

WEEKLY TRENDS REPORT

Friday 27 June 2025

THIS WEEK'S FORECAST



FOR YOUR INFO



This week's dates & microtrends

TikTok trends

You better say they're nice! [Showcase your hobby](#) with the help of a stern partner.

Share your dream wedding line-up with elaborate [hand motions and music](#).

ICYMI

Too young to protest IRL, Roblox is where kids can [go protest ICE](#).

Los Angeles Lakers [sold for \\$10 Billion](#) and [OKC Thunder](#) are the NBA champs. A new era for the sport.

Digi updates

The age of [anemoia technology](#). Young consumers long for the Blackberry era.

The major perfume houses are using [AI to create new scents](#). But AI could never know what [a fictional character smells like](#).

Phrase of the week

"[Marginalia Mania](#)". Annotating books is a new level of book reading. [Wisdom signalling](#) or a fun hobby?

What we're loving

Don't cry for me random onlookers. Rachel Zegler's [Evita balcony performance](#).

Your [favourite film person's favourite films](#) of the 21st century. Ours? The *Spy Kids* trilogy.

Tea of the week

The '[No Space for Bezos](#)' movement, Venice rebels against the billionaire's wedding.

Established trends

Nothing to do with Arsenal. Gooning has become [mainstream through memes](#).

Missed your flight? Do a [5k on an airport runway](#).

Insights of the week

How Blank Street became [the matcha behemoth](#).

Patrick Zweig without the love triangle. The [life of a 150th ranked tennis player](#).

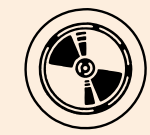
On our radar



Jurassic World: Rebirth – 02 July



The Sandman season 2 – 03 July



Kesha: (PERIOD) – 04 July

Weekly doses of cute

The [perfect pets](#) with [flaws trend](#), [Oatmeal tries water wings](#) and [bear escapes to eat honey](#).

Rising trend

Just in time for summer. Souvenirs are the [hot new fashion accessory](#).

The future

DraftGPT. NBA teams have been using AI to [scout future stars](#).

We're just a speck. First images of the [distant galaxy](#) have been released.

Stat of the week

We're all otakus now. [44% of 29,000 global respondents](#) identify themselves as anime fans.

One to cry about

[Tiny chef's devastating news](#). We just saw someone fall to their knees in the jam aisle in Tesco. (It was us).

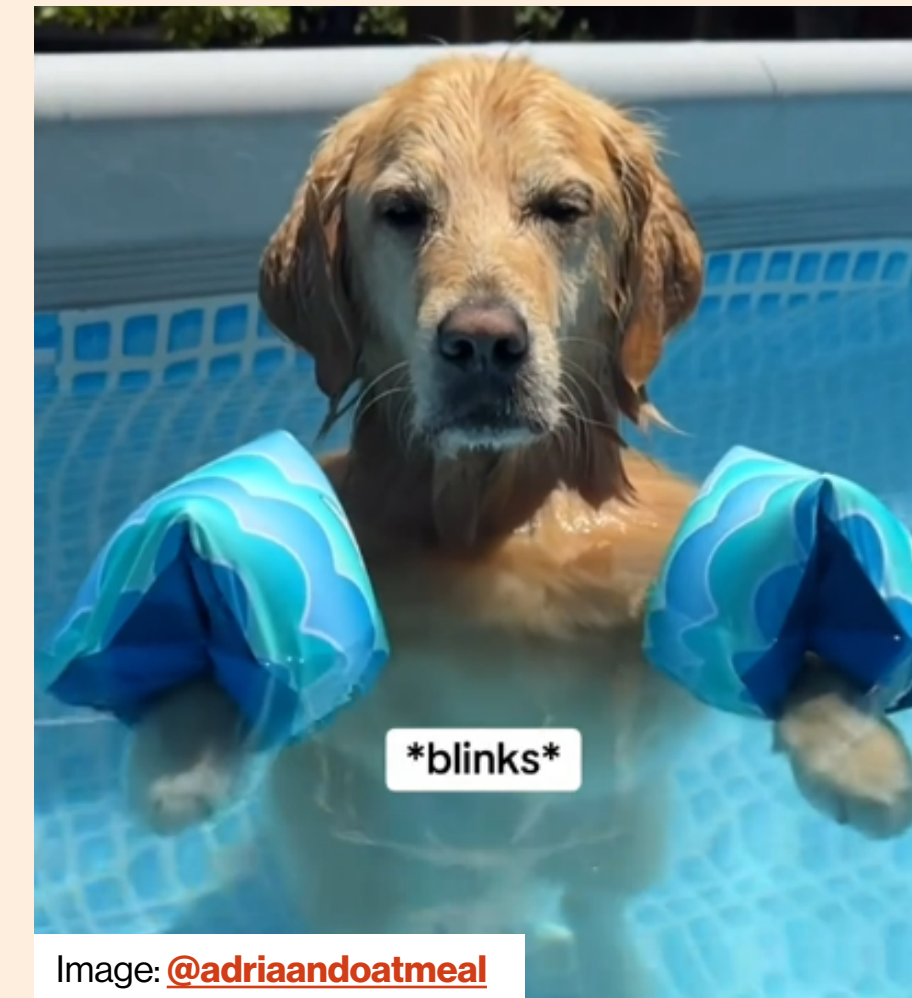


Image: [@adriaandoatmeal](#)



Image: [@thetinychefshow](#)



