

VERY
INTERESTING

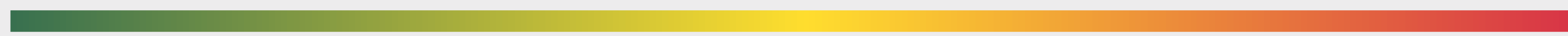


WEEKLY TRENDS REPORT

THIS WEEK'S FORECAST



Micro trend



Macro trend

Icon Glossary

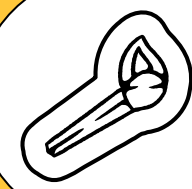
Difficult to action										
Easy to action										

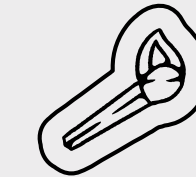
 Piercing parlours

 Kindles

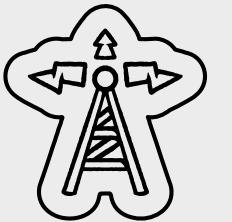
 Revenge saving

 Hawk Tuah

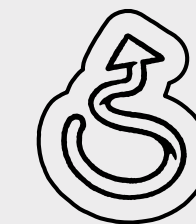
 The modern WAG



Trending



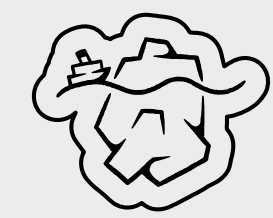
News you should know



On the up



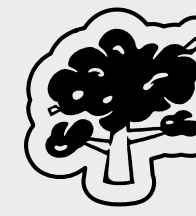
Cancelled



It's gonna be big



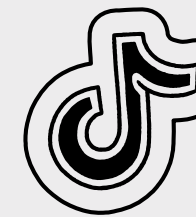
That's the tea



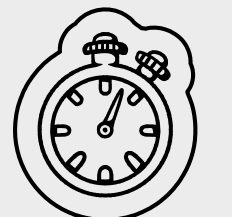
Sustainability



Consumer habit



TikTok trend



Be quick

FOR YOUR INFO



This week's dates & microtrends

TikTok trend of the week

An audio of a smooth 80s saxophone sound is going viral on TikTok, as users create nostalgic moments from "past lives" that the music reminds them of.

Digi update

YouTube has released its new "Fandom" report – looking at how fans have shifted from consumers to creators, from passive to active.

What we're loving

TikToker Crawly Possessed has been sharing bizarre videos of him dressed up as a gnome running through shopping centres.

ICYMI

Banksy was the talk of this year's Glastonbury Festival after his controversial stunt during Idles' set, which saw an inflatable raft holding dummies of migrants in lifejackets appear above the crowds.

Rising trends

Chinese Gen Z are turning their backs on little treat culture, and are taking part in "revenge saving", setting extreme monthly saving targets- and finding "savings partners" to help them stick to their goals.

Mundane simulator games like lawn mowing are attracting gamers.

The tea

More people are basing their friendship groups off aesthetics to thrive in the "attention economy".

Summer camps have asked campers and their families to avoid bringing make-up and skincare products to camp following the Gen Alpha "Sephora Kids" trend.

Bye bye

Forget Claire's Accessories, piercing parlours are the new place to be seen.

Upcoming dates for the diary

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

The Future

Denmark has become the first country to impose a tax on livestock carbon dioxide emissions from 2030. It's hoped that it will help Denmark reach a 2030 target of cutting greenhouse gas emissions by 70%.

Phrase of the week

The "Hawk Tuah" girl has taken over the internet after her sex tip went viral. We'll leave you to look it up for yourself...

Stats of the week

Millennials and Gen Z are prioritising summer fun this year, with 61% of these generations saying that summer travel is on their 2024 to-do list.

If you get away on holiday this year, will you be one of the 35% of us that checks work emails on the first day of your break?

Useful resources

Vienna, Copenhagen and Zurich topped The EIU's list of the world's most liveable cities.

