

WEEKLY TRENDS REPORT

Wednesday 26 June 2024



THIS WEEK'S FORECAST



Micro trend

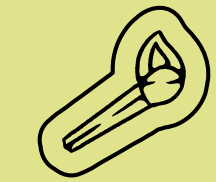


Macro trend

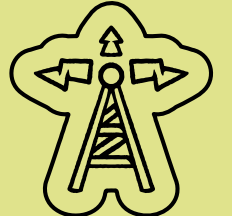
Icon Glossary

Difficult to action

Easy to action



Trending



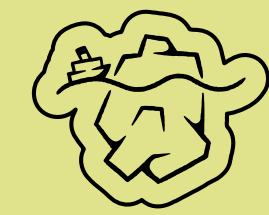
News you should know



On the up



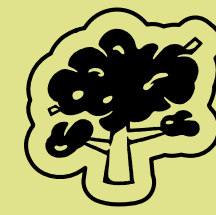
Cancelled



It's gonna be big



That's the tea



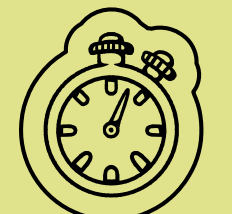
Sustainability



Consumer habit



TikTok trend



Be quick

FOR YOUR INFO



This week's dates & microtrends

TikTok trends of the week

Girls are sharing their [eyebrow blindness](#) stories with hilarious results.

Victorian lampshades are a [TikTok hit](#).

Digi update

TikTok has launched a new Instagram-like photo-sharing app called [Whee](#), designed to help you share images with your close friends.

What we're loving

[Wild Thang](#), an eight-year old loll-tongued Pekingese has been named the world's ugliest dog.

ICYMI

It's [Brat summer](#)! Expect to see lime green everywhere as fans go nuts for Charlie XCX's latest album.

Rising trends

Fertility clinics are taking to social media to encourage young women to [freeze their eggs](#), however scientists are warning that it shouldn't be used as a "back-up plan".

["Raw-dogging" travel](#) speaks to the growing amount of people choosing to undertake travel journeys without entertainment or snacks. Users are sharing their personal bests, with one user writing that they have managed 12.5 hours of travelling without any distractions.

The tea

[Booking.com](#) has warned that AI is driving an explosion in travel scams, with an increase of 500-900% in the last 18 months.

Movie fans are calling for the return of [DVD Bonus Extras](#).

Upcoming dates for the diary

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

Bye bye

Cruises. Millennials are [all about the yachts](#) now. Sign us up!

The Future

The psychics among you might have predicted that [spiritualism inspired travel](#) is making a comeback. Today's seances involve rowdy parties of hens/ bachelorettes or groups of women on holiday.

Phrases of the week

Justin Timberlake's arrest has given us the phrase of the summer, "[This is going to ruin the tour](#)".

[Darkwave](#), the gothic genre that's infiltrating pop with synth-driven, nihilistic sounds.

Stat of the week

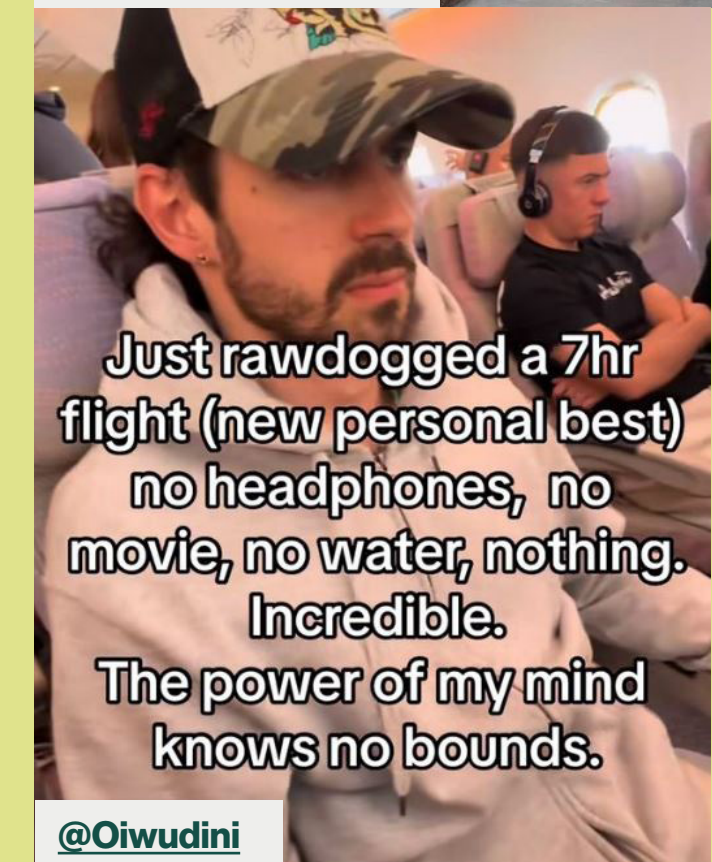
A new [survey](#) found 46% of Gen Z workers said that showing up between five and 10 minutes late is fine, compared to just 20% of Baby Boomers.

