

WEEKLY TRENDS REPORT

Friday 28 February 2025



FOR YOUR INFO

THE WEBER FORECAST



This week's dates & microtrends

TikTok trends of the week

How accurate can you get. [Not my name quarterback](#).

Grab your bald caps and don a suit. The [greatest concert](#) ever. Dale!

ICYMI

L'eau Momies. [Egyptian mummies](#) smell woody, spicy and sweet.

Protoclone, the [first bipedal musculoskeletal](#) android. Someone protect John Connor.

Phrase of the week

'[Boomerasking](#)' asking a question, letting their counterpart answer and then immediately bring the focus of the conversation back to themselves.

Tea of the week

Over 1,000 musicians have released [a silent album](#) to protest the governments plans for AI. AOTY?

Digi update

Influencers will [deter their viewers](#) to vape, a part of government funded anti-vape campaign.

What we're loving

Dressing up [this drawing](#) to make your favourite character. We love [this one](#).

The [cow whisperer](#). We're almost fluent after spending so much time watching *Barney*.

Established trends

[Gut pop](#), 'healthy' fizzy drinks are taking over fridges. You'll have to pry the diet cokes out of our cold, dead caffeinated hands.

[Reading clubs](#) are all the rage. Requirements to join ours: literate and the attention span of a 18th century opera lover.

Weekly dose of cute

Feeding [some fish?](#) And the [cat magazine](#).

On our radar



Daredevil: Born Again – 5 March



Jennie: Ruby – 7 March

Lady Gaga: MAYHEM – 7 March

Insights of the week

Somehow [the trains in the UK](#) are more punctual than the trains in Germany. What's next? Better food?

Gen Z aren't trusting [experts anymore](#) after labelling them as inconvenient, yet they are [trusting terrible financial advice](#).

Rising trends

[Tattoos are out?](#) [Hair tinsel](#) is in? [Furs are back?](#)

Bidding adieu to Airbnb. [Home swapping](#) is the new alternative to hotels.

The future

[Climate change visualised](#). TLDR: the world is on fire.

Throw your science textbooks out the window. Microsoft creates a [new state of matter](#) with first step to quantum computers.

Stats of the week

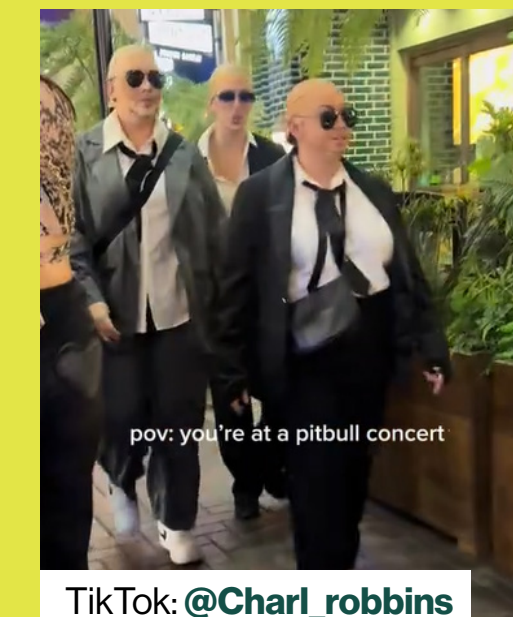
[1 in 10 US](#) adults identify as LGBTQ.

[80% of dating app users](#) widened their age range after the wave of age gap romances. Got milk?

Bun to watch

Bakeries are loving [cinnamon buns](#). We would have it for 3 meals a day, 7 days a week.

Image: [@tahilalats](#)



TikTok: [@Charl_robbins](#)

TikTok: [@chasemendoza](#)



TikTok: [@broccoli_mag](#)



TREND TRACKING



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

Nun to watch



Image: [Pexels](#)

"Maybe I'll just become a nun" is a popular cry from tired women around the world, yet some are taking it literally and abandoning everything by **turning to nunhood**. While they are still the outliers - the decline in young people's religiosity in the UK is more rapid than any other time in history - the ones who have taken the leap of faith say they were driven by a hunger and a desire for more. While extreme, many women can relate to a need for a slower, more intentional life filled with purpose. With so much pressure on a good job, marriage and family, removing the strain and expectations can be radically freeing.

