

WEEKLY TRENDS REPORT



THIS WEEK'S FORECAST



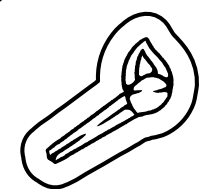
Micro trend

Macro trend

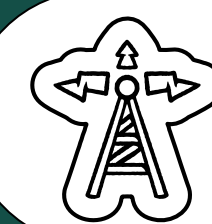
Icon Glossary

Difficult to action

Easy to action



Age gap relationships



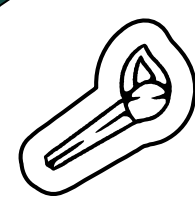
The Detectorists



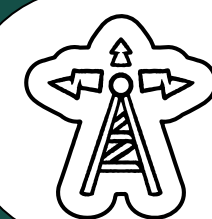
Bibliotherapy



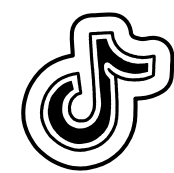
Snoafers



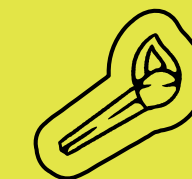
The bush



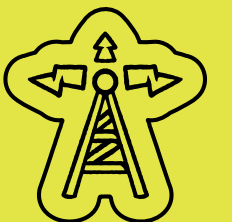
Socialising 2.0



Year of magical thinking



Trending



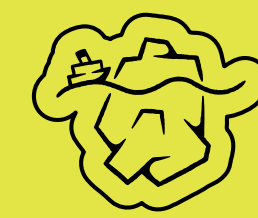
News you should know



On the up



Cancelled



It's gonna be big



That's the tea



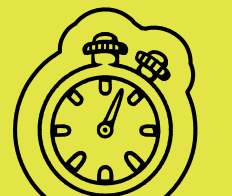
Sustainability



Consumer habit



TikTok trend



Be quick

FOR YOUR INFO

THE WEBER FORECAST



This week's dates & microtrends

TikTok trends of the week

Bad Bunny has broken us all with the **DtMF trend**. BRB we need a mop for our tears.

The newest tourist destination, **the cherry tomato bridge**. Oh that's where we dropped our BLT.

ICYMI

Did you miss out on **the Wirkin?** The dupe Birkin from Walmart.

Phrase of the week

'Bibliotherapy', reading is being used as a treatment for depression and anxiety.

Digi updates

With the impending TikTok ban in the US, users are flocking to **Chinese apps** and are welcomed with **open arms**. This is like dating your ex's twin.

The **soap opera saga** of World of Warcraft roleplay. Like *Real Housewives* but with duels to the death.

What we're loving

Speedrunning **Crazy Taxi** with a live band. Don't you think everything should be done with a live band?

Snoafers are the ugliest shoes since crocs. (We love them.)

Tea of the week

'Full bush in a Bikini'. A discourse on whether or not to shave down there. We're team bush.

Weekly dose of cute

Sorry for the DtMF video, here's a cute cat telling us their **new years resolutions**.

Established trends

The **non-smart watch** is back as horologists go analogue. A Tick Tock that can't be banned.

We're all stuck in the **Anti-Social Social club**, BRB getting the mop again.

On our radar



Prime Target – 22 January



FKA twigs: Eusexua – 24 January



The Brutalist – 24 January
Presence – 24 January

Insights of the week

I.O.U one cake pop. Starbucks is **the currency** for Gen Alpha.

Teens are **gambling with digital skins** and are losing thousands. A digital knife is worth more than us...

Rising trends

As **condom use falls** and sex infections rise, educators try to tackle misinformation among teens.

Underconsumption killed **'cores' and micro moments**. Don't let a two-week fad define you, long live Brat.

The future

Get out the way Gen Alpha, starting from now **Generation Beta** is here and while you're at it name your new baby like we're still in **The Great Depression** like Bernard or Winifred.

