

WEEKLY TRENDS REPORT

THIS WEEK'S FORECAST



Micro trend

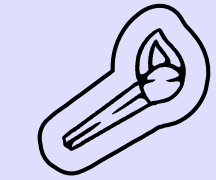


Macro trend

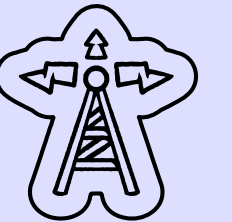
Icon Glossary

Difficult to action

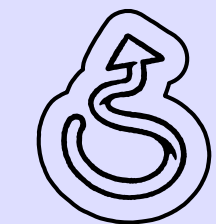
Easy to action



Trending



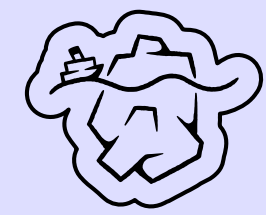
News you should know



On the up



Cancelled



It's gonna be big



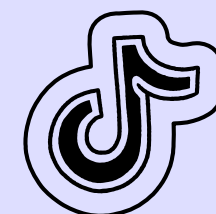
That's the tea



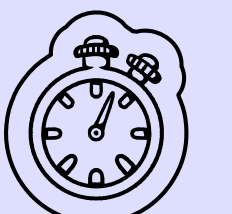
Sustainability



Consumer habit



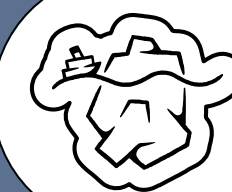
TikTok trend



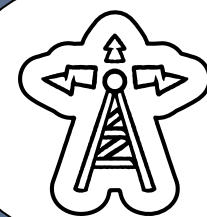
Be quick



Professional line standers



Lost media



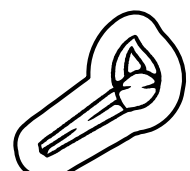
National dating service



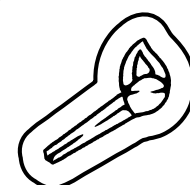
Shirley Temple King



Brovertising



Brat



Pub games

FOR YOUR INFO



This week's dates & microtrends

TikTok trends of the week

brat ain't **dead yet**. Speaking of...when did it become **uncool to cap?**

Who needs a time machine when you can **time travel** with AI or **Snooki**.

ICYMI

There's an **asteroid coming in 2032**. We volunteer as tribute to be launched into it to save humanity.

Fetty Wap renaissance. Those **JBL speakers** are working overtime.

Phrases of the week

WAAAZZZUUU PPP. 'Brovertising' is (un)**fortunately back**.

"Don't **reheat nachos**."

Tea of the week

The war on tourism, Dublin **vs. lockboxes**, New Zealand's **tone-deaf** ad, and **air tax** in France.

Digi updates

Buzzfeed is launching its **own social platform** against AI algorithms. It better be only "**which Twilight character are you?**" posts.

Black Tomato is launching an AI tool, **the feelings engine**, to help people find the right vibe for travel packages. We're feeling a free trip to Tokyo.

What we're loving

The **Shirley Temple King**, an 11-year-old beverage critic. Getting judged by a middle schooler stings.

Get those pearly white teeth out of here. The ancient art of **teeth blackening** has been revived.


Weekly dose of cute

The **tragic tale** of the anglerfish, **Nosfercatu** and **the cake bandit**.

Established trend

Gen Z has embraced AI at work, but older gens are being **left behind in AI training**.

On our radar

 Ichiko Aoba: Luminescent Creatures – 28 Feb
LISA: Alter Ego – 28 Feb

 Monster Hunter Wilds – 28 Feb

Insights of the week

Consider changing how you react to our Teams DM, the **heart emoji** has lost its meaning.

We're all **hanging out** on the street less.

Rising trends

Make some cash by being a **professional line stander**. We make £600 by standing in line for the women's toilet at the club.

Throw your peeler in the bin. **Frozen chips** are all the rage across the world.

The future

Fake IDs have become too realistic. **McLovin** is still not getting in.

