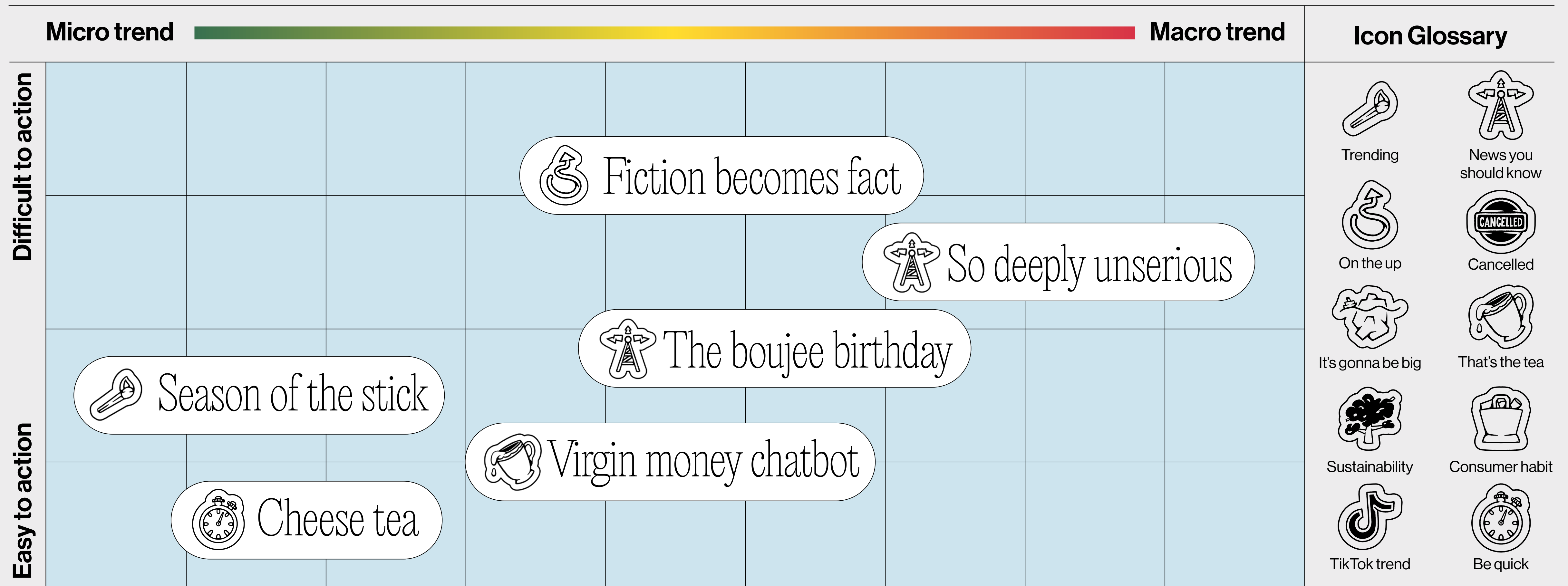


WEEKLY TRENDS REPORT



Friday 07 February 2025

THIS WEEK'S FORECAST



FOR YOUR INFO

Dates & micromoments



TikTok trends of the week

This is how you [promote a hotel](#).

Using [niche comparisons](#) to understand why the Luka trade is such a big deal. To us, it's total heartbreak and we'll never recover.

ICYMI

A baby shark was [‘virgin birthed’](#). Yoko save us!

Using [punch cards](#) for a satisfying physical check off. If XP bars are ever figured out, we'll kick every bad habit.

Phrase of the week

The [‘influencer voice’](#), the accent that TikTok users all have.

What we're loving

[Cheese tea](#), it's as delicious as it sounds.

Digi updates

Peloton is building a [community of exercisers](#). Are you a proud Pelotoner?

[Anyone use Yahoo?](#) They're clawing their way back.

Tea of the week

Man vs. AI. Getting scolded for saying ‘Virgin’ to the [Virgin money chatbot](#).

Established trends

[Finding a roommate](#) is the same as making a dating profile. A lot of catfishing and ghosting.

[Everyone's an introvert](#) and also [very horny](#).

Insights of the week

[Pickles](#) are the avocados of Gen Z. Just don't make us eat pickled toast.

The Sims [turns 25!](#) Ooboo Vroose Baa Dooo!