Image: [@yearningyardies](#)

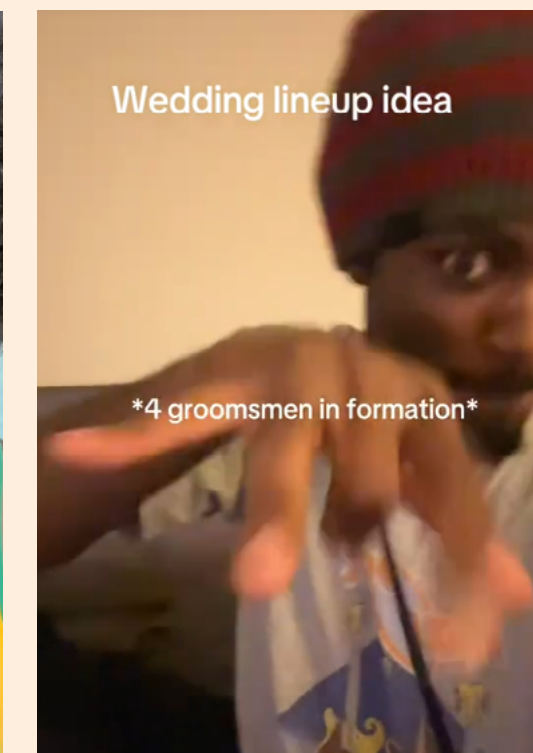


Image: [@jaysvn](#)

TREND TRACKING



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

The Gen Z Paradox



Emerging data reveals a growing duality in how Gen Z presents themselves publicly versus privately. While in public, lives skew liberal, yet privately, greater numbers are leaning conservative – seeking stability in uncertain times. There's never been more sex on screen and in culture (just **look** at Sabrina Carpenter's latest album art), yet this mood isn't translating into real life, where young people are having less sex than ever. Sociologists **call this** "existential insecurity" - when the future feels uncertain, we look for meaning or escape – or both. Dubbed **the Quarantine Cohort**, 74% prioritise wealth over idealism and 76% value cost over sustainability. Understanding what really drives them will be key to success.

Trend: Are we failing teens?

Do you speak GPT?



Brace yourselves... thanks to ChatGPT not only are our feeds flatlining, **how we speak is, too**. Just some of the high lows from a study of more than 28,000 Youtube videos found a 51% increase in words like "meticulous," "delve," "realm," and "adept" – all of which are favoured by the LLM. Here's the kicker (see what we did there), "AI influence is starting to show up in tone, too — in the form of longer, more structured speech and muted emotional expression." **Other studies** have found AI harms critical thinking, and can even change what we think and what we find funny – making us easier to persuade. While feeds are increasingly polished and everyone sounds the same, protecting and preserving space for humans to be messy and imperfect will become all the more important.

Trend: Educ-AI-tion

Live shopping goldrush



Struggling with the state of the economy has led some people to take up a new side hustle – **live selling**. While it started out niche, platforms like **Whatnot** are transforming bedrooms into studios and hobbies into thriving businesses – helping sellers build a community as well as their bank balances. While other platforms focus on synthetic relationships, having a human face doing the selling builds trust and connection, which could be why it's growing so quickly. As Maryam Ghahremani (Bambuser CEO) notes: "People aren't going with just the goal of shopping — they want to be entertained, and educated with brand or product knowledge." The next time you want to launch a new product, maybe take an unconventional route to market.

Trend: Is shopping dead?



This week's long read



COLLECTING BUZZ OR COLLECTING DUST?

Adults are levelling up their play



Squishmallow, Jellycat, Labubu - say these names in a room full of collectors and you might ignite a bidding frenzy. These plush treasures are far from toys, they're passion projects that, for some, have even paved the way to **millionaire status**.

A designated **Monster High doll room** or a **fruit sticker collection** - god forbid a girl has a hobby! Collecting isn't new, but as we've explored before, what makes this era exceptional is the "kidult" wave—unapologetically indulging in hobbies that transport us to those carefree days of curating Beanie Babies or trading Pokémon cards.

Pop Mart has become the **mastermind behind** some of the most iconic novelty collectibles, with international sales **surging 400%** and a growing footprint across Europe. Their blind boxes are reminiscent of unwrapping a surprise gift. Because nothing quite matches the adrenaline rush of **unboxing** a creepy rabbit-elf hybrid.

The craze doesn't stop with display cases, brands are blending collectibles into **functional items** like home décor, making them both personal and practical.

Psychotherapist, Daren Banarsë explains: "People aren't just buying a toy; they're participating in a quest that feels meaningful precisely because it's challenging. The hunt has become as important as the prize, transforming a simple retail transaction into something that feels like genuine achievement."

That quest has gone digital too. Savvy collectors are trading **meme stocks** and NFTs, blurring the lines between investing and collecting. Like traditional collectibles, these digital assets thrive on exclusivity, community, and shared sentiment but are further influenced by social media and online communities **defining what holds value**. People are literally owning the internet's greatest hits.

Collectibles are taking over the toy box - but now the grown-ups are playing too

The Guardian



Image: @themichaelbarrymore



Image: @popmart

Weber Forecast Insight

With collectible crazes evolving rapidly, brands shouldn't fear moving into this space. By anticipating future crazes or even setting new trends, they can create value for new products, especially through limited-edition merchandise that drives excitement and demand.



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



**Weber
Shandwick**