

WEEKLY TRENDS REPORT

Friday 28 March 2025

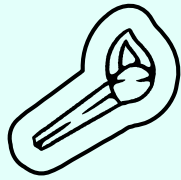


Pictured: Unsplash

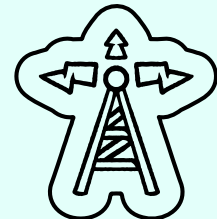
THIS WEEK'S FORECAST



Micro trend <div></div> Macro trend		Icon Glossary
Difficult to action	<div> Lebron James' music</div>	<div> Size inclusivity</div>
	<div> POV: You're the hero</div>	<div> Travel rediscovered</div>
Easy to action	<div> The F in F1</div>	
	<div> Saratoga Water</div>	



Trending



News you should know



On the up



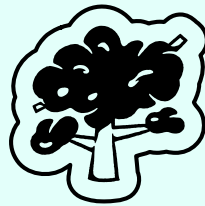
Cancelled



It's gonna be big



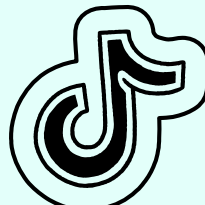
That's the tea



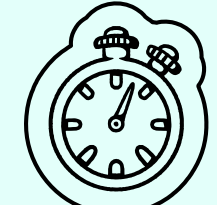
Sustainability



Consumer habit



TikTok trend



Be quick

FOR YOUR INFO

This week's dates & microtrends



TikTok trends of the week

What's your favourite music genre? Ours is **Lebron James**.

A 2-4-1 deal. Got **dis-knees**? And **Severed dad**.

ICYMI

Beating Split-Fiction's **secret level** unlocks a round trip to Sweden. We got DQ for having no one to play with.

The **Boston Celtics** was bought for \$6.1 Billion. You can have 20 Jaylen Browns (\$304M) with that amount.

Phrase of the week

"Saratoga Water". Waking up at 3:52 AM to wash your face with bottled water. **The viral morning routine**.

Digi updates

Fat shaming has gone too far. TikTok removes **controversial 'chubby'** filter.

Flint and steel. An AI Minecraft **build battle**.

Tea of the week

Tight fitting gym clothes vs. baggy gym clothes. Which **side are you**? We're a gym & suit kind of people.

What we're loving

How would you like **your tiramisu**? In a Yankees hat or a purse? We prefer ours in a toilet.

Senior Assassin, the betrayal water gun game becoming a rite of passage in high schools. Trust nobody, even us.

Established trends

The **'IT' sweatshirts** taking over Gen Z's wardrobes. Don't worry clowns aren't included.

The end of being **chronically online**? Algorithms killed memes.

Weekly doses of cute

The **5.3 Million Euro Dog** and **knitting with a pup**.

On our radar



Devil May Cry – 03 April



A Minecraft Movie – 04 April
Death of a Unicorn – 04 April



Djo: The Crux – 04 April

Insights of the week

Onnittelut! Finland tops the **happiness index** 8 years in a row.

A worrying number of women are **convinced they are balding** and need a **facelift in their 30s**.

Rising trend

Friends telling you to breakup isn't enough. Young couples are going to **couples therapy** for a professional opinion.

The future

Gen Zs don't have **enough savings** to cover one month of rent. Just look at their **"full" fridges**.

Big cities are overrated. Families are getting paid to **move to a small town**.

Stats of the week

Size inclusivity at fashion weeks is over. Out of 8,703 looks, 0.3% were plus-sized, 2% were mid-sized and 97.7% were straight-sized.

84% of employed Gen Z **watch TV and movies** while working. Remember being severed and watching *Severance* are two different things.