On our radar



The White Lotus - Season 3

16 February



Jisoo: Amortage

14 February



Bridget Jones: Mad about the Boy

13 February

Captain America: Brave New World

14 February

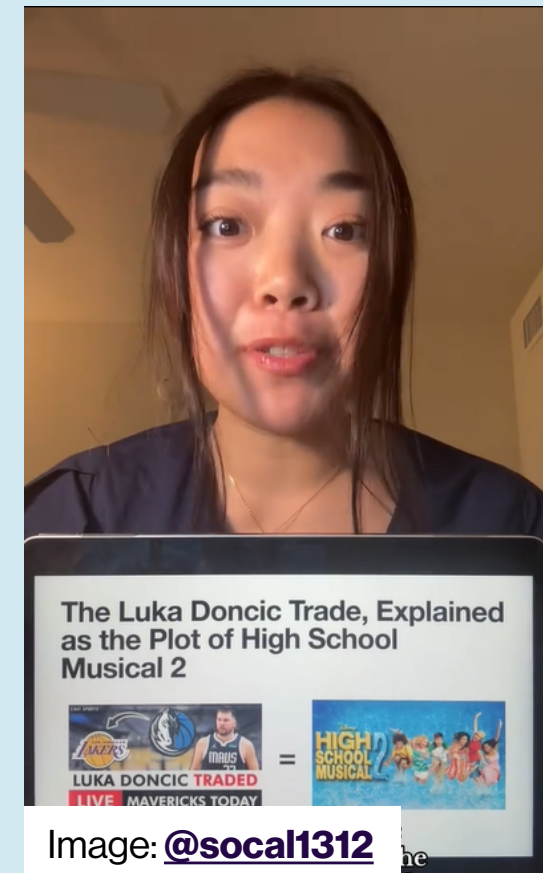


Image: [@socal1312](#)



Image: [@emiliamariehome](#)



Image: [@thonhotels](#)

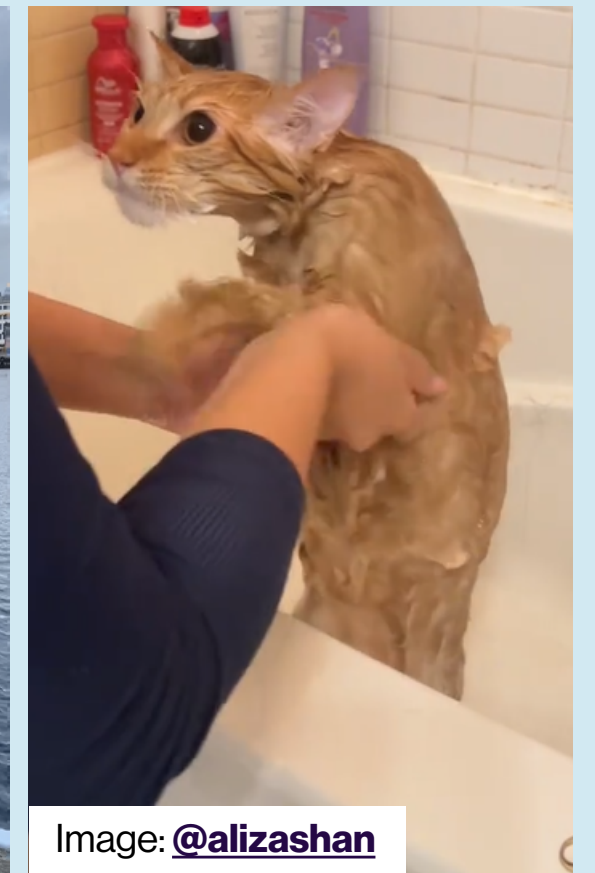


Image: [@alizashan](#)

Weekly Dose of Cute

The [calmest cat ever](#) having a bath.

Rising trends

[Adopting a family](#) through Facebook. It's the plot of the Stuart Little reboot.

Don't have time to watch a two-minute video? YouTube introduces [4X speed](#).

Bod to watch

Is the [dad bod](#) the peak of athletic physicality?

The future

[Alternative travel](#) across the Atlantic. Yo ho, a pirate's life for me.

The return of [the Concorde](#), breaking sound barriers and ear drums.

Stats of the week

[One in ten young adults](#) in the UK identify as lesbian, gay or bisexual.

[Just nine in every 100 places](#) in the UK is completely free of rubbish. That's rubbish, that.

TREND TRACKING



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

Season of the sticks



Image: [@officialstickreviews](#)

One of the fastest growing online communities? **Stick reviewing**. Yes, you read that right. Since [@officialstickreviews](#) launched a year ago, over 3 million people have flocked to the account – the fanbase now known as Stick Nation – eager to hear the verdict on the sticks they've sourced. As said in the [Guardian](#), "Like interpreting clouds, it tapped into something elemental, the joy of conjuring another world out of the everyday." It's the latest example of silly but joyful and incredibly accessible hobbies. Just this week, Dutch councillors **called** for the return of risky playing like stick fighting in a bid to get more kids moving and tapping into their imaginations. And an article published in Nature pointed out the benefits of risky – but not outright dangerous – play, particularly outside. Time to branch out!

