

WEEKLY TRENDS REPORT



THIS WEEK'S FORECAST



Micro trend

Macro trend

Icon Glossary

Difficult to action

Easy to action

 Retro crisps

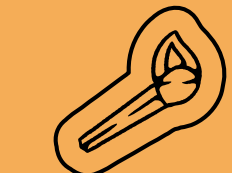
 Mini-retirements

 Print editions

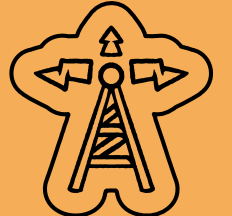
 The new, new year

 The airport tray pic

 Animal toursim



Trending



News you should know



On the up



Cancelled



It's gonna be big



That's the tea



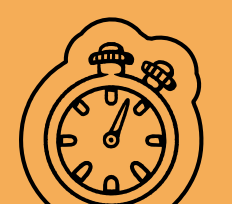
Sustainability



Consumer habit



TikTok trend



Be quick

FOR YOUR INFO

This week's dates & microtrends

THE WEBER FORECAST



TikTok trends of the week

Between 7 and 8 pm, Spanish hopefuls flock to the supermarket to find love with the help of a [pineapple](#).

Out with the fit pic, in with the [Airport Tray pic](#).

Middle schoolers are showing up to the first day of school with a [full makeover](#).

ICYMI

Get back! [Ludacris](#) dons his iconic big arms for a ceremonial baseball throw.

Christmas already? Waitrose showcases its festive [food range](#).

Two Steps ahead. Popular mukbang YouTuber, [Nikocado Avocado](#), loses over 250-pounds over the span of 2 years without his viewers finding out.

Phrase of the week

[Fridgerton](#). That's right, the show has inspired people to reinvent the way they store food.

Digi updates

Niche dating apps. From filling out [Google forms](#) for potential partners to [Throuples](#) check out these [11 new dating app startups](#).

[Googling](#) is losing its status as a verb amongst Gen Z.

Beef of the week

Environmentally aware [Gen Alpha kids](#) are tired of low-quality cheap products. The new generation want long-lasting high-quality products. I mean who doesn't?

What we're loving

Hanging out laundry- [relaxing art form](#) or [freak underwear storm?](#)

[I-d magazine](#) returns after a long hiatus and sticks to digital. Charli XCX and Troye Sivan don the cover.

Fancy a snack from the 90's? [Retro crisps](#) are back in focus with the help of curious kids and nostalgic parents.

Upcoming dates for the diary

- It's #SpookySzn
- Oktoberfest (from mid-Sept)
- Mid-Autumn festival – 17 Sept
- Autumn Equinox – 22 Sept
- Fashion Weeks – throughout Sept
- London Design Festival – mid-Sept

The future

Hey we're getting married <3. Text your friends & family [the invitation](#) for your wedding.

As [Adele bows out](#), the [diva deficit](#) is more apparent. (Who will I cry to when I'm wine drunk?)

Established trend

Parents are [still stressed](#) about their child leaving the nest to go off to college.

