

# WEEKLY TRENDS REPORT

Friday 14 February 2025



# THIS WEEK'S FORECAST



Micro trend



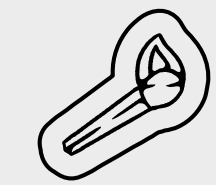
Macro trend

Icon Glossary

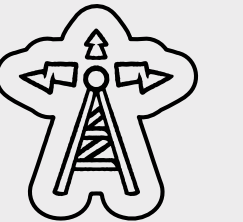
Difficult to action

Easy to action

				 Mindful browsing						
		 The Lolfood Era		 Femgore						
	 Bootcut jeans				 Boomers behaving badly					
	 Hillmantok									



Trending



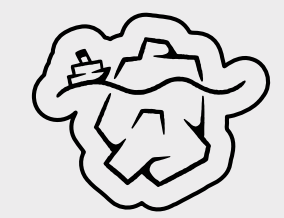
News you should know



On the up



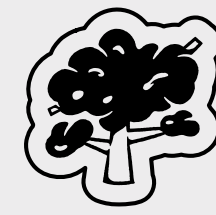
Cancelled



It's gonna be big



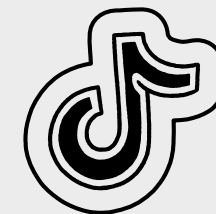
That's the tea



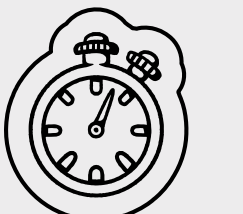
Sustainability



Consumer habit



TikTok trend



Be quick

# FOR YOUR INFO



## This week's dates & microtrends

### TikTok trends

Montoya, Por Favor! An [iconic crash-out](#).

How silly is your [emergency contact](#)?

### ICYMI

If [Trisha Paytas](#) can achieve her dreams, so can you! Anything is possible!

After a [South Park joke](#) in 2006, [Hello Kitty Island Adventure](#) is a reality!

### Phrase of the week

'[HillmanTok](#)' – an online university taught by black educators.

### Digi updates

The [slop of low effort games](#) on gaming storefronts. What? You don't like plumber guy 200?

C'est une blague? Emmanuel Macron [showcases deepfakes](#) of himself to warn users of its dangers.

### Tea of the week

Miami vs. Spring breakers. Miami has made a [fake reality show](#) to deter bad behaviour.

### What we're loving

The [symbolism](#) during Kendrick Lamar's halftime show and [his fantastic bootcut jeans](#).

That [American woman in Pakistan](#) you keep seeing on TikTok. She is the DRAMA.

### Established trends

250 years later, Gen Z are obsessed with [Jane Austen](#).

25 years later, the new [Bridget Jones' film](#) causes surge in '00s recipes.

### Weekly dose of cute

A mother and son [harmonising ABBA](#), [50 days with a puppy](#) and [the Puppy Bowl](#).

## On our radar



Tate McRae: So Close to What – 21 February  
Youth Lagoon: Rarely Do I Dream – 21 February



The Monkey – 21 February



Suits: LA – 23 February

### Insights of the week

[YouTube viewers](#) still prefer long form content. We prefer a 6-hour video essay about the socioeconomic impact of Tamagotchis.

Parents can't handle the new [Gen Alpha slang](#) that pops up weekly. Just say 'It's lit fam' back at them.

### Rising trends

No one is [getting married!](#)

Get those overpriced small plates out of our face! [Set menus](#) are coming back.

### The future

[Consider living](#) with a stranger double your age. There's no age limit on roommates.