Trend: Nostalgic hobbies

Fiction becomes fact



Image: Pexels

A growing number of industries are **turning to science fiction** writers to help them imagine and plan for future scenarios. This ranges from space travel (NASA regularly engaging sci-fi authors and futurists), to fashion (Nike created futuristic sportswear with the help of both writers and designers) to automotive (Audi worked with *Black Mirror* creators to design speculative concept cars). **Even governments** are calling on the support of sci-fi writers to plan for emerging threats such as nuclear attacks. And after the 11 September attacks, the **US military** solicited ideas from Hollywood screenwriters about what the future might hold. Reminder to cast the net when it comes to creativity!

Trend: Imagining the future

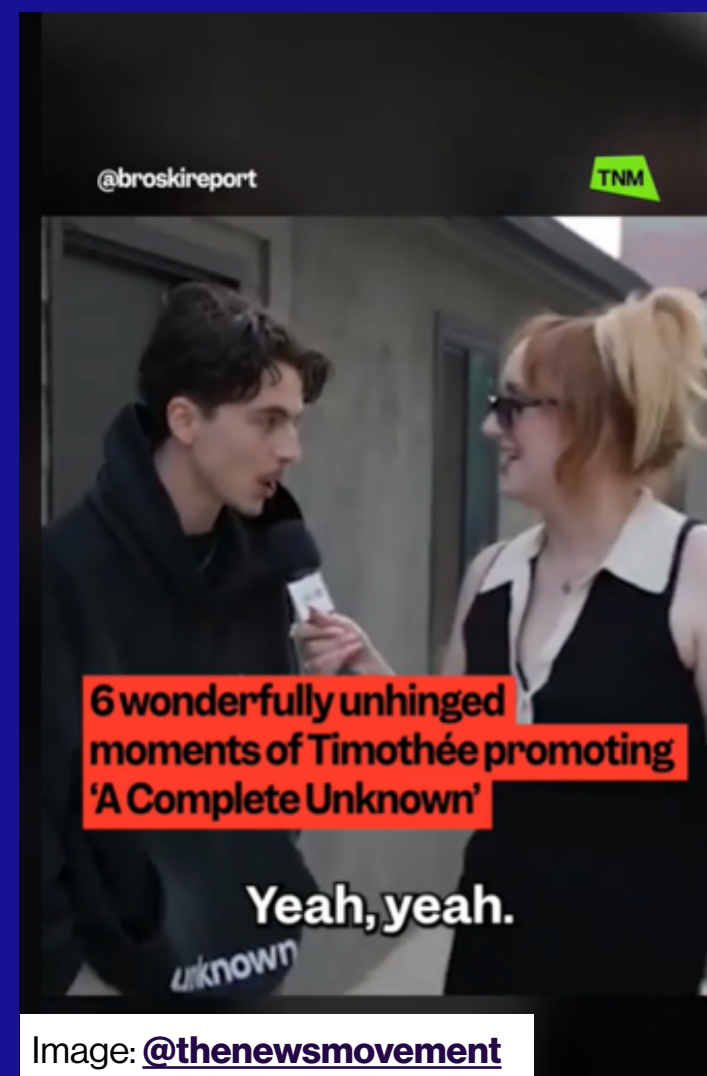
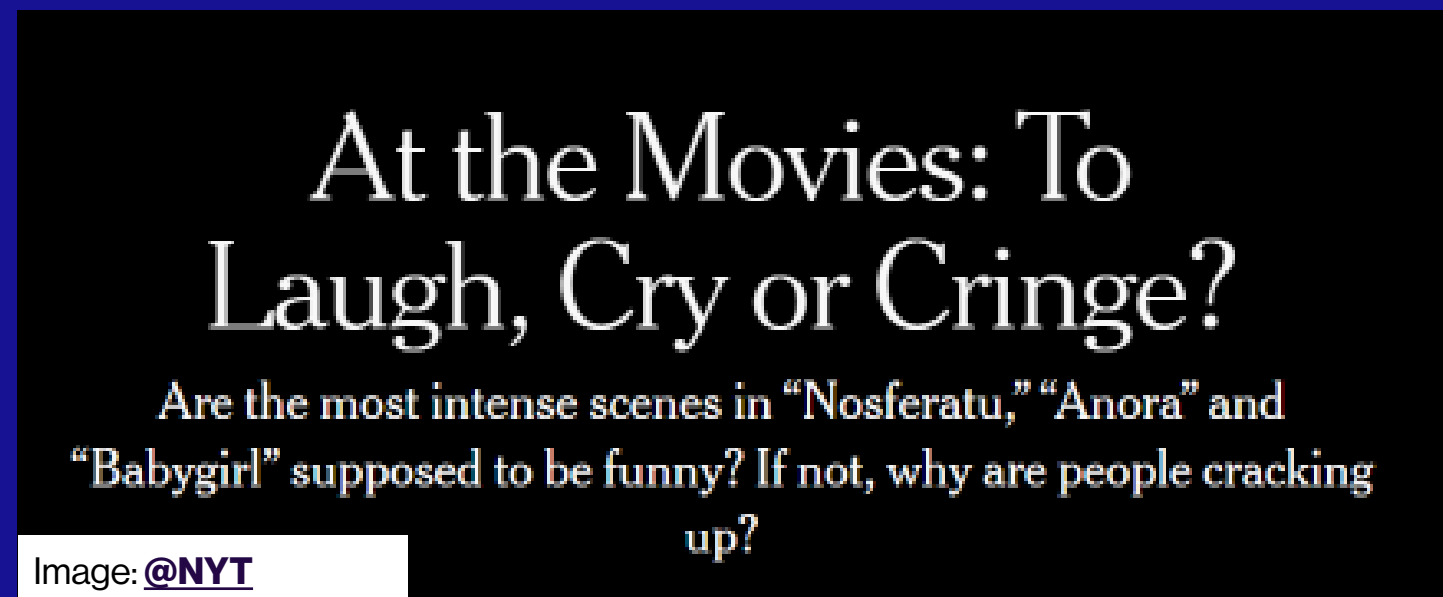
The boujee birthday