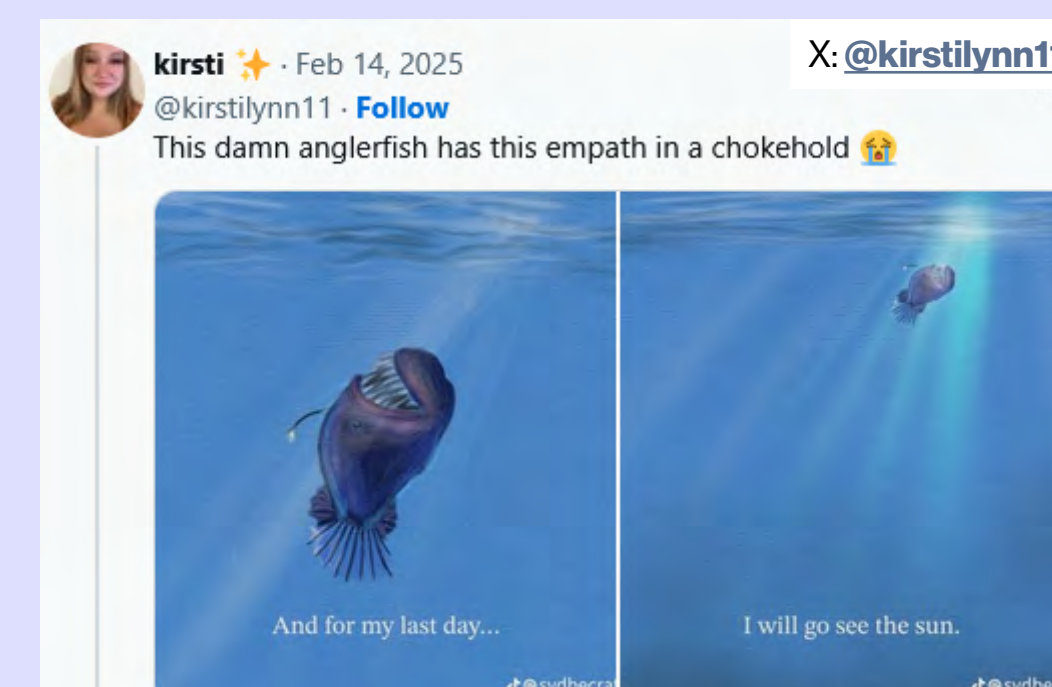
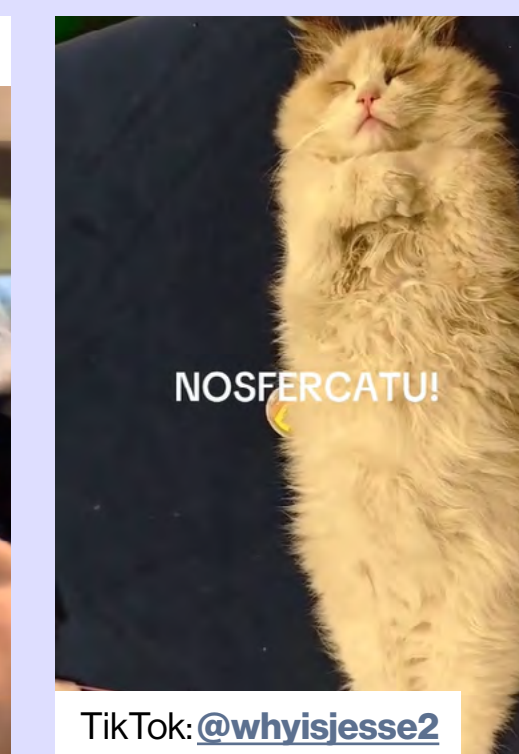
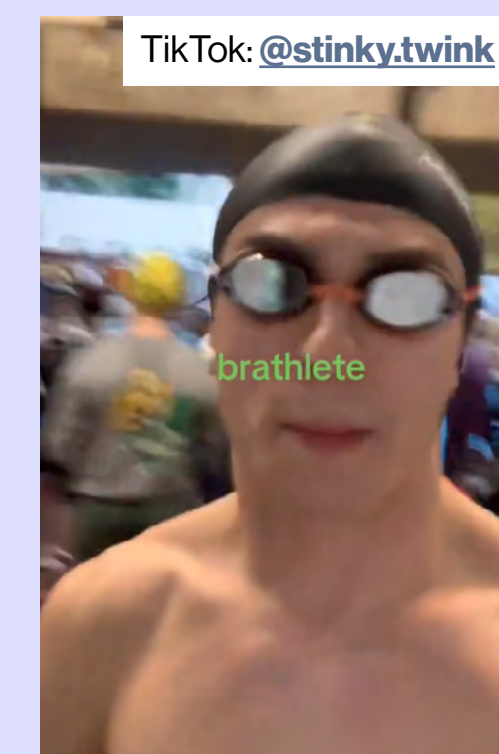
Grocery stores are filled with **high protein products**.