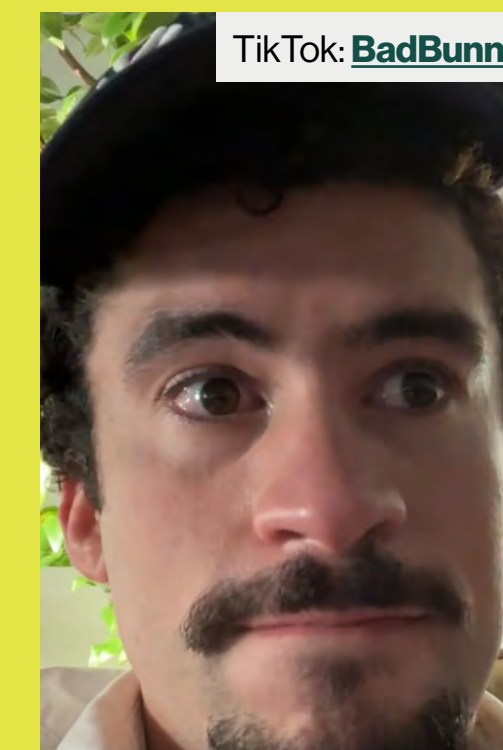
No more crazy fits, **we're back to basics**. Remember fashion trends can be tracked with Lady Gaga's fits.

Stat of the week

Family friendly PG films accounted for **1/3 of box office** last year. Our favourite? The one about ice hockey and teenage angst.

One to watch

Using AI to plan the **perfect time for a holiday** to see the northern lights – is data-driven tourism the future?



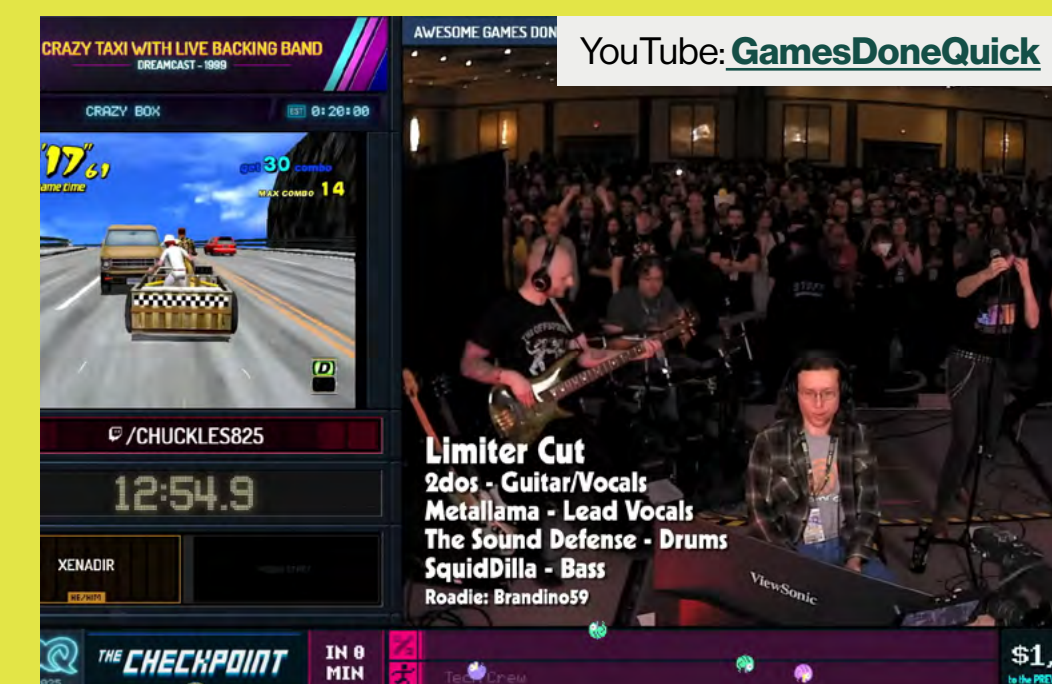
TikTok: [BadBunny](#)



