

# WEEKLY TRENDS REPORT

Friday 06 June 2025



Pictured: Unsplash



# THIS WEEK'S FORECAST



Micro trend		Macro trend							Icon Glossary	
Difficult to action				Male friendship decline					Trending	News you should know
	Beatboxing nuns			Romantic simulations					On the up	Cancelled
						Generation Rebuild			It's gonna be big	That's the tea
Easy to action	Cher and Future			Cool as folk					Sustainability	Consumer habit
									TikTok trend	Be quick



# FOR YOUR INFO



## This week's dates & microtrends

### TikTok trends

[Beatboxing nuns](#) go viral, what's next? Pope opera?

Told them we do the Weber Forecast. They said "Oh, like the weather?" [#HolyAirball](#)

### ICYMI

Playground debates will never be the same. [Marvel and DC's](#) upcoming crossover announced after 20 years.

[Cher and Future's Gap](#) commercial from 2017 has gone viral. Reunite them or we riot.

### Phrase of the week

["Etsy Witches"](#). People are hiring witches to cast spells to help them succeed. Too bad it didn't [help the Knicks](#), maybe next year.

### Tea of the week

[What even is a bar tab?](#) Gen Z are opting to pay after each drink to the chagrin of bartenders.

### Digi updates

A new way to watch sports, a [1000-person group chat](#) with your favourite celeb.

The Japanese government released [a Minecraft Map](#) to show off its underground flood facility.

### What we're loving

The only news we trust: The [15-year-olds](#) with a newspaper business.

[Tony Tony Chopper's](#) live action appearance. We can't tell if he's super cute or an absolute freak.

### Rising trends

The key to a happy influencer marriage? Just post [20 videos on the wedding day](#) and [spend \\$\\$\\$](#).

Hairy thigh summer, [short shorts](#) and [tiny speedos](#) are in.

### Weekly doses of cute

[Benjamin Franklin](#) Bachelor party, [Sinners circle](#), [fit check with grandpa](#) and [real friendship](#).

## On our radar



28 Years Later – 20 June  
Elio – 20 June



ITZY: Girls Will Be Girls – 09 June

### Established trends

[The Slop Era](#), everything is slop and we're getting buried in it.

The [Museum of Millennials](#) is causing dread as millennials are reaching their [mid-life crisis age](#).

### Insights of the week

[Self-optimisation](#) has become deeply flawed as beauty standards become unrealistic and [bizarre](#).

[Steve Madden's viral interview](#), a blueprint for founders and CEOs in the content era

### The future

Lying under oath. [Lawyers are using AI](#) and are constantly getting in trouble for AI hallucinations.

With the rise of AI content invading our feeds, [Pinterest is rolling out](#) tools for users to fight against it.

### Stats of the week

Taylor Swift's [overall streams jumped 40%](#) after she regained ownership of her albums.

Pimp my shoe. Shoe charms had [a 217% spike](#) in posts this spring as they are set to be the next big accessory.

### One to watch

The modern [media circuit](#) is a [zig-zag](#) of niche internet videos and big publications. Our favs? The [criterion closet](#) and the [NPR tiny desk](#).

*Told him I was a pro dancer  
He said, "So like exotic or..."*



Image: [@hailee\\_payne](#)



Image: [Netflix YouTube](#)



Image: [@orailton](#)



Image: [@clowntown559](#)



# TREND TRACKING



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

## Cool as folk



How to get the kids back to the club? Play folk! In Norway, folk music has been [gaining traction](#) across cities with sellout folk dance parties attracting young audiences. The most popular is Tuvas Blodklubb, where performers take to the stage with traditional instruments like horns and hardangerfiddles and partygoers learn new dance moves. It's not just Norway seeing a resurgence in trad. Soundcloud [noted](#) an increase in folk streams and uploads in the UK and US, and festivals like Skye Live see folk pits replace mosh pits. At a time when nightclubs are closing at a rate of [one venue per fortnight](#) in the UK, perhaps a return to tradition, folk and community is just what the industry needs.

