

WEEKLY TRENDS REPORT

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



Conspiracy theories



Digital accessories



Rage bait



Korean healing fiction



DIY rage rooms

FOR YOUR INFO



This week's dates & microtrends

TikTok trends of the week

Real playa moves. Learning how to be respectful from the very **best playa around**.

Taylor Lautner wins the **flip the camera trend**. We've been team Jacob since day 1.

ICYMI

Mark Zuckerberg released a **cover of 'Get Low'** with T-Pain. We had to listen to it so you must too.

John Krasinski is the **Sexiest man of the year**. Pedro Pascal was robbed.

Phrase of the week

'DIY rage rooms', demolish your pillow at home.

Digi updates

Blind box livestreaming is a thrilling way to lose all your money in front of thousands.

The 'X' exodus as users flock to **alternative social media platforms**.

What we're loving

Let's **play Minecraft** but it's completely AI generated.

Who's this diva? **Daisy, the AI granny** wasting scammers time.

Weekly dose of cute

Pop music is saved, Moo Deng releases **her first song**.

On Our Radar

 Movie: Moana 2 – 29 November

 TV: The Agency – 30 November

Tea of the week

The satirical news site, **The Onion** buys Infowars.

Insights of the week

The Spotify Christmas playlist has double the streams than this time last year as Christmas cheer **starts earlier** than usual.

Meet cute more like meet anxiety. Singles are **forgetting how to date** with rusty seduction skills.

Rising trends

Quiet logos are in Vogue. We always wear designer just don't check the label...

A simple trip to the supermarket is becoming a game of who can spend the most in **luxury shopping hauls**.

The future

An **infinite AI podcast** that is generated by your surroundings.

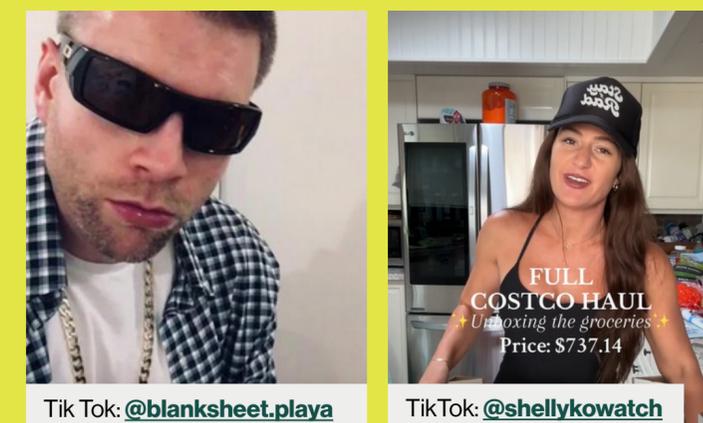
Recruiters are encouraging use of AI in CVs and cover letters while **prestigious university degrees** are working against graduates.

Stats of the week

Three-quarters of U.S. adults are overweight or obese. 80% of teens are seeing a **new conspiracy theory** every week. Reminder that the Earth is round.

One to watch

Korean 'healing fiction' is the genre to read.



Tik Tok: [@blanksheet.playa](#)

Tik Tok: [@shellykowatch](#)



X: [@CarlosAcolt](#)



Image: [@Zuck](#)

TREND TRACKING



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

Wanted: relatable male role models



A study by the **National Research Group** found that only 52% of young men have real-life role models, while 26% find role models in fictional characters. When you compare this to young girls, the difference is stark. Where girls cite Dr. Meredith Grey, lawyer Elle Woods, and police officer Olivia Benson as role models, the list for young men “doesn’t include a single character that exists in a real world” – it’s all superheroes and fantasy characters. There’s a gap in entertainment for male characters with real life skills, causing boys to turn to dubious content creators for masculinity inspiration instead.

Trend: Masculinity in crisis mode

Virtual reality:
rise of digital accessories



In an increasingly online world, Gen Z are finding novel ways to integrate tech into their personal style, merging both the digital and physical realms. Pinterest searches and content are up 220% for **“Wired Headphones Outfit”** and TikTok showing the **“Ipod Shuffle Hairclip”** have millions of views - indicating that Gen Z are searching for ways to put the fun in functional. Headphone charms and DIY personalisation play into the **“chaotic customisation”** movement, and according to data from WGSN, “accessories for accessories” are set to continue to resonate with shoppers and infiltrate the market into 2026.

Trend: Gen Z status symbols

Brands tap into the fanosphere



Brands continue to turn to fans for community-first solutions that insert them into the conversation and improve the bottom line. Reece’s proved the value of social listening as it launched a deconstructed peanut butter cup kit, inspired by a viral Reddit **post**, and Gen Z darling Starface has tapped fans to launch a new Depop shop, **Star Market**, which will sell original merch designed by fans and inspired by three playful characters of the brand – taking it beyond skincare and into the lifestyle realm.

Trend: Brandoms



ALL THE RAGE

Using anger as an engagement tool



An **influencer** smears an entire tube of foundation on her face. A **home cook** dumps obscene amounts of butter in a pan. A **Reddit thread** about hearing aids pops off. What do they all have in common? They've been cleverly engineered to generate rage.

As we pass the era of buying fake followers, influencers and brands are increasingly deploying **rage bait** tactics – an effective yet infuriating and calculated strategy designed to spark engagement through anger, controversy and debate. The viral **Green Dress lady** video is a prime example.

Rage bait can take many forms, from deliberately offensive tweets to controversial marketing campaigns and **absurd make up techniques**. But at what cost? In an online environment where harassment and negativity is abundant – particularly targeted towards **marginalised groups** – we're

growing exhausted of these tactics.

Though rage bait can drive short term buzz, it leaves the audience feeling manipulated and burned out. As people leave social media in their droves, it's a desperate tactic to cling to relevancy. Some social channels like Threads are **even stepping in** to try to manage the problem.

In rare cases, rage bait has been used thoughtfully to highlight important issues. Take these **influencers** who faked a love triangle to redirect attention and raise funds for Palestine, showing how provocation can be a force for good.

However, the increasing backlash towards rage bait has revealed a growing appetite for authenticity, with audiences drawn to creators and brands that prioritise genuine content over manufactured controversy.



Image: [@meredithdubury](#)



Rage baiting in the makeup community needs to stop



Image: [@angelbbkira](#)



Image: [@colie.1](#)

Weber Forecast Insight

In a landscape dominated by views and engagement, sincerity is the most-valued currency. Rage bait may stir the pot, but it's authenticity that ultimately builds loyalty – and in today's world, that's worth far more.

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.

Pictured: iStock

 THE WEBER
FORECAST

 Weber
Shandwick