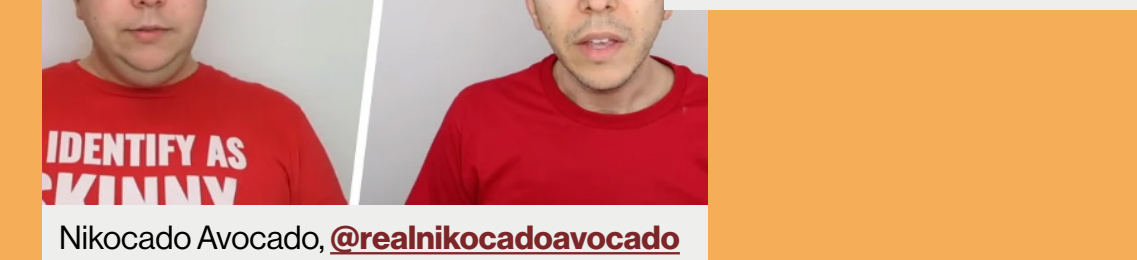
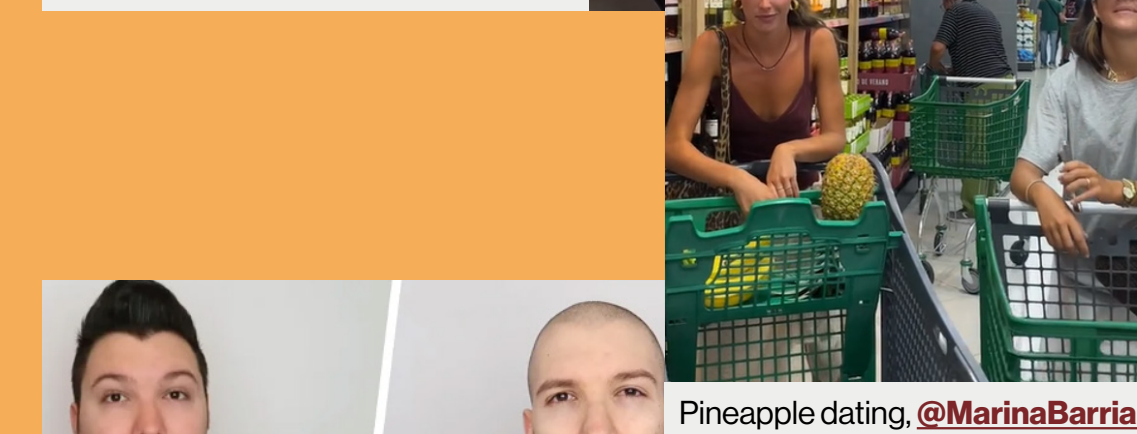
Alleviate some of that stress by hiring an [interior designer](#) for their dorm rooms. (PS. It's over 5K)

Insights of the week

[15% of Brits](#) bought condoms last year. Wear protection people!

Straight men straight up [don't read](#) and why are they so bad at [asking questions?](#)

Year of tennis - [a new study](#) shows playing the sport can add a decade to life.



Rising trends

The viral \$23 cocktail challenging your wallet. The [Honey Deuce cocktail](#) will soon garner \$10 million in sales.

Tired of work? Us too... take a [Mini-retirement](#).

LinkedIn is seeing a shift in content because of [Gen Z](#), with posts becoming confessionals and personal diaries akin to old Facebook

Weekly dose of cute

Unusual behaviour. Cats want to play fetch too! [Research](#) shows fetching behaviour in cats. And South Korea go barking mad for [dog strollers](#), which are outselling baby strollers!

One to watch

Indie Sleaze millennials unite! Is [TOPSHOP](#) returning to the high street?

TREND TRACKING



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

Heritage gets silly



Image: @RSPB

Several heritage brands are leaning into meme-based marketing techniques to attract a new generation. From Hever Castle's viral take on the "Gen Z wrote our marketing script" **trend** and the National Trust's similarly light-hearted **strategy** to the RSPB's **unhinged TikTok account**, these organisations are shaking off stuffy, stiff upper lip reputations by trusting younger marketers to craft their social voices – making history and education entertaining and fun at the same time!

Trend: Sillyposting

Read all about it



Image: Paper Magazine

It's been a big month for print! The Cut **published** its first standalone print issue, and Paper magazine is celebrating 40 years with a **fold-out zine**. Satirical newspaper The Onion is also **back** with a print edition and, interestingly, J Crew has revived its **print catalogue** with an editorial feel.

With the likes of TikTok democratising selling, consumers are **seeking** out "tastemakers" to curate and recommend products - so we expect more lifestyle brands to follow J Crew's suit and create their own editorial media to help cut through the noise.

Trend: Print gets the vinyl treatment

The Toronto Cat Tour



Image: @Pati.Toronto

Hot on the heels of **Gacek the cat**, **Flaco the Central Park owl** and the **Bed-Stuy goldfish** comes The **Toronto Cat Tour** – a free walking tour to see the city's finest felines through windows or on porches. TikTok went wild, showing the desire for unique, free and niche activities. Animal tourism can be a coup for a city – Gacek was Trip Advisor's **top attraction** in his hometown of Szczecin, Poland. Our takeaway? Never underestimate the power of an animal to unite people in times of darkness.

Trend: Animal magnetism

THE NEW, NEW YEAR

Do we ever truly grow up?