Stat of the week

28% of people across 31 countries fall into the category of '**anxious inactives**'; caring about climate change but feeling guilty about being powerless.

Collab to watch

Nigo, streetwear legend, is the new creative director of **Japanese convenience store**, FamilyMart.



TREND TRACKING



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

National dating service



Image: [Pexels](#)

As birth rates plummet around the world, governments are stepping in to incentivise people to procreate. The latest is in the UK, where the situation has been labelled “dangerous” as births are significantly below the level needed to maintain a stable population. A senior policy adviser at the Govt’s Behavioural Insights Team proposed they “set up “Relationship Hubs”, which would provide counselling and ‘relationship health’ check-ups, as well as services to help avoid romance scams and hosting dating events”. According to [YouGov](#), 70% of 18–24-year-olds would support it.

Trend: Disappointing Dating

Return of the pub game



Image: [@themouldersarms](#)

Enterprising UK boozers are diversifying beyond pub quizzes and jumping on the trend of competitive socialising - with a nostalgic twist. **Pub games** have long been a part of British pub culture, but they’re finding new relevance among younger socialisers. This includes games like skittles and bat and trap – team games that instil a sense of community among players as well as bringing generations together. One that’s enjoyed a particular renaissance is **Toads**, with demand for custom tables exploding in the south of England. Whether games can help rescue the declining industry is yet to be determined, but the low stakes, irresistible sense of charm they offer might just be what consumers are craving.

Trend: Newstalgia

The mini soap opera



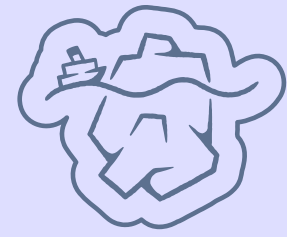
Image: [@trendshockv1](#) and [@zhaneym](#)

Revenue in China’s mini-drama industry rose 35% to reach \$6.9+ billion last year, making it more valuable than the country’s entire film box office, according to new figures published in [Bloomberg](#). Half of China’s billion-plus internet users are watching **mini dramas**, and more than a third of them scroll through short dramas every day – and the trend for 60-second mini soap operas is now heading to the US.

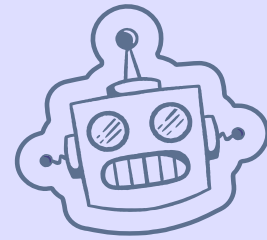
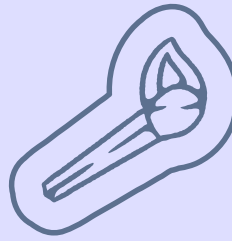
Unlike traditional TikTok clips, mini dramas are professionally produced, with clear storylines and big cliffhangers. As people try to reduce screen time, could micro dramas be the future?

Trend: Is TV dead?

This week's long read



LOST MEDIA (VOL.1)



The raiders of the lost media

Think back to your childhood: how much of the media you consumed still exists or is easily located? If they weren't already digital, chances are they've become what's been dubbed lost media. But what do we do if we want to revisit it?

These searches tend to start from **one person reminiscing** about a past experience, setting off a chain of events hopefully leading to evidence of **said experience** (which can sometimes take years).

