

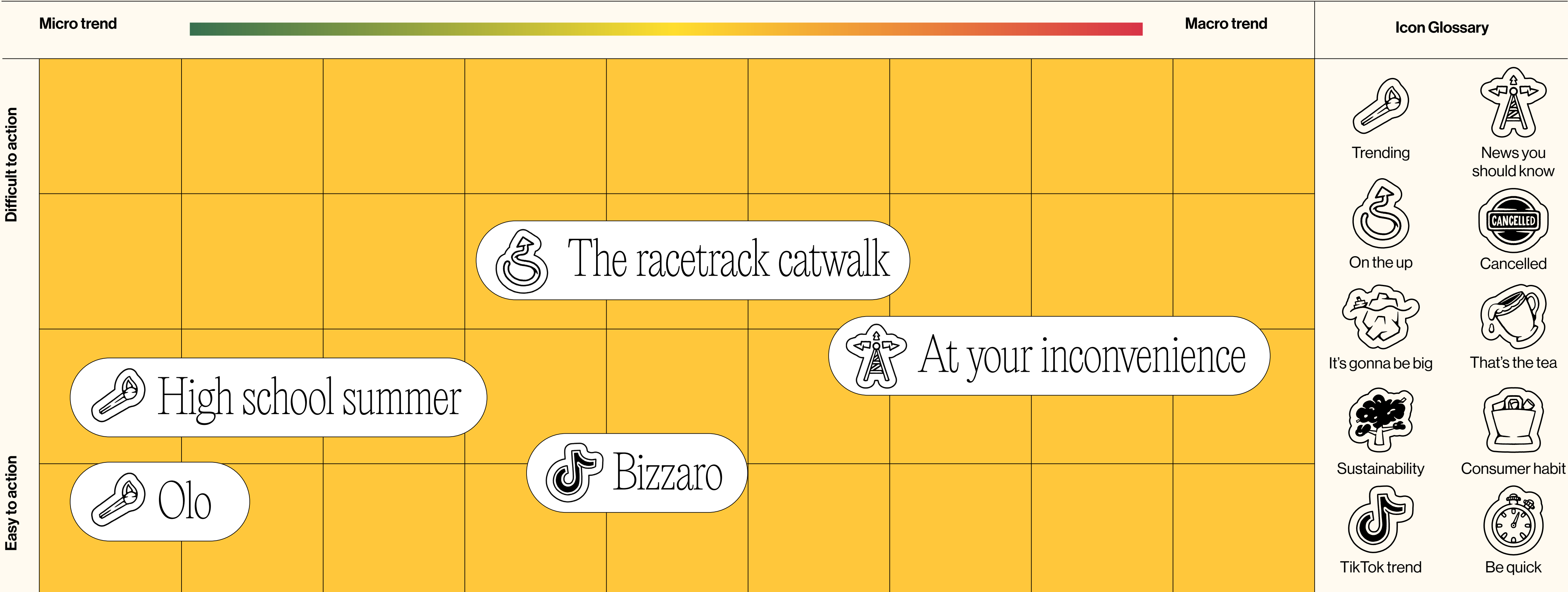
WEEKLY TRENDS REPORT



Friday 02 May 2025

Pictured: iStock

THIS WEEK'S FORECAST



FOR YOUR INFO



This week's dates & microtrends

TikTok trends

The “[I'm so hungry I could eat...](#)” trend.

Do you think 100 people could fight [1 gorilla](#)?
Has no one watched *Planet of the Apes*? We lost!

ICYMI

YouTube [turned 20](#). We're throwing a party at the [famous zoo](#).

New colour unlocked, '[Olo](#)'. It blue our minds!

Phrase of the week

“[Protect the Dolls](#)” The statement shirt of the moment. .

Digi updates

[4chan died](#) and [came back](#) but it will never be [the same](#). (Thankfully).

[UAE to use AI](#) to write its laws. What's next? Skynet?

What we're loving

The [Ojisan trading card game](#). My middle-aged fishing man is better than your retired train conductor!

Royally addicted. [Princess Isabella's](#) royal portrait with her phone.

Established trends

Falling asleep in the court. The videos detailing the boring parts of a [celebrity lawsuit](#).

Always hungry and never full. How TikTok changed [fashion consumption](#).

Tea of the week

144 draft picks later, the [prank call](#) that went too far

Weekly doses of cute

Little League [baseball fashion](#), finding [Valerie the dachshund](#) after 529 days and the [cat that pumps](#).

