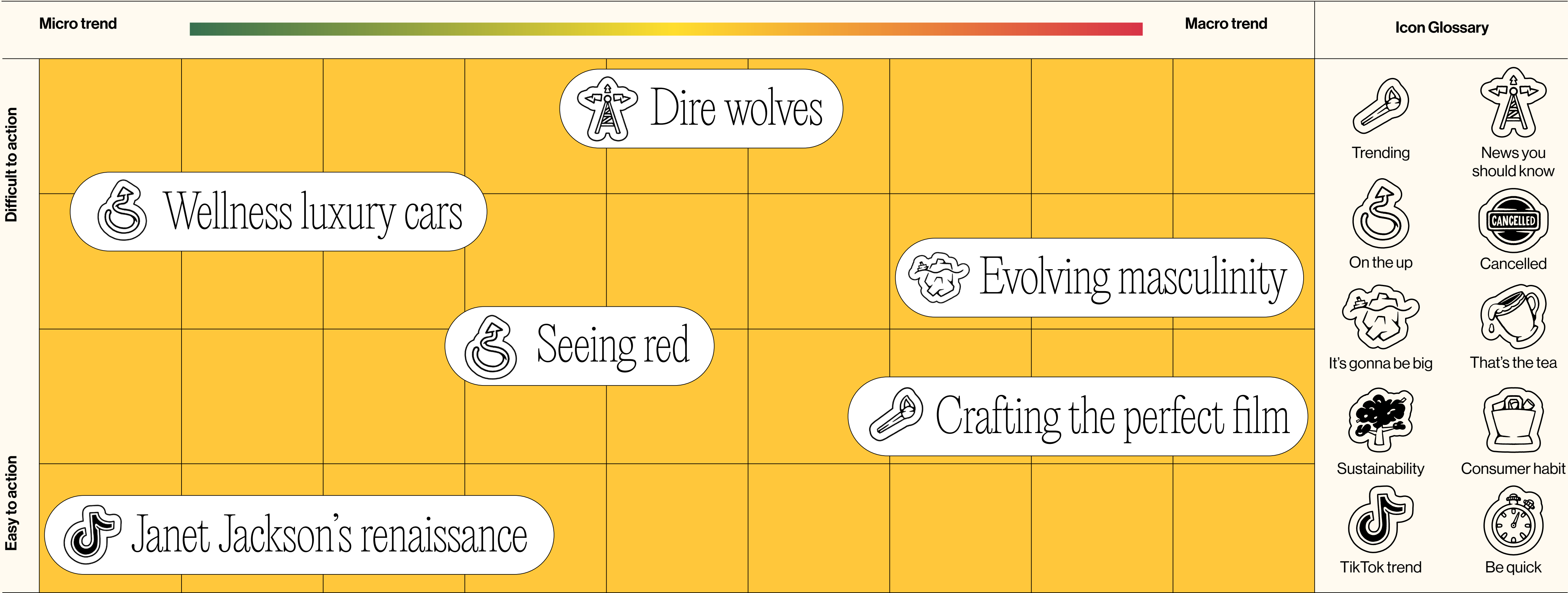


WEEKLY TRENDS REPORT

Friday 11 April 2025



THIS WEEK'S FORECAST



FOR YOUR INFO

This week's dates & microtrends



TikTok trends

Our new favourite Mario Kart character, [Moo Moo cow](#). They're worth the [\\$80 price tag](#).

You know its bad when the [Looney Tunes](#) explain the crashing stock market.

ICYMI

Holy Puck! [Alex Ovechkin](#) overtakes Gretzky's scoring record.

Driving in our funky car. We are glad to be in the [Janet Jackson](#) renaissance.

Phrase of the week

"[Hunky 90's hairdo](#)." Men are cutting their hair like 90's heartthrobs.

Tea of the week

[Cory Booker's](#) 25-hour, 5-minute speech. We can't talk longer than a minute before running out of breath.

Digi updates

[Tumbling to Tumblr](#). Gen Z are finding refuge on the blogging site.

One step closer to our dream. [Catch Pokémon](#) on Google or [do taxes](#) with them.

What we're loving

[Phineas and Ferb](#) are coming back and 30 years [since A Goofy Movie](#).

NPR can be silly, [Chocolate Droppa's](#) Tiny Desk Concert.

Established trends

[Luxury cars](#) are becoming wellness escapes. Now sitting in the car and eating a salad isn't sad, it's a 'wellness retreat'.

[Health and wellness](#) is recession proof. Invest in your body and in your gym's stock \$\$\$.

On our radar



Warfare – 18 April
Sinners – 18 April



Doctor Who: Season 2 – 18 April
The Last of Us: Season 2 – 18 April

Insights of the week

One's a crowd. There's still a stigma around [being single](#).

Went to Venus. [Highly-educated women](#) are now more likely to marry a less-educated man.