TikTok: [jessi.my](#)



TikTok: [melodyy12345678](#)



YouTube: [GamesDoneQuick](#)

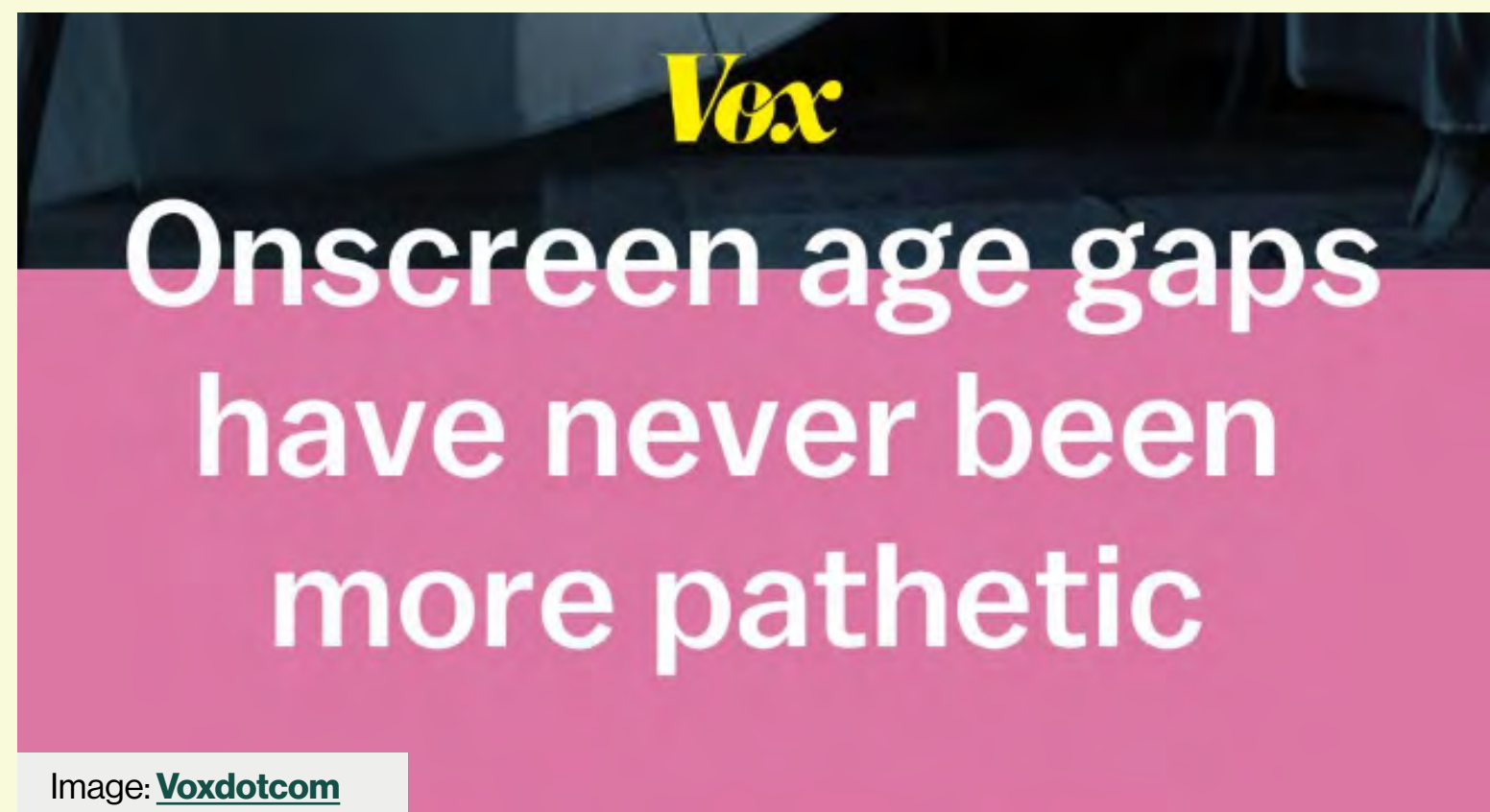
Limiter Cut
2dos - Guitar/Vocals
Metallama - Lead Vocals
The Sound Defense - Drums
SquidDilla - Bass
Roadie: Brandino59