One to smell

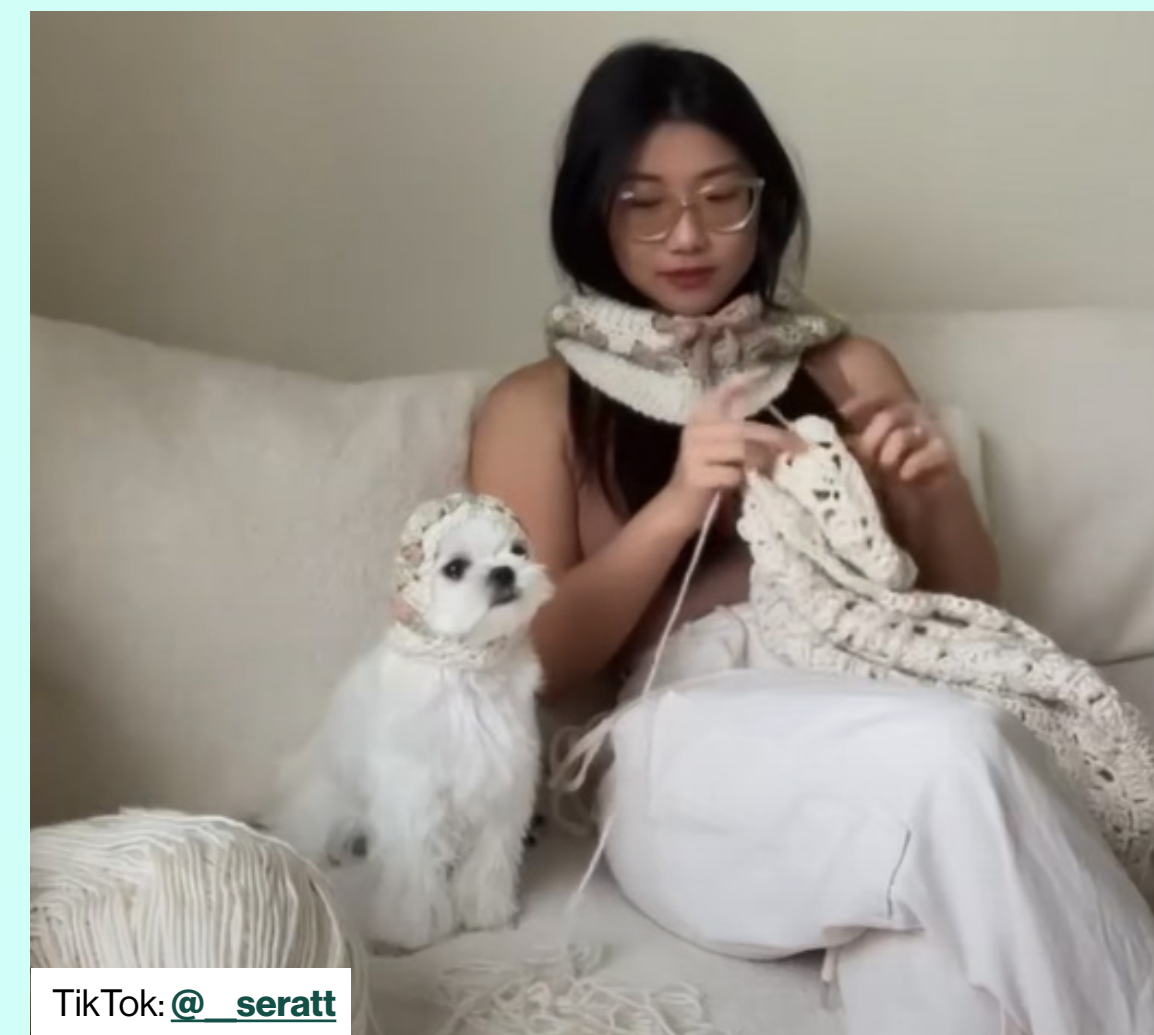
Instead of doing hard drugs, smell like it instead. **Drug-scented perfumes** are here.



TikTok: [@ddlovato](#)



Video: [@satishcadaboms](#)



TikTok: [@_seratt](#)



TikTok: [@studiobysephi](#)

TREND TRACKING



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

The F in F1



Fast cars, adrenaline pumping races and charismatic drivers - Formula 1's popularity is skyrocketing. With a global fan base of 750 million fans, **41%** of whom are women, the question arises: What's driving (pun intended) this surge? **Female influencers** have gained unprecedented access to the sport, creating content ranging from **in-depth interviews with engineers** to **silly videos with drivers**. Instead of gearing videos for everyone, they cater specifically for their female audience, and the strategy is working. More broadly, women's sports is on track to **reach \$2.35 bn** this year, with Gen Z female viewers leading the charge to equal their male counterparts - **66% versus 79% in viewership**. Now we just need to pay them the same.