On our radar



Arcade Fire: Pink Elephant – 09 May

Kali Uchis: Sincerely, – 09 May

Little Simz: Lotus – 09 May

PinkPantheress: Fancy That – 09 May

Insights of the week

[Sinners takes a bite out of the box office](#).

2 Michael B. Jordans + Original idea = \$\$\$.

Gen anti-Zoom. [Workers under 24 years old](#) are more likely to be in the office (3.1 days) than their older counterparts (2.5 days).

Rising trends

The Morpheus choice. Market turmoil is driving viewers either to [Finfluencers](#) or [De-influencers](#).

Gold medal or 1M followers? Why not both? [Pushing student athletes](#) to become influencers.

The future

Cheat your way through life, [the false promises](#) of an AI tool IRL. And saying please to [AI costs millions](#).

The ethical dilemma. [A pill](#) that can extend a dog's lifespan.

Stats of the week

[Up 12.3%, 625,000 students](#) in the UK had extra time exam arrangements.

London Marathon breaks records with over [55,646 finishers](#) and 800,000 spectators.

Vibe to watch

Help us decide [our identity](#) for this summer! Fixating on a popstar or a nonsense fashion trend?

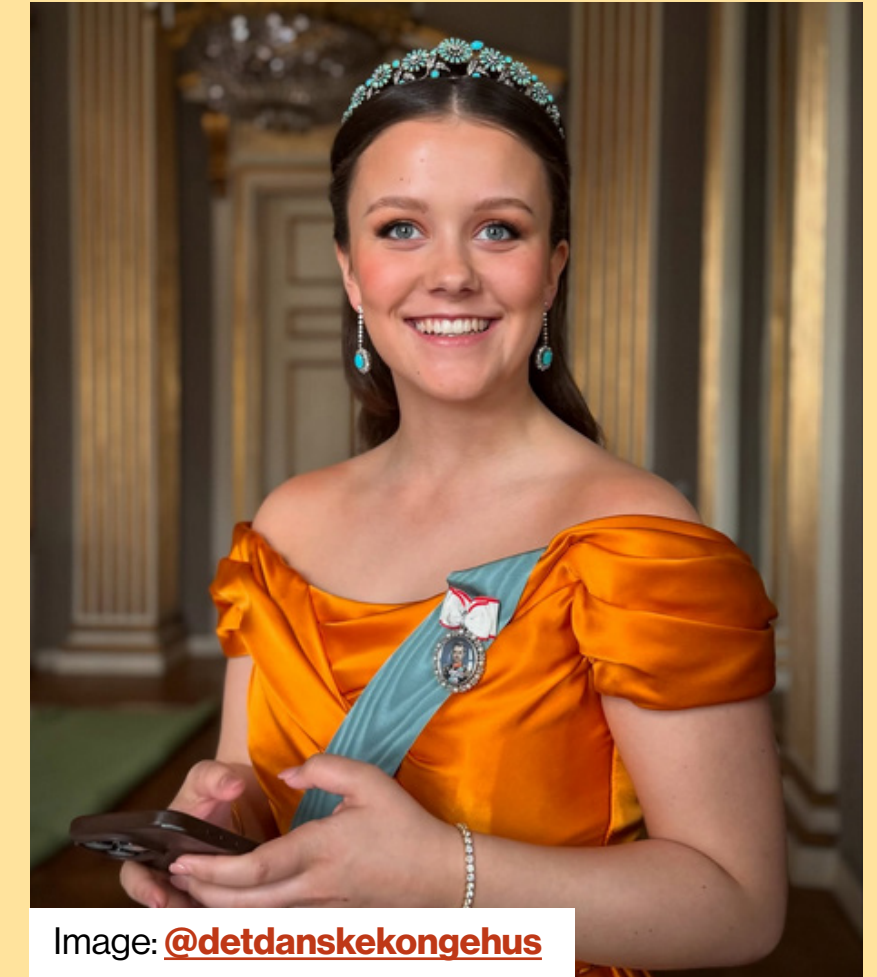


Image: [@detdanskekongehus](#)



Image: [@troyesivan](#)



Image: [@brookekhainesss](#)