"Does this September have January energy?" a LinkedIn user recently posted.

This struck a chord as it chimes with growing **conversation** around how you never really shake that "back to school" feeling. Many are taking to social media to lament on the post-summer period as an opportunity to take stock, detox, reset and set intentions.

Search data backs up this behaviour, with topics like "meal planning", "clean eating" and "healthy packed

lunches for adults" spiking, as well as a string of articles **advising** that the Autumn Equinox is "the perfect moment to manifest the rest of your year".

This begs the question...are resolutions more meaningful now than in January, when the dark nights and hazy post-Christmas fuzz sets us up for failure?

It makes sense. September is historically a positive month – a time of harvest and abundance. Time to rethink the timing of new year, new you campaigns?

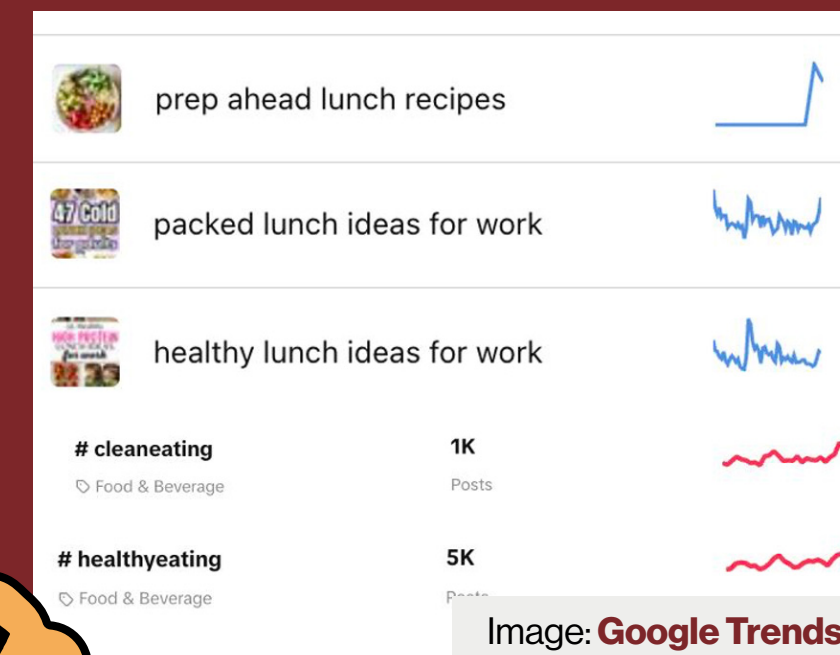
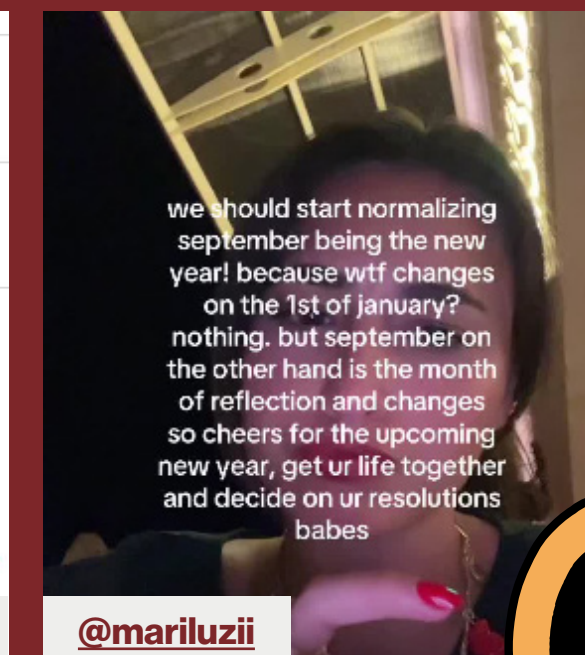


Image: Google Trends



@mariluzii



The great September reset: why autumn is better than January for new resolutions

It's never too late to make and manifest a positive change



Weber Forecast Insight

Autumn is a time of heightened nostalgia, reflection and hope - and there's an opportunity for brands to bring a sense of optimism to consumers. What about throwing a New Year's Eve Party... on 31st August?

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.