Trend: The Modern WAG

Memento Mori



Looking for new decorations around the house? **Get some murderabilia** to spice up your dinner parties. We previously covered crime scene tourism, so it's not surprising to see a continued fascination with serial killers, brutal murders and cannibals. Tight knit communities dedicated to buying and selling serial killers' memorabilia and belongings is a highly profitable market. The more dangerous and deranged, the higher the profit. But (thankfully) there is a finite number of serial killers. To get around this setback, sellers are getting creative...selling location relics or charging exorbitant prices for a piece of a wilderness. Don't haggle too much, you might be the next victim!

Trend: True crime tourism

POV: You're the hero



We thought the point-of-view perspective in films had come and gone in the world of filmmaking. Seen as a gimmick, films such as *Enter the Void* and *Project X* are a bygone memory. But there has been a recent rise in POV films, **Nickel Boys** found award success with the first-person perspective of its two protagonists. **PRESENCE** casts the viewer as the haunting ghost and the upcoming **Baby Invasion** puts you in the body of a violent mercenary. **The rise in POV** can be attributed to the constant need for escapism, with the intimacy of POV making every scene and emotion heightened. VR crashed and burned, is POV the answer? Maybe we'll feel something for once...

Trend: Back to the Future

This week's long read

TRAVEL REDISCOVERED

Have we fallen out of love with the city break?

With airfares set to **soar to record highs**, a predicted surge in flight cancellations, increased pressure to avoid **short-haul flights** and 2024 having been dubbed **the summer that tourism fell apart** - it's little wonder we're not only re-evaluating how we travel but also thinking more deeply about what we want to get out of it when we do.

Holidaymakers of all ages are undertaking a broader shift to more sustainable, mindful and personalised experiences. Whether that's visiting the places featured in **the pages of your favourite book**, pursuing **a sporting passion** or taking a trip down memory lane as **nostalgia travel** takes off.

And not only that, when we do travel, we're **going for longer**.

With the average length of trip now reaching 13.5 days, rather than checking off famous landmarks one city break at a time, travellers are extending their trips to include "**detour destinations**" - aiming to uncover hidden gems in lesser-known second cities, avoid the crowds and immerse themselves more fully in what that country has to offer. In other words, learning what it feels like to travel rather than simply being a tourist.

