

# WEEKLY TRENDS REPORT

Friday 1 November 2024



# THIS WEEK'S FORECAST



Micro trend



Macro trend

Icon Glossary

Difficult to action

Easy to action

				 Swab it like it's hot					
		 Chaos packaging			 Linear kids' TV is dead				
			 Horror is killing it						



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

Filming yourself get rejected is a form of **rejection therapy**. We prefer feeling the crushing defeat secretly.

Make yourself feel old with the **Chromakopia album trend**. 2017 feels like yesterday...

### ICYMI

"I am the true Lisan Al Gaib" Timothée Chalamet shows up to his **own lookalike contest**.

LeNepotism. LeBron James and his son, Bronny **make history** as they play together in the NBA.

### Digi update

Mommy and daddy love you very much. Who gets the social media account from **the divorce**?

### Tea of the week

The Kiwis cracking down on **tearful goodbyes** to less than three minutes.

### What we're loving

An **extensive guide** on how to cancel plans. "Sorry can't make it. Dog ate my keys!"

This **veggie personality quiz** has another layer. We got broccoli! What did you get?

### Weekly dose of cute

**Paddington Bear** has been issued an official UK passport. ICON.

### Established trend

**Generation Ironic**. Nothing is serious and everything will be **a meme**.

### Insights of the week

**Cultural differences** between Chinese and Westerners make for a different experience of depression.

Dressing boring is cool, an **all-encompassing dive** into "basic" clothing and its impact on culture.

## On our radar



Ab-Soul: Soul Burger – 8 November  
Primal Scream: Come again – 8 November



Paddington in Peru – 8 November



Arcane Season 2 – 9 November

### Rising trends

Save on makeup with one simple trick. **Cosmetic tattoos** are becoming more prevalent, with blush tattoos the latest trend.

**Greenland** is the new hot (cold) spot for holidays as the country braces itself for an influx of tourism.

### Phrase of the week

"Everyone is beautiful and no one is horny". The **pursuit of perfection** and idealistic bodies hinders intimacy.

### The future

Sotheby's is auctioning an artwork created by a **humanoid robot** for the first time. We're still waiting for the Shakespeare written by monkeys.

Electric car brand, Rivian, adds "**car costumes**" to its software allowing for its cars to dress up as iconic cars, such as K.I.T.T.

### Stat of the week

In 2005, over 50% of cars were **colours** other than black, grey or white. Now, it's less than 20%. A true travesty on our eyes.

### One to watch

Parents rejoice! **Disposable vapes** to be banned in the UK from June 2025, and the country may also **ban smartphones** for children.



Image: [@bowenfernie](#)



Image: [Michelle Panning](#)



Image: [Sotheby's](#)



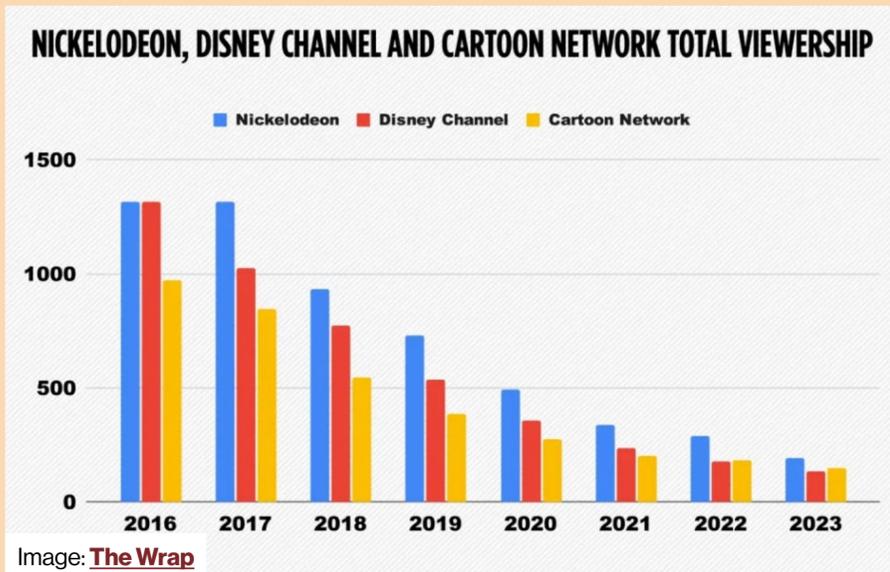
Images: [@dunedinairport](#)

# TREND TRACKING



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

## Linear kids' TV is dead



Ratings for Nickelodeon **plummeted** 86% from 2016 to 2023, while the Disney Channel fell 90% in the same period, according to Nielsen. Instead of legacy channels, Gen A has pivoted entirely to streaming and creator-driven content. This has parallels with the fact that Gen A don't distinguish between celebrities and creators, and how the lines are becoming blurred between the two. It also shows a shift from scripted content to rawer forms of entertainment, like pranks. This is a problem for brands like Disney, who rely on the nostalgia-factor to retain adult audiences. It also paves the way for social-first kids' icons like Blippi, who originated on YouTube, and Skibidi Toilet, which has grown into a **media empire**.