**Trend: Comfortcore**

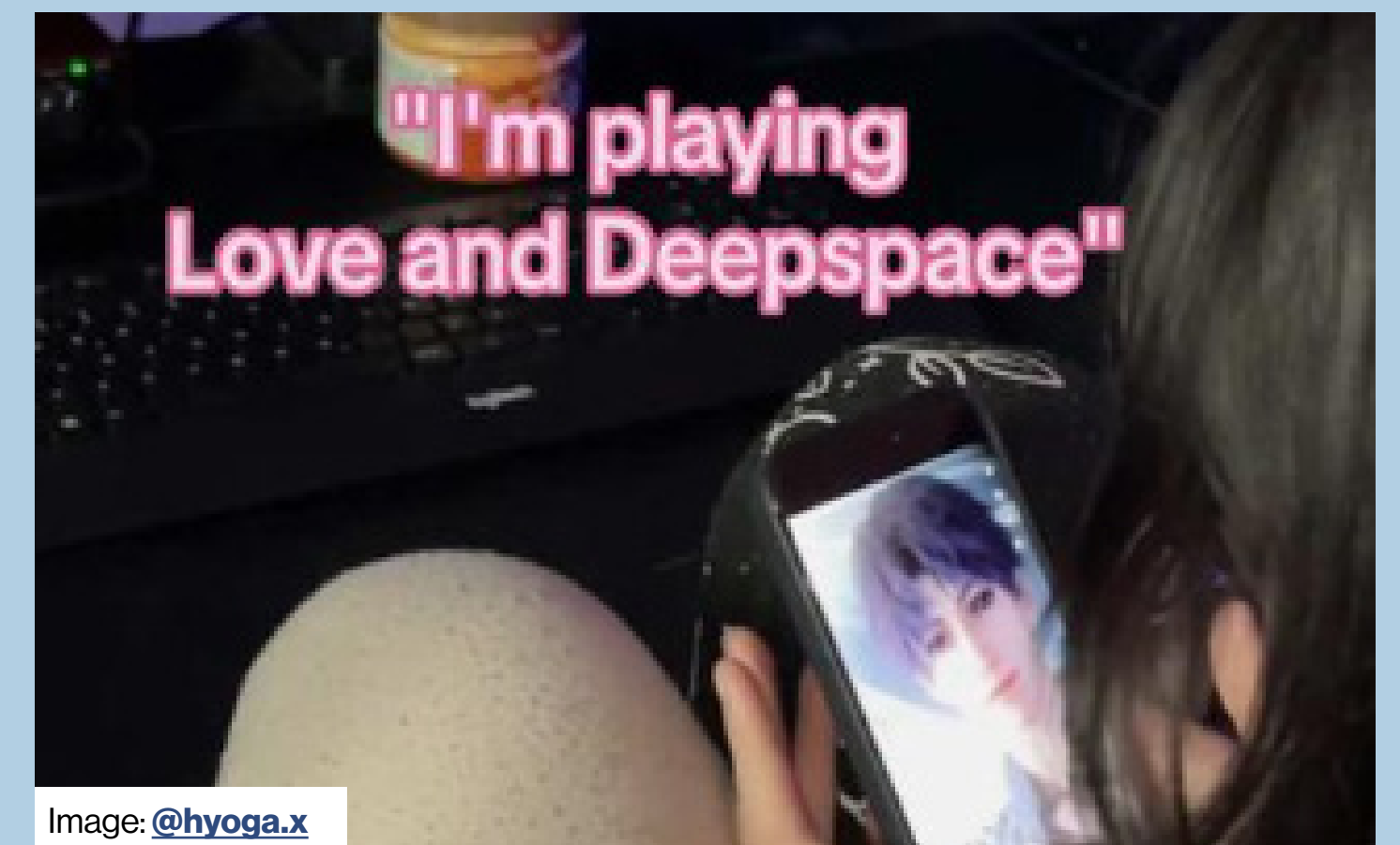
## Male friendships lack depth



There's been a sad decline of "deep male friendships", as a [2024 study](#) revealed only 26% of American men now report having six or more close friends, down from 55% in 1990. Look back even further and it wasn't uncommon for men to pen passionate platonic love letters to each other. Today, male friendship often features surface-level conversations – covering topics like sports and fitness routines rather than going any deeper. As one male writer [said](#): "We are far more likely to roast one another than to toast one another." Things aren't all bleak. Although it started as a joke, the recent viral "[calling the bros to say goodnight](#)" trend could help normalise reaching out, just because.

**Trend: The loneliness epidemic**

## Rom sims



The latest cultural obsession is [Love & Deepspace](#), which has swept people off their feet with immersive storylines and simulated AI partners. Its audience skews female, who select a boyfriend to "go on dinner dates that turn into steamy encounters, flirt over text, and at one point, even fight battles in an alternate world." Infold Games revealed that 50 million players have joined the game in its first year. With IRL dating plagued by texting back and forth and never actually meeting up, dating an AI doesn't feel like such a departure. As one writer said: "it's a lot easier to stay in bed, log onto my account, and replay one of their scenes than find an actual person on a dating app to go on a very likely disappointing date with."

**Trend: Disappointing dating**





‘Gen Z is more anxious, lonely and poorer than other generations’  
Source: [Financial Times](#)

## Weber Forecast Insight

Brands that ignore this generational reset risk becoming irrelevant in the eyes of Gen Z. Those looking to stay ahead of the rebuild need to foster real interactions for the generation hungry for connection. In a world of chaos and change, Gen Z are looking for brands to be reliable and share their values as we enter into this new generation rebuild.



This week's long read



# GENERATION REBUILD



## Gen Z are over rejection

Rejection sucks - that's nothing new. What's making waves now is the anxiety, depression and loneliness **hitting Gen Z** like a tonne of bricks – not to mention they're financially squeezed to the max! While many find themselves facing repeated job rejections, each one chipping away at their optimism, others face the possibility of **AI coming for their jobs**.

Now pair this with unstable economies, a climate emergency and a global pandemic, among other chaotic external factors – it's no wonder Gen Z is the **most risk-averse generation** and 49% say they feel **stressed or anxious** all or most of the time. They're navigating life filled with **constant 'no's**, from their dating life to their careers. And quite frankly, Gen Z are fed up.

It's not all doom and gloom (thankfully!) as Gen Z are taking a stand and rebuilding their world.

They are finding purpose by creating new forms of community. To fight their compulsive **doomscrolling**, accounts such as **The Offline Club** are encouraging people to swap screen time for real-time.

They're the side hustle generation, with increasing numbers turning their backs on the 9 – 5 in favour of **becoming their own boss** – something rejection is fuelling. As noplac CEO **Tiffany Zhong** notes: "It's both out of purpose and meaning". Even if this means that they are the most likely generation to **sell their data** for \$50 a month, whatever works for them!

Instead of aiming for the boardroom, Gen Z's sense of purpose is overwhelmingly important when it comes to their career. Prioritising workplace culture, real-life connections and work-life balance, Gen Z is setting **clearer workplace boundaries** and choosing roles that align with their values. With AI anxiety looming, some Gen Z are even replacing **pitch decks with pitchforks**. They must be doing something right, as Fortune has predicted that even though Gen Z may not be able to afford a house or the cost of living right now – they are on track to become the **richest generation** – stick in there, Gen Z!

Could it be that Gen Z are not as doomed as we thought, and are they actually just the first to admit the system is broken... and brave enough to build a new one?



# 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



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