Weekly doses of cute

[Return of the Dire wolves](#), doing April Fools on [the most serious dog](#) and [Ender-Kid](#).

Rising trends

Animals, aliens and cyborgs take over the runway. The rise of [prosthetic body transformation](#) in fashion.

Going down with the ship. Kids are obsessed with [the Titanic](#).

The future

[AI isn't a gimmick](#) but we're treating it like one.

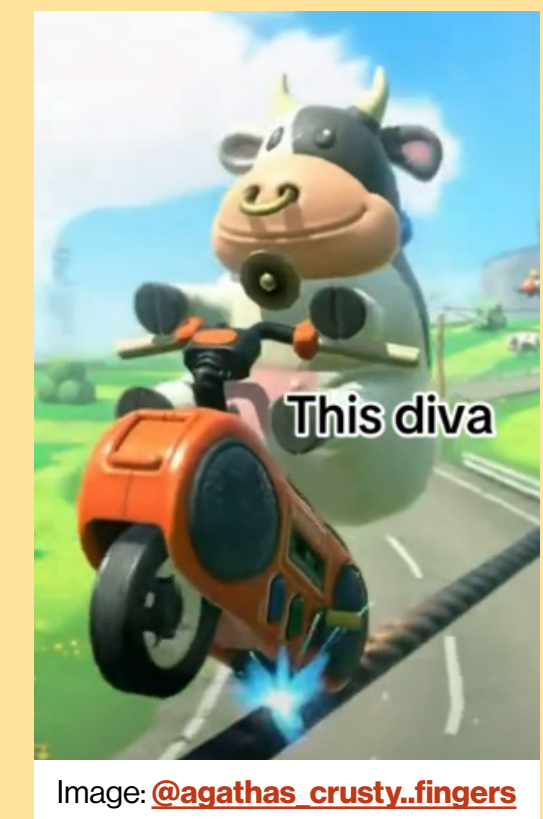
Stats of the week

ChatGPT users [generated over 700M](#) images in a week. We can count them all on our 11 fingers.

[72% of Gen Z](#) trust reviews and recommendations on social media for food. Our fave pizza spot has 1 star and that was from us.

Franchise to watch

The [four-part Beatles](#) movies are set to release in 2028. It better be 4D and have smell-o-vision.