**Trend: Gen Alpha reckoning**

## Horror is killing it

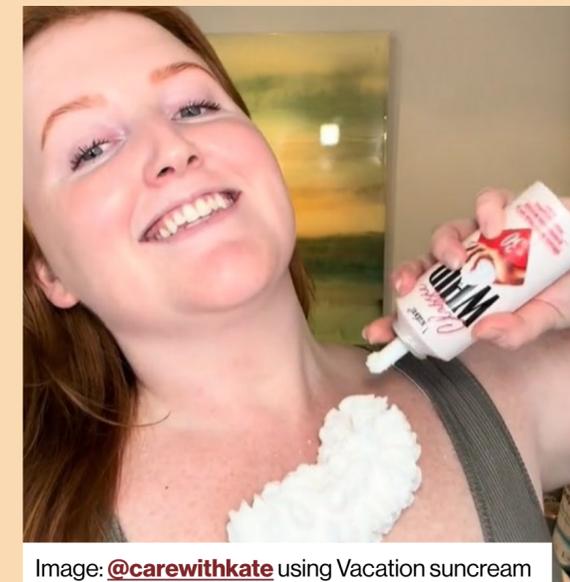


*The Terrifier 3* box office **success** proves the value of the horror fan community and the genre's enduring success with scare-hungry audiences – so much so that the franchise's Art the Clown is being touted as this generation's Freddy Krueger or Jason Voorhees. It comes following the success of **Longlegs**, with both films opting for pared-back, low budget marketing.

Along with indie, low budget scarefests, **female-led horror** is another of the biggest growing categories. *The Substance* and *Sweet Pea* are just two recent examples of viewing real female issues through a horror lens, dramatising the problem to generate a response.

**Trend: Horror's golden age**

## Chaos packaging



Brands are earning media cut through by tapping into **chaos packaging** – a trend observed by the WSJ. Gin packaged in an engine oil tin? Check. Tampons in an ice cream tub? Seen it. Suncream in a whipped cream can? You bet. In an era of absurdity, going bold commands attention. As advertising becomes more expensive and suppliers battle for shelf space, the cost of being dull is irrelevancy. Chaos packing is trickier for legacy brands, but it doesn't have to be impossible. Creator partnerships, special editions and unique ways of dispensing the product can all serve as reminders to the audience.

**Trend: Embracing chaos**

# SWAB IT LIKE IT'S HOT

## DIY Health Kits are Revolutionising Feminine Care



7-17

Women are invited for cervical-cancer screening every three to five years between the ages of 25 and 65 - but nearly a third of women in England don't come forward for a test.

#CervicalCancer #SmearTest

bbcnews 283.8K

Image: @BBCNewsTikTok

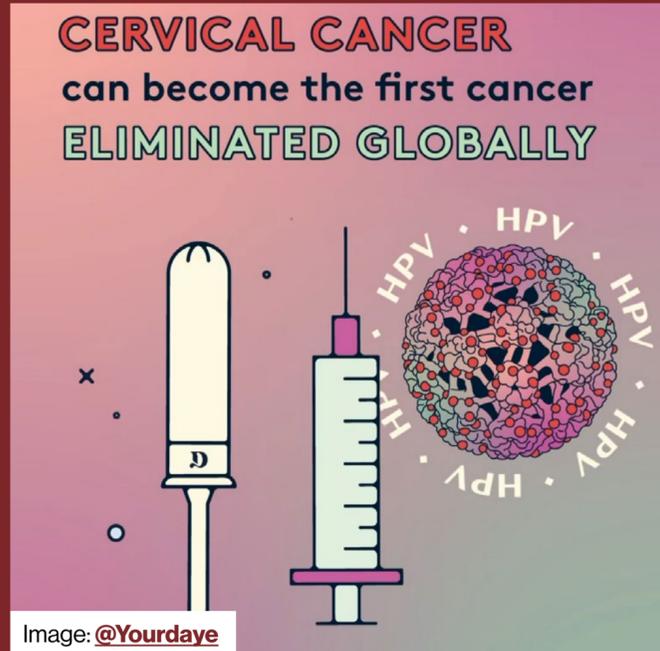


Image: @Yourdaye



Image: @test.me health

## Weber Forecast Insight

The future of feminine health lies in self-sufficiency. With at-home testing kits proving to be a game-changer, expect more DIY healthcare solutions that cater to convenience, privacy, and control, shaking up the outdated clinic-based model.

The DIY revolution has officially hit the world of feminine health, and let's just say, women aren't queuing up for cold speculums anymore.

Enter: **at-home cervical screening kits**, the new swab sensation that lets you skip the awkward clinic visit. These kits, which are basically the lovechild of a Covid swab and a life-saving tool, let you take control – literally – of your own cervical health. And the best part? They're just as accurate as the clinic test, minus the stirrups. **A recent NHS trial** proved that 85% of women offered the kits said "yes, please," and more than half of those actually sent in their samples. So, what's not to love?

Beyond convenience, this shift is rooted in something deeper: a growing desire for autonomy in all things body-related. Whether it's turning your bathroom into a DIY gyno office or treating your vaginal microbiome like a **personal project**, women are taking back control, one swab at a time.

As women embrace these DIY solutions, the wellness market is exploding with products that promise to support your "down-there health." From **probiotics** to **self-testing kits**, there's no shortage of options to help you feel more in control. The best part? It's all about empowerment – giving women the tools to manage their health on their own terms, without the need for a waiting room or uncomfortable conversations.

# 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.