Image: [@meghanwarrenevents](#)

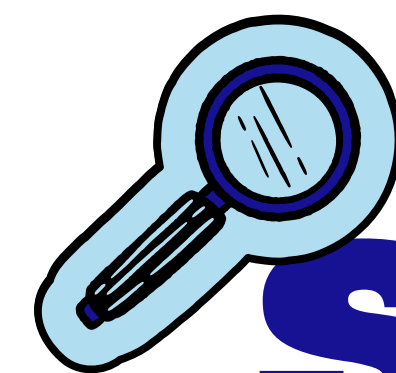
Gen Alpha kids are being treated to increasingly boujee birthday parties themed around their traditionally grown-up hobbies. The **latest example** comes from both Sephora and Glossier, where the retailers host tweens for scavenger hunts and tutorials before sending them off with tailored goodie bags. It's a trend also being observed in the **world of F1**. Despite not holding driving licenses, car-obsessed tweenagers list F1 inspired go kart racing as one of their top birthday activities, inspired by 11- and 12-year-old drivers on Italy's BabyRace team.

Trend: Ready player A



Weber Forecast Insight

The voice of purpose is changing, from earnest and serious to light-hearted and entertaining. This is in response to the memefication of culture and marketing primed for maximum shareability. Striking the right tone – let’s not reduce an issue – is an art form, so we’ll refer you to your nearest Gen Z colleague for further guidance.



This week’s long read



SO DEEPLY UNSERIOUS

Tomfoolery is the mood of the moment

In 2025, if you’re not in on the joke – let us hold your hand while we say this – you are the joke. People take serious things lightly, light-hearted things seriously and everything in between gets instantly memed. The grim to GIF pipeline? Alive and kicking.

How else do you explain the **Luigi Mangione raves**? The public obsession with the alleged shooter led to TikTok thirst traps airing on prime-time news (don’t act like you didn’t see them). Or take the 24h US TikTok ban that caused a **geopolitical stir** as everyone sprinted to RedNote. At least Duolingo was happy, seeing a **216% spike** in new Mandarin learners.

And nowhere is chaos the canon more than in the world of showbiz. Last year really set the tone of ‘no media training is the media training’. Exhibit A: Timothée Chalamet’s **unhinged Bob Dylan press tour** delivered viral moments showing he’s just a silly goose like the rest of us. And we love that for him (layers!). Speaking of movies, this award season’s top contenders are practically begging us to **giggle at the self-seriousness** and we are – out loud – bringing **laughing back** to the movie theatre.

Being unserious is the ultimate check mate. It’s relatable, disarming and earns attention. So, in the wise words of the internet, ask yourself: why so serious?

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.



Image: Pexels