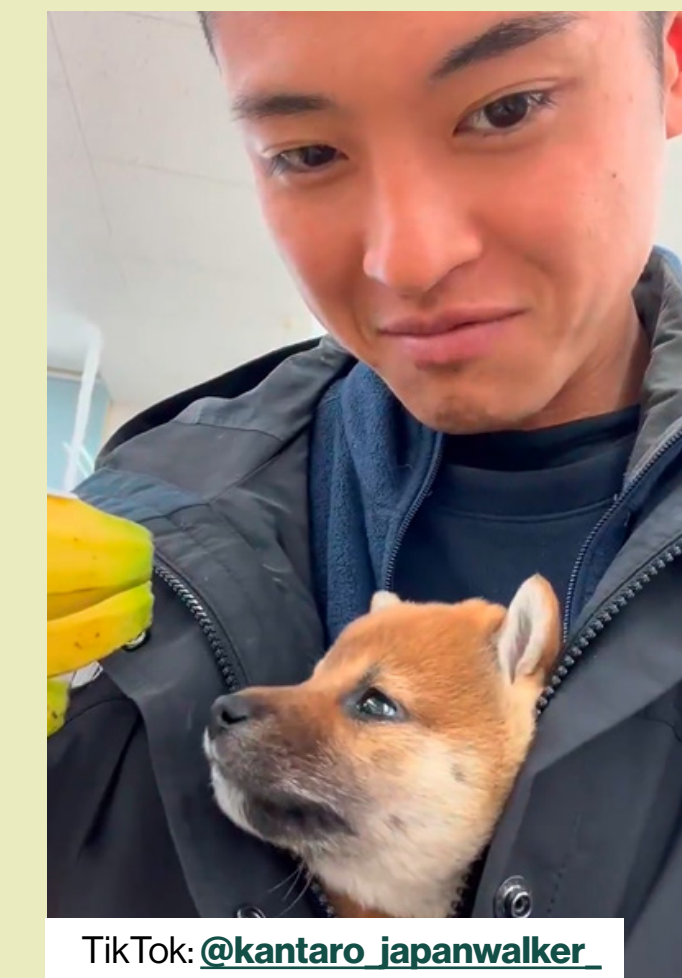
### Stats of the week

Teens spend a [quarter of the school day](#) on their phones.

[Chinese animated film](#) *Ne Zha 2* crosses \$1.2 billion. The first non-Hollywood film to pass the billion mark.

### Comeback to watch

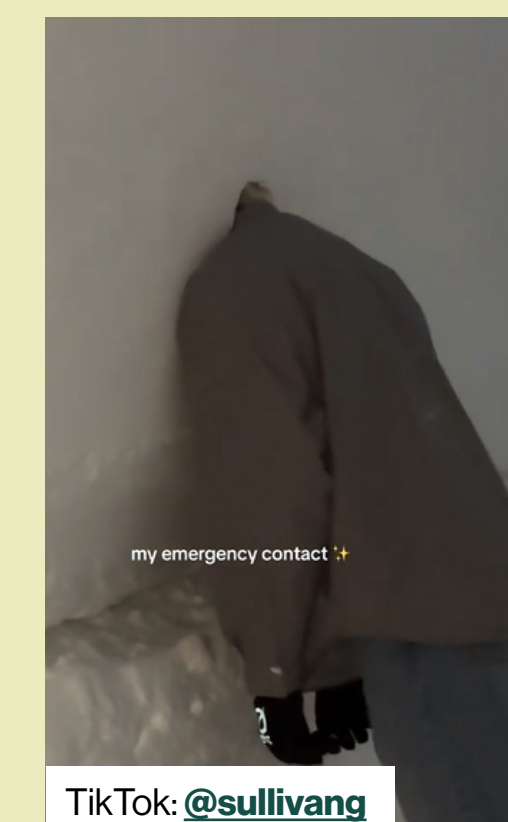
Amid a long legal battle, New Jeans [rebrands as NJZ](#). Bunnies, we won!



TikTok: [@kantaro\\_japanwalker](#)



Image: [@ryanmuir](#)



TikTok: [@sullivang](#)



TikTok: [@itsjudework](#)