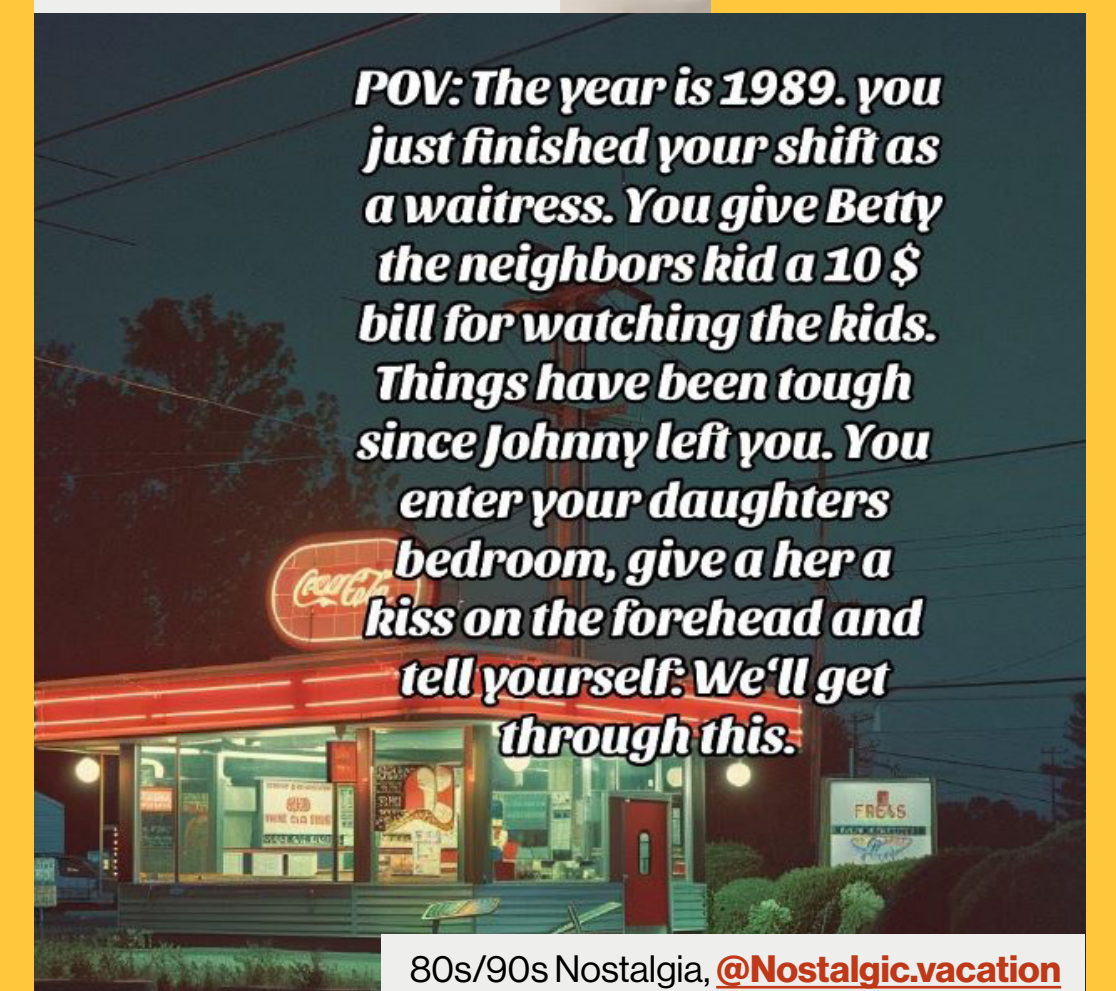
Fortune has released a comprehensive list of Gen Z's most notable status symbols, however, some BookTokers will argue that kindles are the ultimate must-have gadget.



Hawk Tuah, [@Hawktua](#)



Gnome, [@crawly_possessed](#)



POV: The year is 1989. you just finished your shift as a waitress. You give Betty the neighbors kid a 10 \$ bill for watching the kids. Things have been tough since Johnny left you. You enter your daughters bedroom, give a her a kiss on the forehead and tell yourself: We'll get through this.

80s/90s Nostalgia, [@Nostalgic.vacation](#)

TREND TRACKING



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

Male cosmetic work has gone mainstream



New research conducted by the [American Academy of Plastic Surgeons](#) has found that male cosmetic surgeries have increased by 207% between 2019 and 2022, with “tweakments” like fillers increasing by 253% in the same time-period. Rhinoplasty and eyelid lifts are among the most common procedures for men, as many aim to achieve a younger appearance. Young men on the other hand are taking a more preventative route, with the [“Brotox”](#) movement reaching fever pitch over the past year.