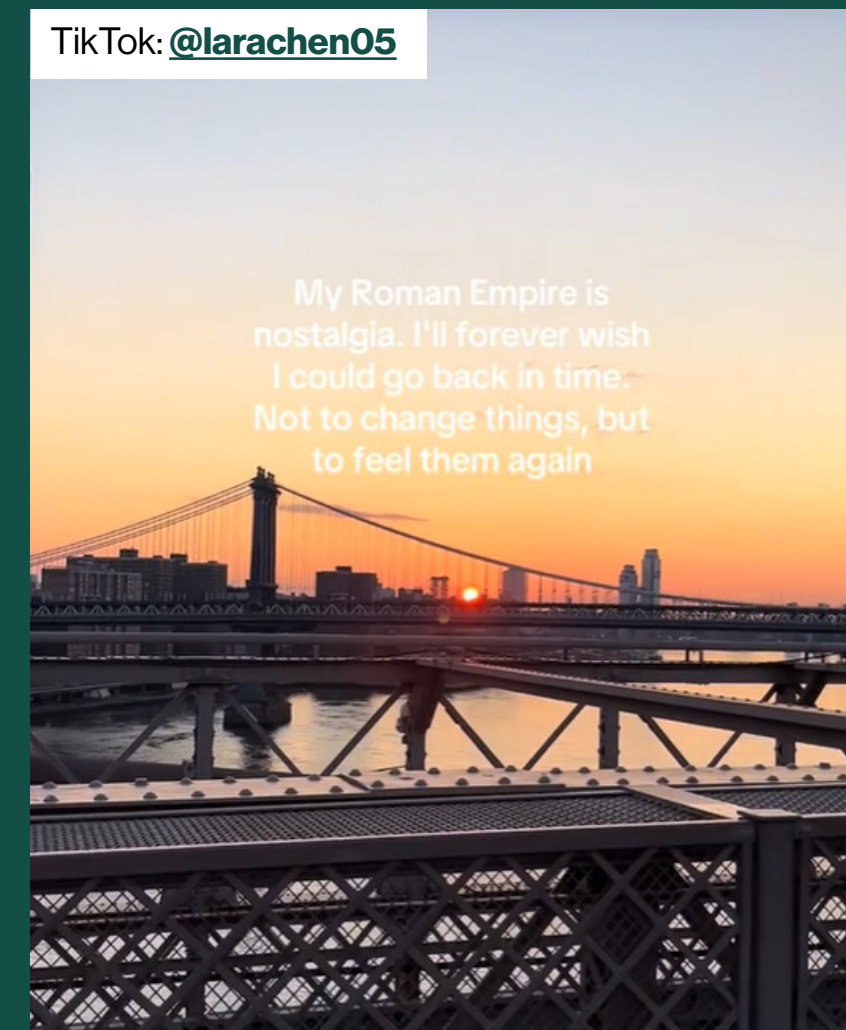
The more adventurous among us are seeking out less-travelled routes in locations such as Uzbekistan and Mongolia, with Gen Z and Millennials

increasingly turning to **curated group travel** providers offering detailed itineraries packed with unique experiences and guided tours to broaden their understanding of local cultures and cover more ground in a single trip.

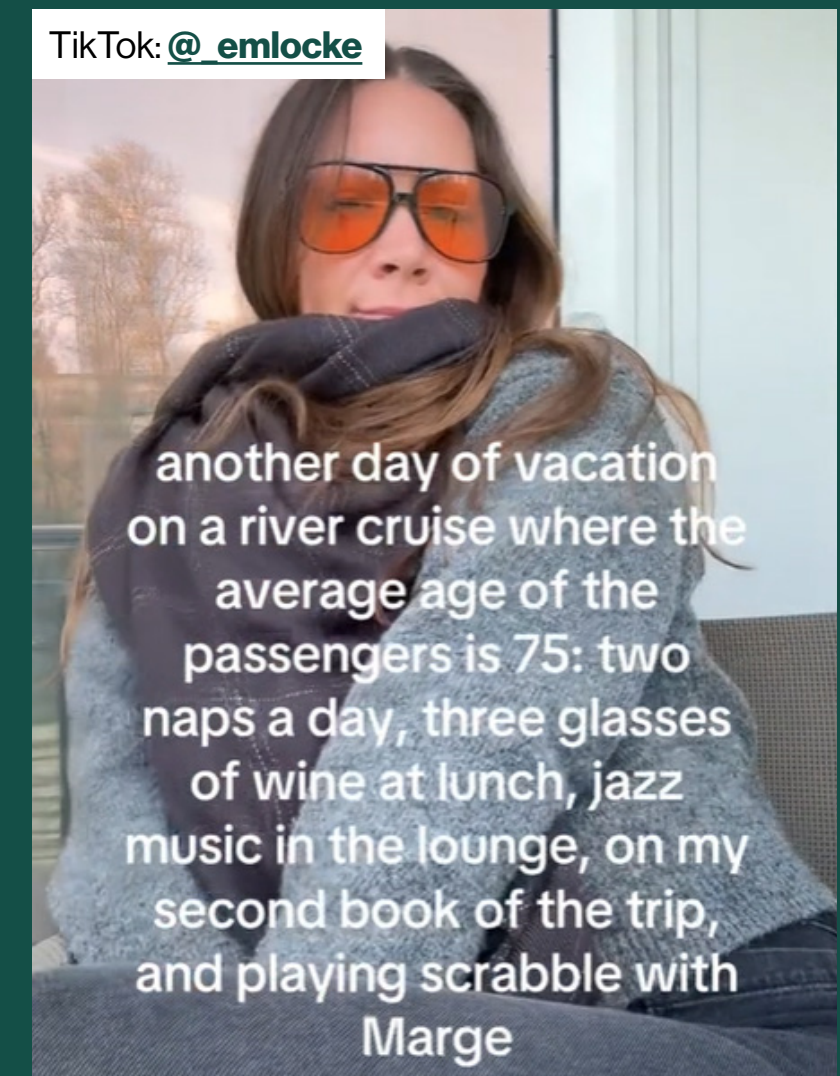
Those who prefer a more serene travel experience, typically Gen X and above, are taking to the water on river cruises. **NextAtlas predicts** this mode of travelling will rise by over 20% in popularity in the next 12 months, providing holidaymakers with a meander through picturesque landscapes they'd otherwise bypass as well as stop-offs at historical towns both large and small.