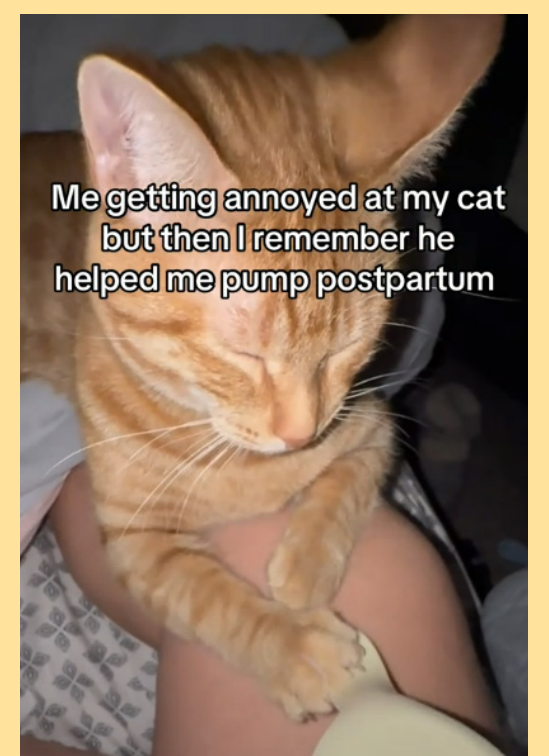


Image: [@j.44.4](#)

TREND TRACKING



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

The racetrack catwalk

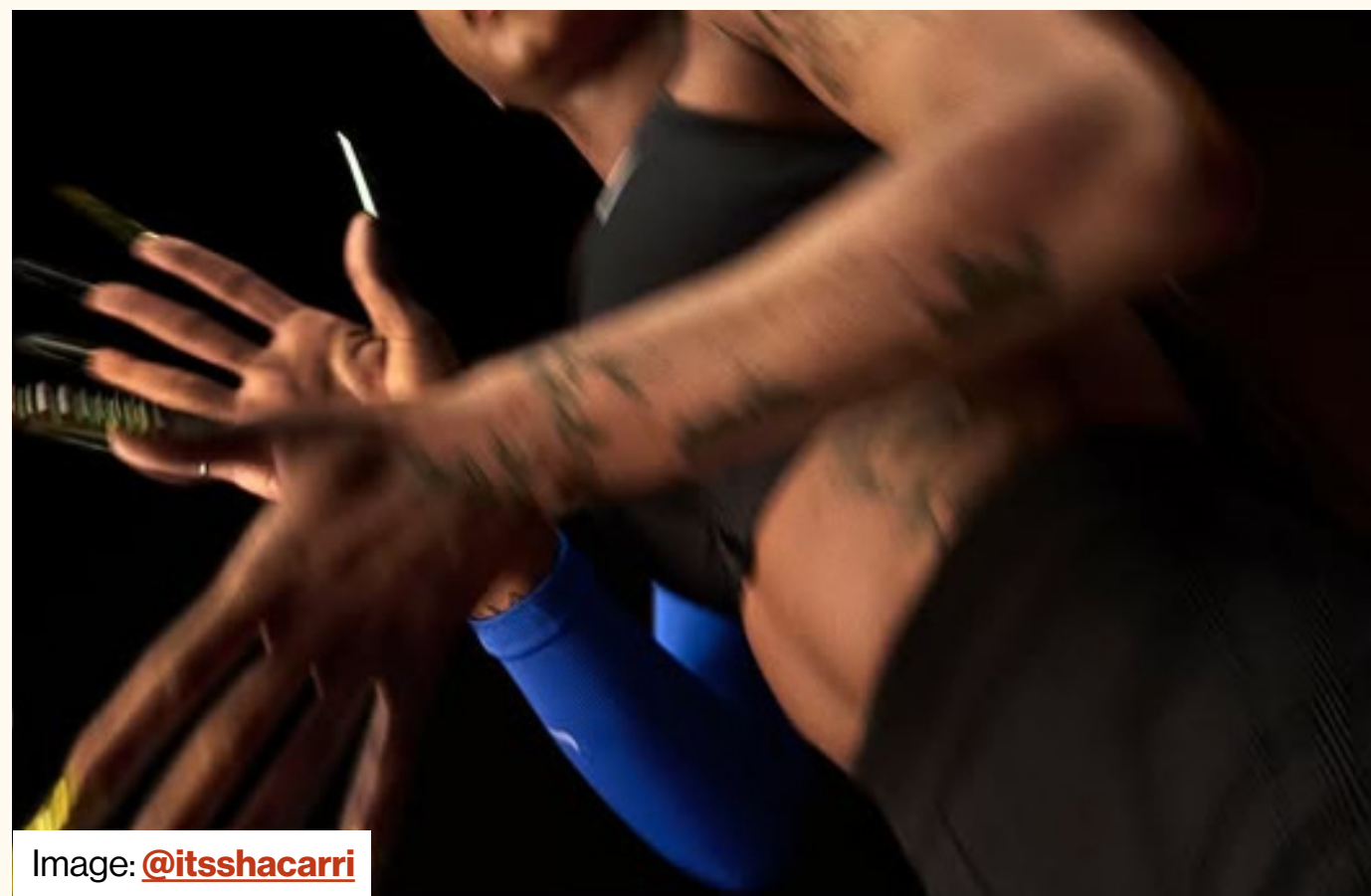


Image: [@itsshacarri](#)