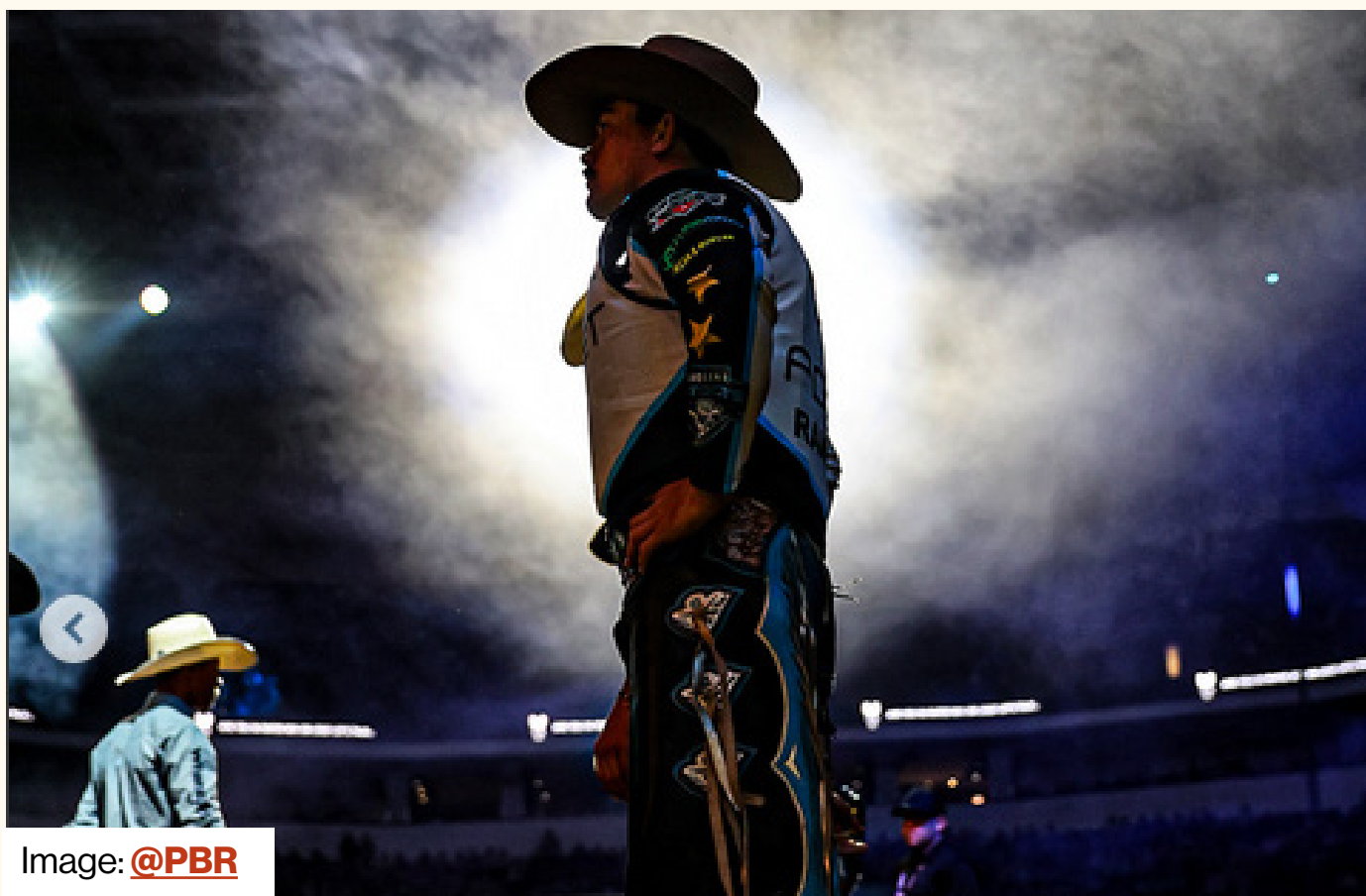


TREND TRACKING



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

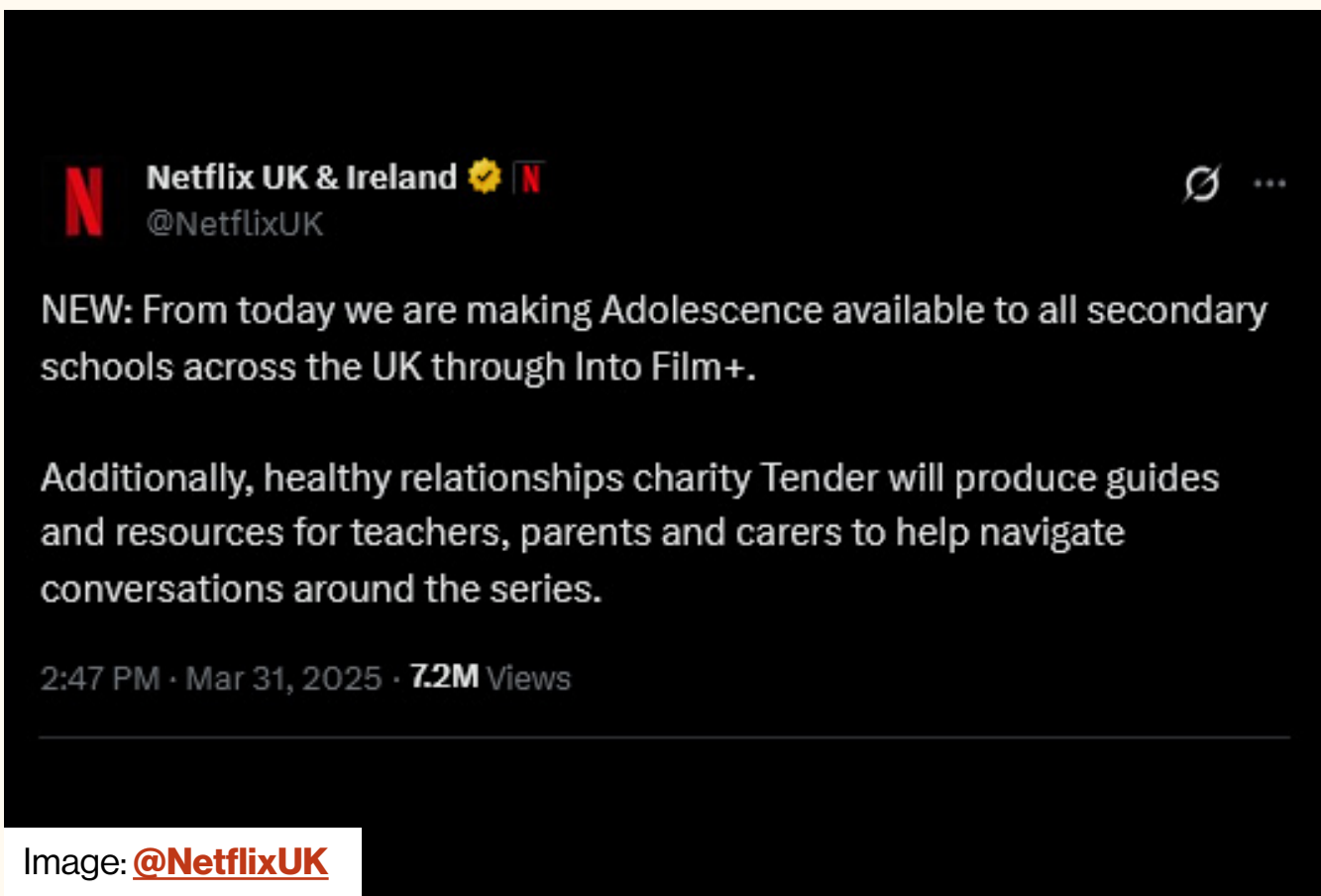
Seeing red



Yeehaw! **Professional bull riding** is surging into mainstream culture, fueled by Gen Z's cowboycore obsession (not to mention **the enduring Yellowstone effect**). PBR hit a record 1.4 million attendees in 2024 and just sold-out Madison Square Garden for the second year in a row. The spectacle of young men dressed in cowboy attire flipping off bulls and dodging skull-caving hooves fills the gap of extreme machoness and death-defying stunts, its similarity to wrestling is hard to ignore. The fascination with cowboys is here to stay and all we want now is the sequel to *Cowboy & Aliens*.

Trend: Going wild for country

Stream of consciousness



Have you watched this yet? There's been a **rise in thought provoking** shows this year with the likes of: *Severance*'s exploration of work-life balance, *White Lotus*'s dive into greed, and *Adolescence*'s scrutiny of toxic social media. Not only are they binge-able and allow for interesting fan theories, they also make us contemplate our society and inspire **real-life change**. The success of these shows lies in that they are all new IP and venture into relatable topics that easily spark water cooler conversations.

Trend: The harsh reality

Crafting the perfect film



A *Minecraft Movie* is set to be one the **most successful movies of the year**. Its success lies in the already existing game fandom and the power of ironic memes. This was a marketing success with the original trailer blowing up on TikTok with the brainrot memes of '**Flint and Steel**' and '**Chicken Jockey**'. The insanely quotable nature of **Jack Black's lines** became part of the younger gen's lexicon. This virality lead **to ironic viewings** of the film filled with **clapping when the viral lines** were spoken and viewings descending into **pure chaos**. This is the most successful example of a film/brand purely targeting its Gen Alpha audience and leveraging its virality into massive sales.

Trend: When the memes stick



Weber Forecast Insight

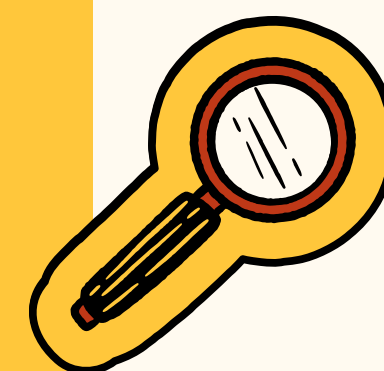