Trend: Celebrating celibacy

High adrenaline fashion

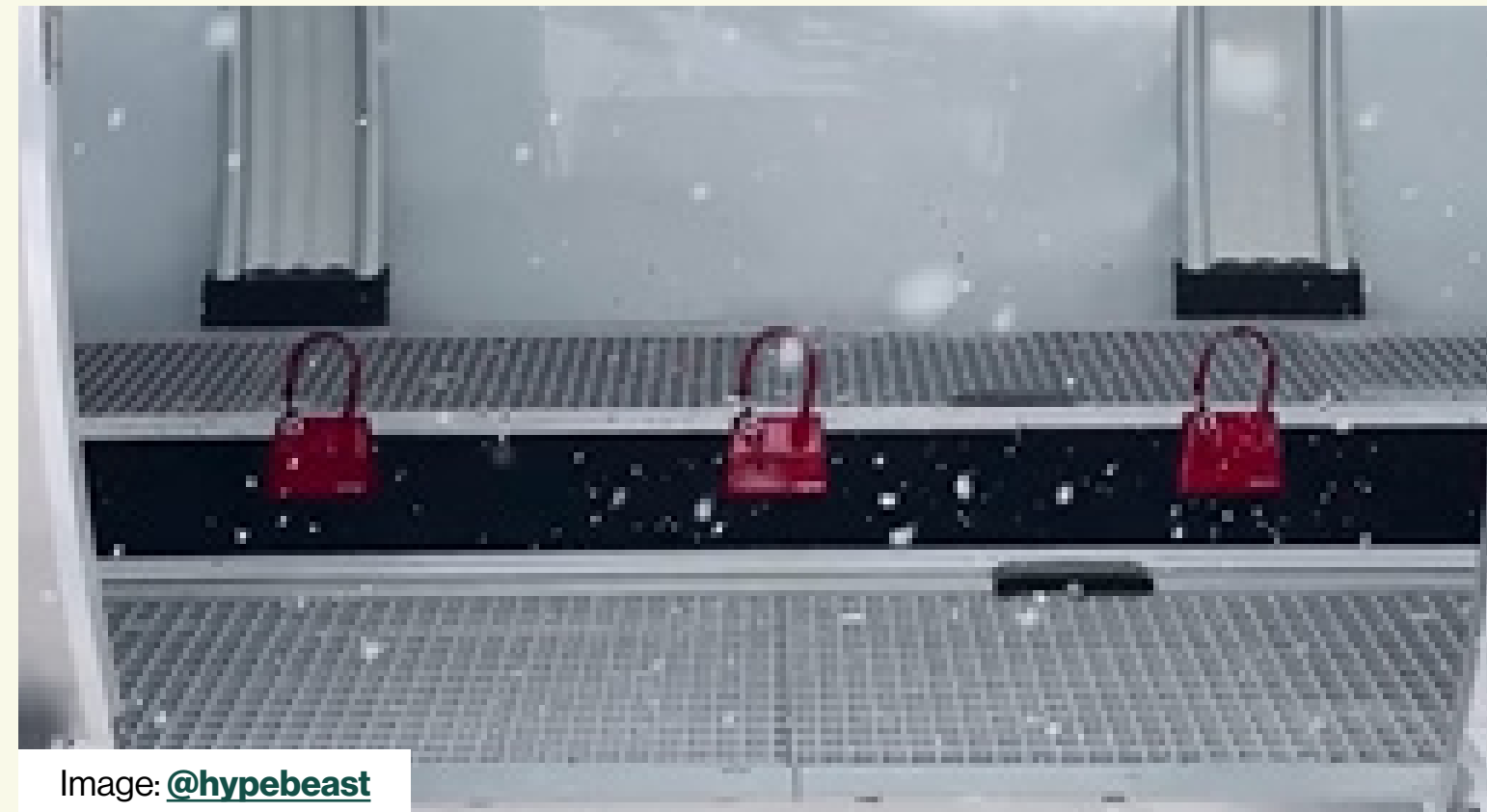


Image: [@hypebeast](#)

Fashion is borrowing from high adrenaline sports again! First it was motocross, then F1, and now it's **skiing**. The retro aesthetic and snow-kissed lifestyle is a win with consumers who are craving fun-filled escapism and perhaps a pint of beer pêche. From **Zara** to **Jacquemus** and **Johnnie Walker** to **Aperol**, brands are tapping into the sport's growing fanbase among travelers eager to follow a day on the slopes with some sauna or cold water therapy. There's also an opportunity for beauty brands to step in with solutions ranging from helmet hair to grown-up 'cold girl' make-up.

Trend: High octane fashion

Visit the scene of the crime



Image: [Pexels](#)

True crime fans are venturing beyond the screen and into real life as increasing numbers of people plan trips around **crime scenes** like the sites of mob hits, serial killer trails and missing persons cases. In New York, the mafia walking tour takes in the city's crime underbelly, while in Milwaukee, a walking tour for the "Cream City Cannibal" follows serial killer Jeffrey Dahmer's footsteps.

A 2024 poll from YouGov showed that 57% of US adults consume true-crime content and that 5% do so every day. Experts say it allows people to feel a controlled sense of fear and "experience extreme emotions that go beyond our daily lives."

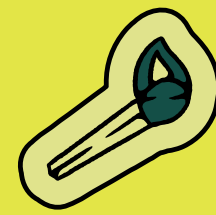
Trend: True crime tourism

This week's long read



LOST MEDIA (VOL.2)

The internet: temple of digital decay



In the previous forecast, we dove into the world of lost media of the past. This time, we're looking to the future. Get used to seeing the 404 message as a **quarter of web pages** created between 2013 and 2023 become no longer available. With everything digital, do we actually own anything? What happens when the internet eventually explodes into tiny pieces?