Whether taking part or watching from the sidelines, the running fans among us may have noticed that the racetrack has become **a lot more glam**. As beauty and fitness become more intertwined, a growing number of fitness fans are sharing pre-run skincare routines. One said: "It's about taking pride in showing up to a race that I've prepared for months". It's not just moisturiser and SPF – sweat-proof tanning, manicures and intricate hairstyling are all becoming more common. Sprinter Sha'Carri Richardson has become an **online sensation** for her athletic prowess and her incredible nails. The growing significance of beauty in sports marks a shift in athletes' attitudes that strength and femininity can co-exist. As one elite runner said, "I love the antithesis of being a girly girl who is also running faster than most guys out there."

Trend: I never see you at the club

High school summer



Image: [@babykathh](#)

There's a new summer trend brewing! And no, it's not a Carrie Bradshaw summer like some are anticipating. This year, TikTokers are declaring it a "**high school summer**", and we're on board. Even though most of us work across the season, we never really lose the mindset of the endless summers of our youth. The best thing is that it's cheap. Think long drives with friends, throwing parties in the woods or having a back garden sleepover – there's a **whole host** of high school summer inspiration being shared online. Although we'll maybe swap the warm Strongbow for chilled rosé this time.

Trend: Kidults

Bizzarro



Image: [@gazooverse](#)

Niche European brainrot is going viral. First, we had France's **Oupi Goupi**. Now, we have Italy to thank for a long list of **wonderfully named brainrot characters**. From Ballerina Cappuccina to Bombardiro Crocodilo to Tigrullini Watermellini, there's a total of **39 whimsical wonders** that typically combine animals with objects or give them anthropomorphic features. This absurd and silly content is grabbing the attention of Gen Z, who are aligning themselves with some of the characters and their personalities, proving that weird continues to win with this generation.

Trend: Weird wins

"I want to be one of the greats"



Image: [@batemanxdurdan](#)

You need to start
inconveniencing yourself
for your friends

Image: [@wellwitholi](#)

UK
The
Guardian

The big idea: is convenience making
our lives more difficult?

Image: [The Guardian](#)

Weber Forecast Insight

Inconvenience is the new luxury – brands can help people take time to slow down, build community and put in the effort for tangible rewards. We almost forgot that this is the **whole point**.

AT YOUR INCONVENIENCE

Blame our hunter gatherer instincts,
but we can't resist a shortcut



Technology has facilitated a world of hyper-convenience – who'd have thought even Google would become inconvenient in a time of GenAI?! But (surprise, surprise), the easy route may not be best for us.

Some are resisting the urge of ease by intentionally adding friction back into their lives. One Gen Zer quoted in Dazed **said**: "We need to be moving from convenience to inconvenience... We need to tap into the inconvenience of going to the grocery store, having to order food at a restaurant, and feel like we are connecting with people."

For a world struggling with disconnection, choosing to engage feels rebellious – but that itself is **inconvenient**. In a somewhat counterinitiative move, tech startups like **Mozi**, which helps you see your people IRL, and incentive-based digital detox app **NatureUnblock** are stepping in.

It can be personal, too. After years of pushback against millennial hustle culture, trying has become 'cool' again. This was cemented when Timothée

declared that he wants to be "one of the greats" and isn't afraid to put in the work to get there.

The 'locking in' **trend** also speaks to this sentiment, where unnecessary distractions like phones or alcohol are given up in pursuit of a goal. Another **viral post** declared that under 30s should be mandated back into offices to learn (and **they are**, more so than other generations!).

Rejecting convenience doesn't have to be drastic, we can go backwards in baby steps. The recent trend of **'halfsies' dinner** sees diners serve a hybrid of takeout and homemade food. Any Scots conjuring up images of **hoose rice** right now?

Jokes aside, there's even a psychological term for the payoff that comes from effort – the **IKEA effect**. So instead of making life easier, how can brands subvert the norm and make it more *inconvenient* instead?

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Pictured: iStock