If empathy is the new alpha, brands still celebrating traditional masculinity risk looking like the awkward uncle at a Gen Z dinner party—outdated, cringe-inducing, and quietly avoided. It's no longer enough for brands to simply avoid toxicity; they must proactively champion emotional intelligence or risk irrelevance with a generation redefining masculinity entirely.

This week's long read



EVOLVING MASCULINITY

Alpha Males are Out. Meet the Era of the “Wholesome Kings”



Here's something bound to ruffle feathers in the **manosphere**: young men are ditching chest-thumping bravado for **emotional intelligence**—and it's officially trending. Forget outdated clichés of cigar-chomping alpha males; today's hottest masculine trait isn't abs or crypto flexing—it's **empathy**. Yep, sensitivity is the new six-pack.

Take TikTok viral sensations **@sexedforguys** run by some surprisingly **enlightened basketball bros** at Colby College who dismantle toxic stereotypes through skits championing consent and emotional openness. Offline, London's Jessop **Primary School Dads Club** which doubled attendance this year promotes fatherhood-focused masculinity — emotional, supportive, and refreshingly playful.

Even traditional “alpha” spaces are shifting. Fitness influencer **Ashton Hall's** viral morning routine—

featuring mouth-taping, banana-peel facials, and meditative pool-hovering—is redefining what success-driven masculinity looks like. This bizarre yet disciplined self-care ritual would've been unimaginable a decade ago. Celebrities are also joining the party, from Jamie Laing **tearing up post-marathon** (proving crying is cool), to Freddie Flintoff **mentoring disadvantaged teens** in the emotionally charged *Field of Dreams*. The message is loud and clear: alpha energy is out, authenticity is in.

But this positive movement emerges as **the manosphere's influence grows**, radicalising men through bro-culture podcasts and divisive discourse. Stylus research highlights that Gen Z men are increasingly leaning conservative—creating a gender ideological gap that's now 25 percentage points wide in the UK. Brands face a critical crossroads: bridge the gap or risk irrelevance.

WANT TO KNOW WHAT ELSE IS ON THE HORIZON?

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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



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