Streaming services are notorious for not releasing physical copies of their shows and with their large libraries constantly being updated and refined, some media will never see the light of day again. Disney+ has **removed over 50 shows**, HBO has been **culling its originals**, and while Netflix is no stranger to removing content from its platform, the removal of Netflix Originals is a fairly recent **phenomenon**. Some may find a home in another streaming service or are available for purchase, but most don't and end up **lost to cost cutting**. An outcome that no one but shareholders love.

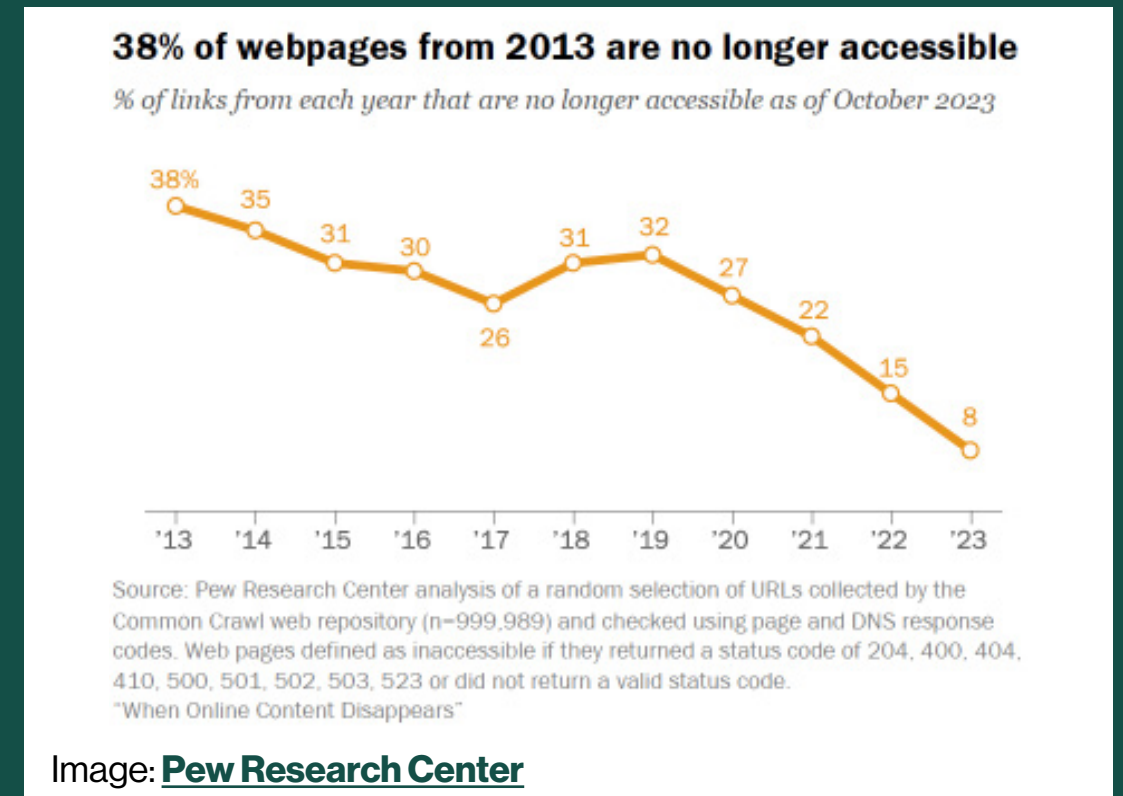
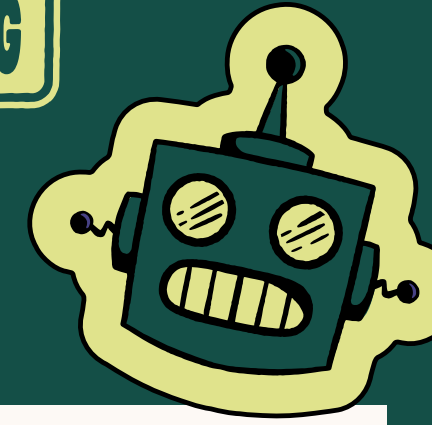
It's not just streaming services, video games have primarily become a digital only medium. The **Nintendo E-shop** for its older consoles shut down and around **1,000 digital only games** were lost forever. Steam now explicitly says you own **the licence to play the game**, and don't actually own it. In protest of games disappearing, GOG launched the **GOG prevention** program, so that classic titles will live forever and users will own their purchases no matter what.

Losing media, and to an extent culture, is nothing new. There's an uncountable amount of lost content since the dawn of time but it feels especially painful because we have the ability to save it because of the internet. But with the **overabundance of content**, the **incoming AI slop** and **the dead internet theory**, it might be time to pause and look for treasure in the mountain of trash we lovingly call the world wide web.



AI-generated 'slop' is slowly killing the internet, so why is nobody trying to stop it?

Image: [Arwa Mahdawi](#)



Weber Forecast Insight

It's not all doom and gloom, we may have looked at this from a cynical lens, but it highlights how important media is to culture. Offering consumers the ability to own a piece of "culture" has never been so special and with trends starting to last longer than micro moments, it's the perfect time to make "history".

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: Unsplash

