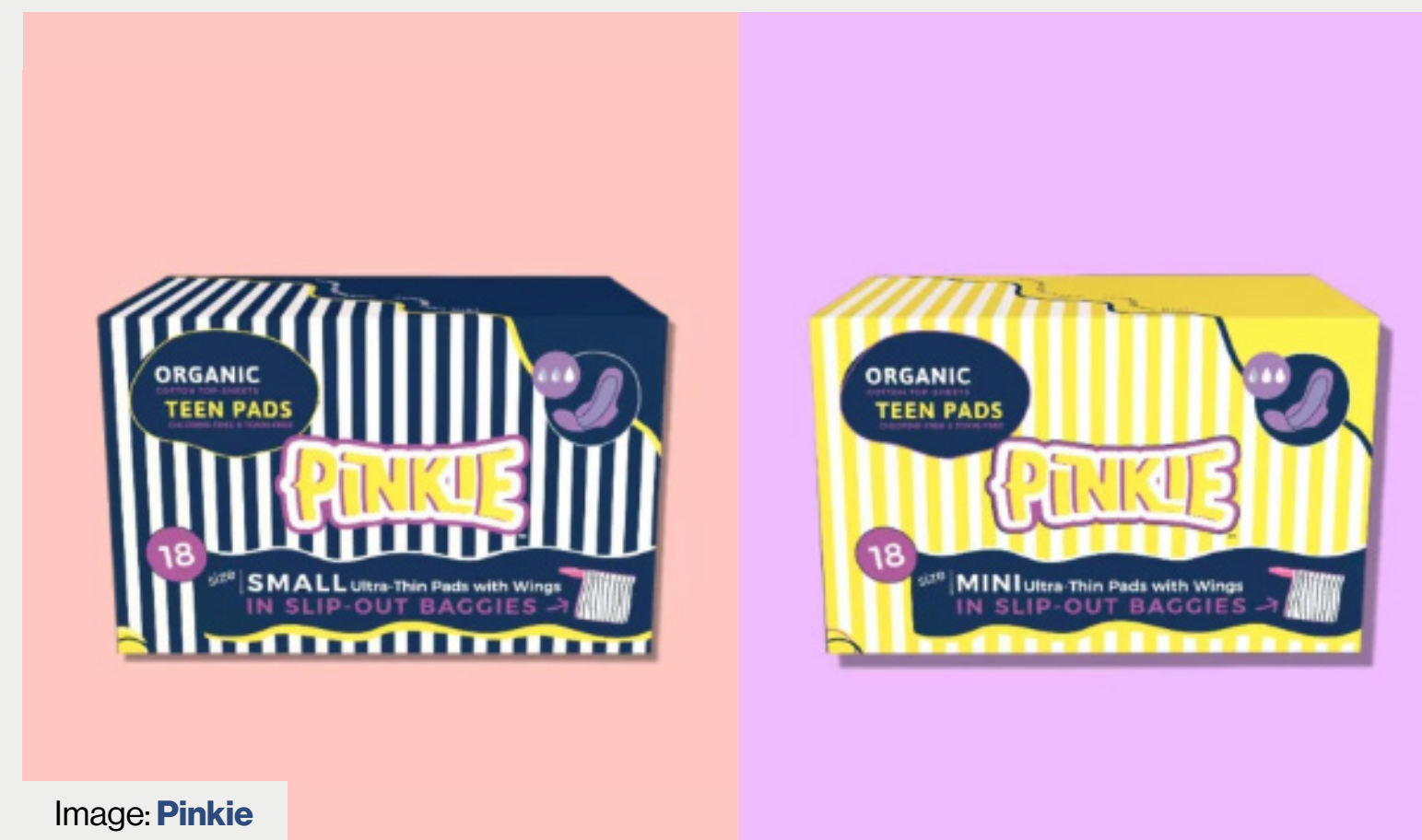


Image: [Pinkie](#)

Hot on the heels of the teen beauty movement comes **tween period care**, as brands recognise gaps among the products currently available, as well as how they are marketed. A recent study published in The Journal of the American Medical Association, looking at more than 71,000 people, found that menstruators are getting their period younger – and as the stigma around periods lessens, specially designed items and content geared towards younger audiences is growing. This includes smaller pads and TikTok tampon tutorials as well as packaging innovations that are designed to stand out, not be hidden in the back of cupboards.