# TREND TRACKING



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

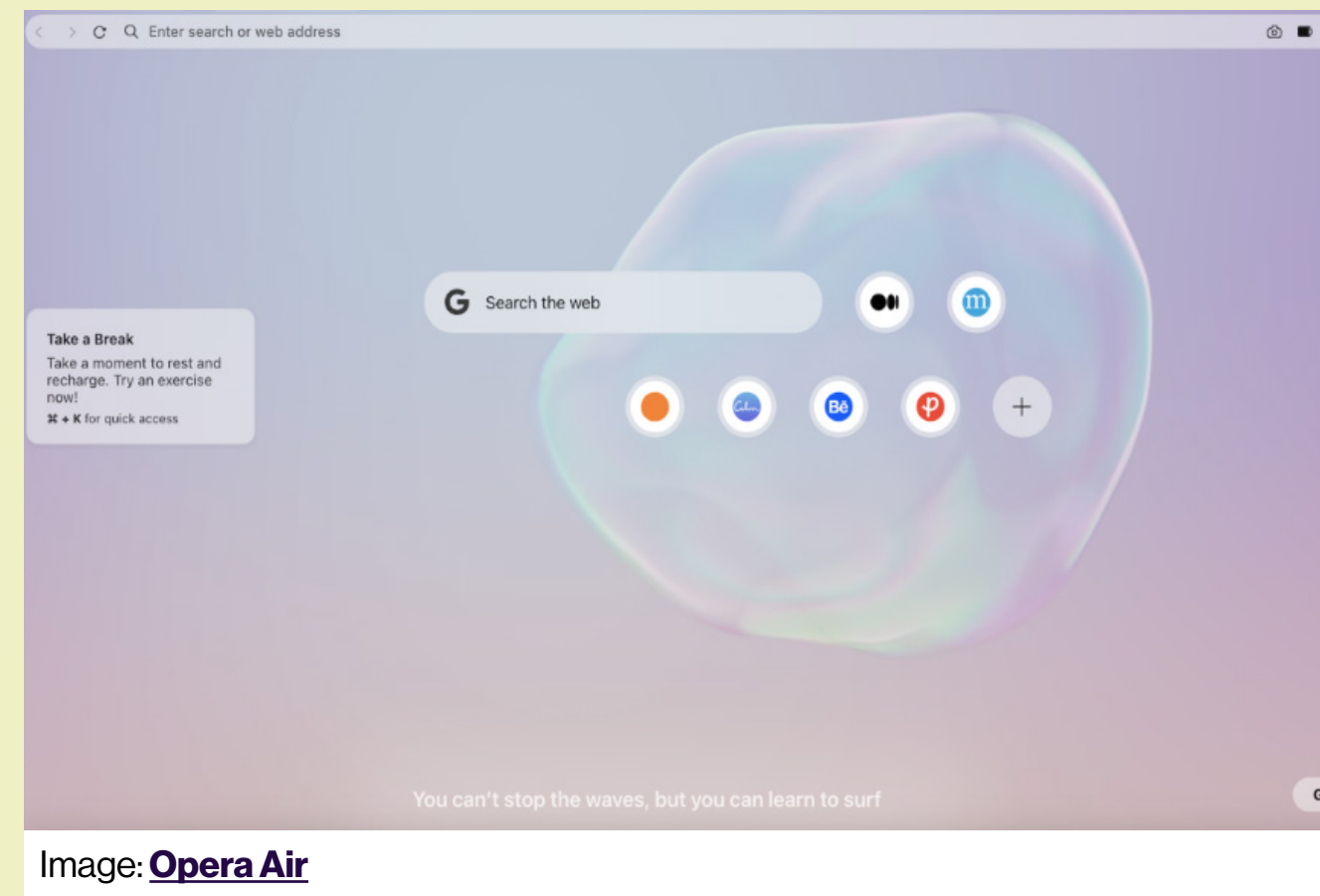
## Rise of femgore



Our reading materials are fitting the mood of the moment – unhinged. There's been a **rise in sales** of “femgore” or “weird girl books” literature, a “sub-genre of horror written about female protagonists by female authors and often featuring disgusting, gruesome and boundary-pushing prose”. While romantasy continues to explode, femgore offers readers something meatier, with narratives influenced by folklore, thrillers, horror and dark academia – as well as a cathartic release of rage. The success of body horrors like *The Substance* on the big screen reflects the growing interest in the genre - and it's not lost that it's having a moment at the same time female autonomy is being threatened.

**Trend: New permissiveness**

## Mindful browsing



We're all familiar with headlines decrying a complete digital switch off and return to luddite mode. Or the ones that say we're so online that we're forming relationships with AI. While these are binary reactions, the reality for most of us is that we'll continue to be connected but would like to be more conscious about it. Enter **the mindful browser**. Norwegian company Opera Air claims to be “the first browser built around the concept of mindfulness” and “helps its users manage stress, enhance their focus, and maintain emotional clarity throughout their day.” This includes its Take A Break button, which, once pressed, flashes up breathing and neck exercises and guided meditations. With everything going on right now, brb we're off to download.

**Trend: Finding balance**

## The Lolfood era



While we've always loved simple, beige food like mozza sticks and jalapeño poppers from the comfort of our own home, slightly childish, simple and fun foods have been popping up in increasingly sophisticated venues. **Eater** has dubbed it “The Lolfood Era” (think hot dogs served alongside artisan tortellini, “shotzarellas” or gourmet Big Goldfish). As the writer said; “Much like the 2000s lolcat internet memes, this isn't about making smart jokes. It's about the most basic humour that still gets a laugh.” It's lowbrow comfort food that doesn't challenge our brains – it's comfort TV in edible form, and we're eating it up.