But rather than wait for retirement to take things slower, Gen Z are clocking off for "micro-retirements" - taking unpaid time off between jobs to focus on **mental health, personal fulfilment and meaningful experiences** over a singular focus on career longevity and progression. This isn't simply a rebranding of the sabbatical - it's not employer-granted and there's no guaranteed job upon return. **It's a lifestyle choice** to combat burnout and pursue personal passions.

TikTok: [@larachen05](#)



TikTok: [@emlocke](#)



TikTok: [@mr.mantou](#)

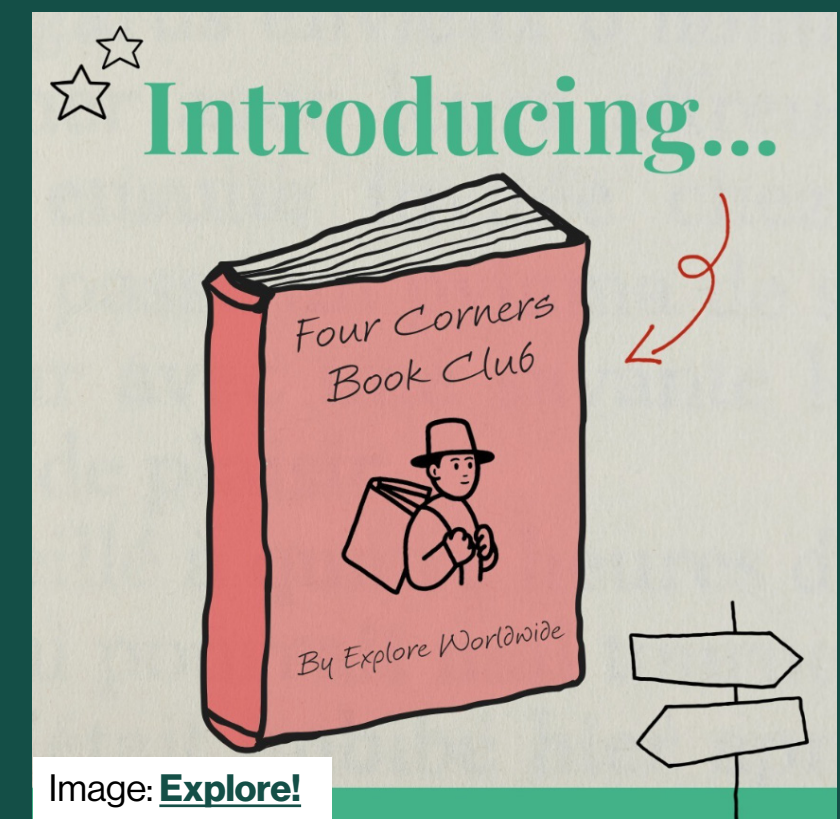


Image: [Explore!](#)

Weber Forecast Insight

With travel becoming more expensive and workers more conscious about what they do with their precious time off, there's a huge opportunity for travel and tourism businesses outside of the well-trodden tourist routes to lean into culture and get creative with the personalised experiences they can offer.

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

 **THE WEBER
FORECAST**

 **Weber
Shandwick**