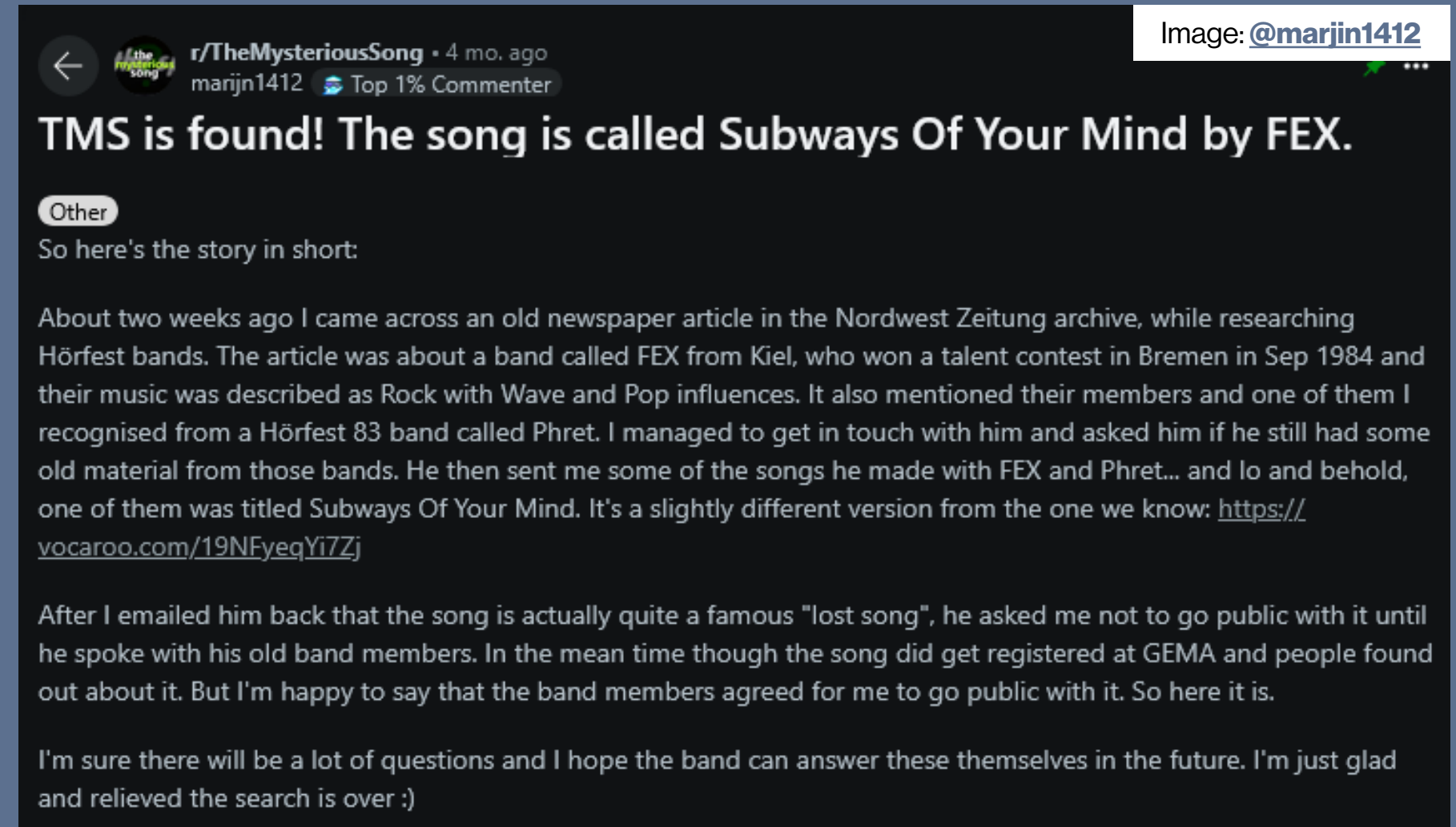
The biggest archive is **The Lost Media Wiki**, dedicated to everything from unaired TV pilots to cancelled games - a treasure trove of what was and what could have been.

2024 saw the conclusion of three major searches, **Ulterior Motives**, **Celebrity Number 6** and **'The Most Mysterious Song on the Internet'** – the latter of which was a 17-year search eventually solved by Redditors.

The actual song? Not very good. But the search and community made the whole thing special, and the band even reunited after 40 years for a re-record.

At the same time, there's something special about a piece of content meant for one-time consumption. In an always-on era, modern lost media is almost unheard of*. As people swear off social media and smartphones, consider rewarding them with a live experience that can exist solely in their memories. Unless you go the other way and lock the film behind a **100-year timer**, anyone still going to be alive in 2115?!

**Keep your eyes peeled for our upcoming Vol.2 for a dive into modern lost media!*



Weber Forecast Insight

With younger generations not experiencing a time where things were meant to be one and done, brands have the opportunity to look back into their archives and offer a glimpse of what was. There's a reason why history is so important, it shows what worked and what didn't.

WANT TO KNOW WHAT ELSE IS ON THE HORIZON?

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Reports

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Workshops

Our own **'Culture Collider'** workshop methodology approaches briefs through the lens of cultural trends to help teams create culture first ideas.



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