**Trend: Kidults**



Image: @grandadfrankk



Image: @sexadviceforseniors

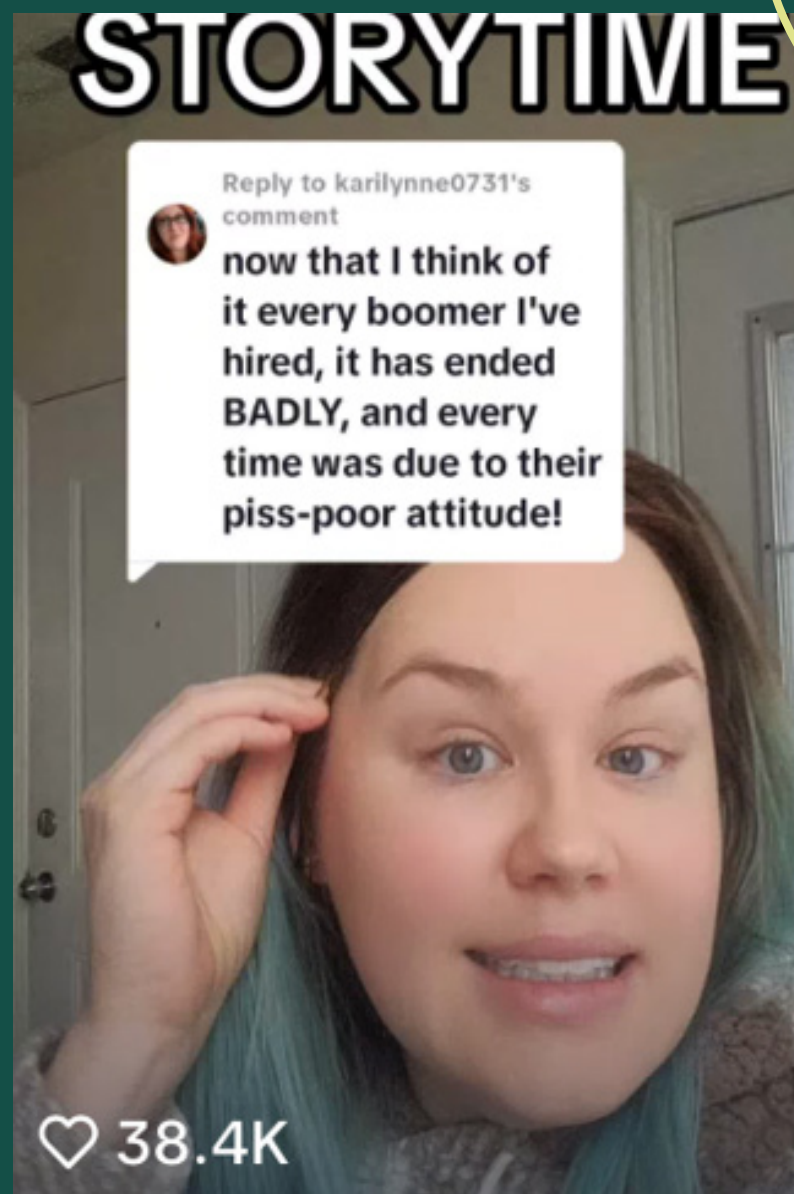


Image: @mad\_hatter\_news



## Weber Forecast Insight

As Gen Z embraces wellness, Boomers are proving they're still the biggest spenders, drinkers, and disruptors. Brands should rethink their marketing – because the real consumers with disposable income, wild social lives and a penchant for indulgence are drinking us all under the table.

This week's long read



# BOOMERS BEHAVING BADLY

The party never ends – it just moves to the care home



Once, they were the rebellious youths who danced through the '60s, preached free love and swore they'd never trust anyone over 30. Now? They're in their 70s, still partying, but the hangovers are lasting years, and the NHS is footing the bill.

Hospital admissions for alcoholic liver disease among over-70s have **surged by 198%** in the last decade. Boomers – who pioneered binge drinking – are proving that old habits die hard. Unlike Gen Zers, who are more likely to be sipping kombucha at a silent retreat, their grandparents are downing wine like it's a retirement sport.

And it's not just the booze. With STDs among over-65s **rising by 31%**, it seems Boomers are also embracing late-life hook-up culture, take

the rise of '**Granfluencers**' like Suzanne Noble [@sexadviceforseniors](#) who shares her personal tips and tricks on 'how to carry on **bonking when you're a Boomer**'. Meanwhile, their bank accounts are having just as much fun – **only 22%** of Boomers plan to leave an inheritance, with many opting to spend their wealth on themselves.

Gen Z, expecting a \$90 trillion "**Great Wealth Transfer**," are in for a shock: most of that money is going to hospitals, care homes, and luxury cruises. Even **crime rates** among over-50s are climbing, with arrests in this age group tripling since the '90s. The true legacy of the Boomers? A generation that refused to grow up, outspends everyone and might just out-party us all.

# 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**