Useful information

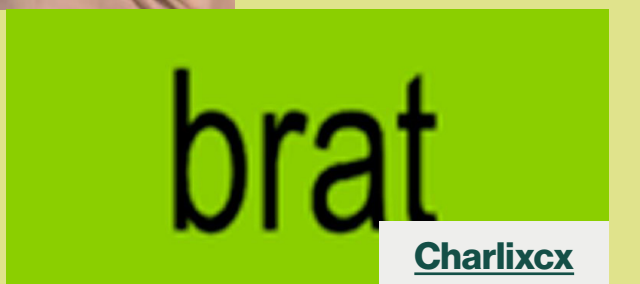
Google's latest [report](#) studies the online behaviours of Gen Z.



@WildThangOfficial



@Oiwudini



Charlixcx

TREND TRACKING



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

Tanning for all skin colours



With summer in full swing in the Northern Hemisphere, Vox declared “**Black girl tanning**” the “summer’s most radical beauty trend”. On TikTok, Black women are engaging with the sun-kissed trend in safe ways, including sharing tutorials on self-tanner application, brands and tips to even skin tone. Content creator **Mia Leshae** praises self-tan for temporarily addressing hyperpigmentation and scarring and more broadly, users emphasize the extra glowiness it adds to the skin.

Trend: The Bronze Age

Gen Z ditch the pill



There’s been a **mass exodus** from the contraceptive pill among younger generations, as women grow sceptical of the long-term impact of the drug. According to the **UK government**, prescriptions have dropped between 30-50% since the pandemic. Horror stories from the pill have existed for decades – so why is the pill-free movement gaining momentum now? There’s a combination of things at play, including TikTok, where **creators** share their own experiences of ditching the pill (misinformation is also rife on the channel), the fact Gen Z have been dubbed “**the sexless generation**”, or the natural alternatives that have grown in popularity over recent years as women long to reconnect with their bodies.

Trend: Celebrating Celibacy

TV’s new reality



Image: Channel 4

Increasingly, reality TV accounts for the majority of TV scheduling. According to TVLine, CBS is the only network to have more than 50% of airtime dedicated to scripted shows this autumn – with ABC seeing scripted content fall from 41% to 21% in just two years. A slew of new reality TV formats are premiering around the world to cater to increasingly diverse reality audiences, including Channel 4.0’s **Boss Pitches**, which gives Dragon’s Den a Gen Z makeover. It plays into a wider trend of the TikTokification of TV – creating the most engaging content possible, as cheaply as possible, and filming it in a way that can be easily chopped up into bite size chunks.

Trend: The Harsh Reality

THE BLURRY GENERATION

Time to open our eyes to the risks



Multiópticas



Sunlight can slow down your nearsightedness

@DrRupaWong



Apple



Weber Forecast Insight

Access to the outdoors is not even around the world – and the vast majority of us are living in an outdoor deficit. There's an opportunity for brands to support greater access – whether that's by collaborating with partners in the outdoors space, or by adding new features to products like Apple.



Nearsightedness – or myopia – is **getting worse**.

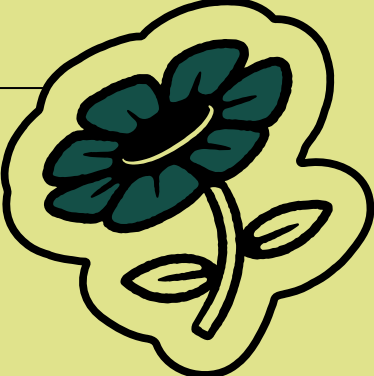
In the US, 42% of people are now myopic – up from 25% back in the 1970s. In some East Asian countries, as many as 90% of people are myopic by the time they're young adults. The figure is far less in countries with outdoor-oriented lifestyles like Australia.

Fuelling the rise of nearsightedness is a lack of time spent in the outdoors, which is essential for healthy eye development. Educators in **Taiwan** have taken notice, encouraging all primary schools to send students outdoors for at least two hours a day, every day. After decades, the rate of myopia among Taiwan's children began falling.

Spanish eyewear giant **Multiópticas** went for the shock factor to highlight the problem, launching a 'kid walking' service which purportedly hired people to take children outside for walks, based off the alarming insight that many kids today spend less time outdoors than household pets.

Children spend more than seven hours a day looking at screens, on average, with some studies finding teens are online almost constantly. Aware of their responsibilities, tech firms have started to respond. The Apple watch's ambient light sensor tracks how much time people are spending in daylight, with the stats appearing on the iPhone Health app.

Climate change will also have a part to play, as people lead increasingly indoor lifestyles as weather becomes more extreme. Barriers to the outdoors such as this has prompted researchers to work on ways to bring the outside in, including glass classrooms, nature-themed wallpapers and light-emitting headsets to be worn during gaming.



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.