Trend: Looksmaxxing

Adults are relying on their parents more than ever



Image: [@naaomimarie](#)

It's no surprise that young people are struggling to make ends meet – however an explosion in rental prices and difficulty getting on the property ladder has encouraged a boom in 18-34 year-olds moving back in with their [parents](#). But new data released this week shows that Gen Z and millennials aren't just looking for a roof over their head, they're looking for support financially too. [Axios](#) has found that the uptick in “little treat culture”, as well as FOMO, is encouraging young people to spend more in the short-term, rather than thinking about long-term savings. One third of millennials and over 60% of Gen Z say that they are relying on their parents to fund some of their lifestyles – with many arguing that the little treats they splurge on help them cope with disappointments in other areas of their lives.

Trend: The reverse boomerangers

Kyla Scanlon makes cents to Gen Z



Image: [@Kyla_Scanlon](#)

Over recent years, we've seen young people experiment with several different ways to save, from loud budgeting to cash stuffing, as they look to FinTok for guidance on how to manage funds. Fortune reported this week that YouTuber, commentator and TikToker [Kyla Scanlon](#), who populated the word “vibecession”, has become one of Gen Z's leading voices in the financial space. Her focus is on education, rather than making the rich richer, a message that's resonated with her over 220k followers across TikTok and YouTube. She aims to make the confusing world of finance accessible for younger generations who are keen to learn, with interest in areas like [cryptocurrency](#) also spiking among these age groups.

Trend: Gen Z bank on FinTok advisors

THE MODERN WAG

Another international football tournament, another generation of WAGs for us to obsess over.



Image: Daily Mail

WAGs branded 'hooligans with Visas' as country is set to grind to a halt for crucial England match



Image: @Coleen_Rooney



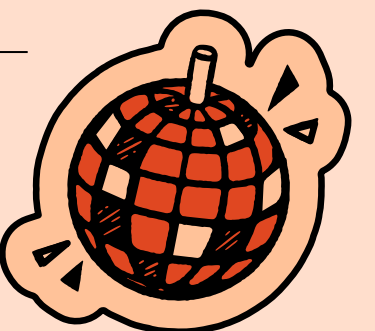
Image: @TiannahPeddler

Why Football is Ready for a WAGs Rebirth



Weber Forecast Insight

While WAGs have reclaimed their sense of agency through social media, tabloids continue to focus on spending, fallouts and cheating rumours - reflective of wider clickbait culture and how everything has "become content". Our industry can help give WAGs a platform, control the narrative and ultimately showcase their true power.



The first recorded use of the acronym "WAG" (Wives and Girlfriends) was in a 2002 Telegraph article, but it wasn't until the 2006 World Cup in Baden-Baden that it truly exploded, as the on and off-pitch lives of footballers became press kryptonite and, alongside them, WAGs including Victoria, Cheryl, Abbey and Colleen – who were allowed to accompany their partners to the tournament for the first time.

Over the coming years, drama followed, including cheating scandals, sexism, classism and fashion faux pas. Early WAGs were looked down on, derided by the media and branded "hooligans with Visas", with girls even being sent to prep schools to "counter the influence of WAGs".

Fast forward to 2019, the now-infamous Wagatha Christie case sparked the start of the WAG renaissance, which coincided with Gen Z's growing interest in y2k culture. Today, as the influence of tabloids has waned, we see an entirely new, social savvy WAG who curates and controls her own image

– in turn becoming more relatable and recognised in her own right.

While the likes of Dani Dyer and Laura Celia Valk (who is dating Jude Bellingham) have cultivated huge followings, many WAGs have chosen to shun the spotlight completely and maintain "normal" day jobs. It's not surprising – while the culture has improved, misogyny and hate has found a new home on social media. For example, Declan Rice's girlfriend, Lauren Fryer, was mocked online over her appearance, leading her to delete all her posts.

Across the pond, Taylor Swift has ushered in a new era of the WAG. She has brought a new generation of fans to the NFL and proved the power of the WAG is so mighty that it can be priceless to both players and teams by giving them a new relevance.

WANT TO KNOW WHAT ELSE IS ON THE HORIZON?

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Workshops

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

 THE WEBER
FORECAST

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