TREND TRACKING



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

Mind the gap



Age gap relationships are having a moment in culture. From *Nosferatu*, *Queer* and *Babygirl* to *Bridget Jones*, not to mention the 500-year age gaps common in romantasy fiction, we're lapping up content that explores the complexities of age and desire. As the **Age Gap Autumn** trend showed, it's not just in fantasy worlds.

It's prompted **one writer** to consider how the older person is portrayed – and often it's linked to humiliation. In the case of *Nosferatu*'s Count Orlok, *Queer*'s Lee and *Babygirl*'s Romy, they are obsessive, possessive and a bit pathetic. With age gaps becoming more common in real relationships, is it time to flip the script?

Trend: *Modern classics*

Socialising 2.0



Is 2025 the year that socialising makes a big comeback? Several trends have pointed to a return in gatherings – but not quite as we know it. As free time becomes a premium, organised fun is all the rage. **Competitive socialising** is helping save hospitality and **cookbook clubs** are a natural evolution of the bookclub.

Google named invite app **Partiful** (used to organise the viral lookalike contests) its app of the year as people become more intentional with hangouts, and **Posh**, a platform that offers a feed of nearby events, raised \$22 million in 2024.

Trend: *The loneliness epidemic*

Year of magical thinking



Resolutions are so last year. Instead, TikTokers are manifesting their year with the **2025 Bingo Card**. They've fast become a less try-hard version of the vision board, which was made popular last year and tie into a growing interest in spirituality and manifestation as a way to navigate the chaotic state of the world. Cambridge Dictionary even made "manifest" its **word of the year**, and 37% of US adults aged 30-39 **identify** as spiritual, not religious.

Trend: *The return of positivity*

This week's long read



THE DETECTORISTS

Why we love the joy of the hunt



Blame *Midsummer Murders* or *CSI*, but we're a planet of investigators.

This is observed in no better place than Reddit's 900K strong [r/onejob](#) community. Here, users highlight hilarious mistakes, glitches and gaffes in [everything](#) from advertising and construction to ice rinks. As our favourite cultural forecaster Matt Klein [posits](#), these communities remind us that humanity is imperfect – something that will become a premium as AI takes hold and perfection becomes the norm.

Although [r/onejob](#) celebrates the accidental slip-ups, the easter egg tactic that invites consumers to hunt for something is well practiced – from Cadbury's [literal hunt](#) to Taylor Swift's [entire strategy](#). In recent times, the popularity of the sample sale has made queuing for mystery items [cool](#) – the hunt has become part of how we shop and how we socialise as it adds an extra, exciting layer to the process.

In the literary world, an army of "[Maassassins](#)" unpick complex theories and connections between the magical universe in countless threads and [comments sections](#) (warning: ACOTAR spoilers). In TV, armchair detectors have called for hit show *The Traitors* to stream two versions – one where the traitors are revealed and one without, so they can play along at home. Why does that sound like our perfect night in?

And there's nothing social media loves more than uniting to solve a mystery. We've already been treated to one this year, as the mystery of the [Cairngorm lynx](#) swept the UK in early January.