**Trend: It's Gen Alpha's time**

## We're getting sportier



Image: [Blank Street](#)

In the US, adults who say they've participated in sports at least once per week is **on the rise** across all genders and generations, and the **share** of Gen Z adults who routinely engage with major sports leagues has been growing. **Glossier** has become the first full-time sponsor of USA Women's Basketball since the 90s, **brands** are getting in on this year's hottest racquet sport, padel, and run clubs have become **the new Tinder**. When it comes to entertainment, sports is the only appointment viewing left in the world, with this summer's bumper programme of sports events providing water cooler talking points around the world – and opportunities for brands to jump on the conversation.

**Trend: Summer of sport**

# GOING WILD FOR COUNTRY

Are y'all ready for this?

After several country and cowboy-adjacent trends circled the fringes last year, this year the cultural zeitgeist has fully embraced all things country.

Country music streaming grew 23% in 2023, driven by Gen Z and Millennials, with 36% of Spotify's Top 50 songs Country, compared to just 2% in 2016. In the UK, there's been a **67% increase** in country content video views on TikTok. Around the world, country stars headline mainstream music festivals and sell out arenas.

Everything from food, to fashion, to interiors, to entertainment is coming along for the ride. Retailer John Lewis reported a 62% rise in searches for cowboy boots since news of 'Cowboy Carter' broke, and Depop reported that searches for "fringe" had risen by 58 per cent. The "Western Gothic" aesthetic hit the catwalk. The "cowboy cocktail" has made its way onto high-end bar menus. And Gen Z have **swapped** nightclubs for line dancing, as an

increasingly sober cohort search for alternative evening activities. Bars **themselves** are trying to tempt visitors back by installing mechanical bulls or hosting rodeo nights.

It's part of a wider trend towards embracing guilty pleasures. It's become cool to be uncool. As one journalist **put it**, "A few months ago, if I'd put on a country music playlist in my student house in Bristol, everyone would cringe and cries of "noo!" would fill the room. Now we openly argue over my cowgirl hat for summer festivals and caption our Instagram pictures "#letsogirls"". The leopard-adorned crowds at Shania Twain's recent **Glastonbury set** speak for themselves.

As Lana Del Rey prepares to release her new country album in October, the world's enduring fascination with all things Western isn't set to slow down any time soon. All hail the Year of Yeehaw!

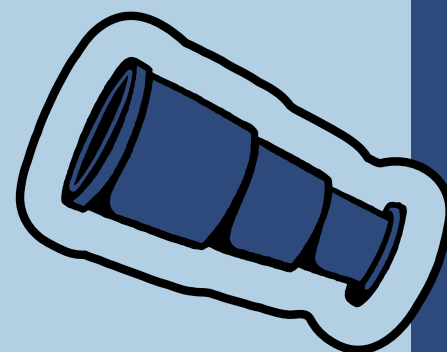
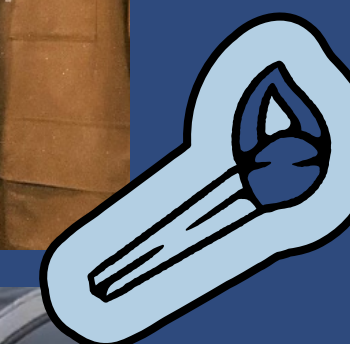


Image: [@Honeymoon](#)



when Shania Twain was the theme for glasto 2024

Image: [@miamillsjones](#)

**Not just for Swifties and the Beyhive: cowboy hats are riding high**

Image: [The Guardian](#)



## Weber Forecast Insight

Social media has had a huge part to play in the rise of country, helping the genre shake off tired cliches and proving it has a place in modern society. There's a lot we can learn as comms pros – from the emotional storytelling that draws on universal human truths to the way that different audiences are engaging with and putting their own stamp on the genre.

# WANT TO KNOW WHAT ELSE IS ON THE HORIZON?

Talk to us for:

## 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.



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