The quest to catch the Cairngorms' mysterious lynx

Image: [BBC](#)

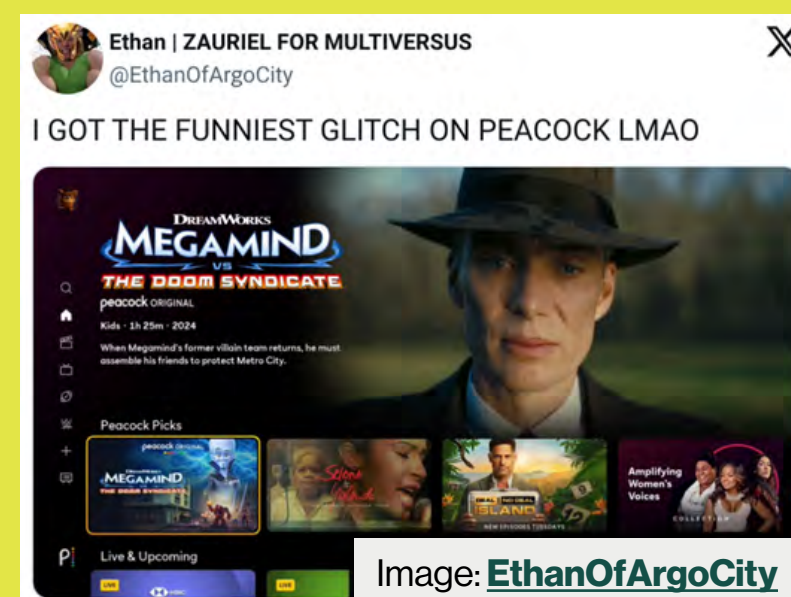


Image: [EthanOfArgoCity](#)



Reddit: [r/onejob](#)

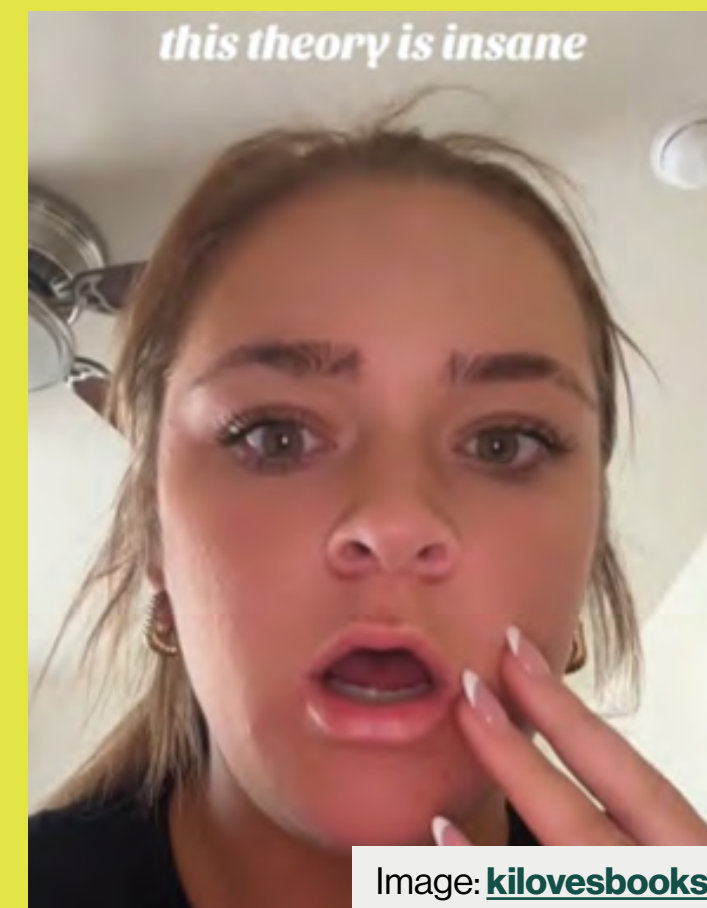


Image: [kilovesbooks](#)



Image: [bellagerard](#)

Weber Forecast Insight

Don't shy away from mistakes, instead embrace vulnerability and reward eagle eyed fans. Or what about burying a new product announcement deep in the comments section, then waiting for social media to do what it does best. It's 2025, rip up the rule book!

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.



Weber
Shandwick