

WEEKLY TRENDS REPORT






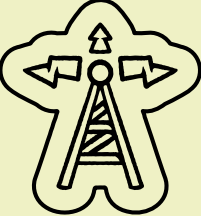





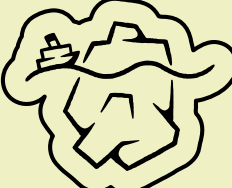





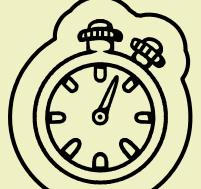
Friday 04 July 2025

Pictured: Unsplash



THIS WEEK'S FORECAST



Micro trend		Macro trend		Icon Glossary	
Difficult to action	 2025 is the year of the spit	 The Bland-feet holiday		 Trending	 News you should know
				 On the up	 Cancelled
Easy to action	 Groovin' at the store	 Passed down luxury	 Re-try-erees		 It's gonna be big
	 You're the youngest person ever!				 That's the tea
				 Sustainability	 Consumer habit
				 TikTok trend	 Be quick

FOR YOUR INFO

This week's dates & microtrends



TikTok trends

You're the youngest person ever! [Howie Mandel joins in.](#)

I'm a mommy. *Love Island USA* [viral sound](#). Just [don't get too invested](#) in the show.

ICYMI

The holy trinity of *basic* film buff favourites. *James Bond* finally [finds his director](#), [Devil Wears Prada 2](#) and [Social Network 2](#).

Phrase of the week

[‘2025 is the year of the spit’](#) Spitting in mouths has graduated from [niche kink to mainstream](#).

Digi updates

Spiritual guru or [your chatbot](#)? And the [AI addiction support groups](#).

:(Goodbye Windows [blue screen of death](#).

Tea of the week

Watching movies has [become performative](#) with everyone being too busy making lists to form an opinion. Our fav films? Just check last weeks WF.

What we're loving

The Louvre is [launching an architectural competition](#) for a new entrance and space for Mona Lisa.

The Bank of England is asking for the public's opinions on the [next bank notes design](#). We suggest the Duke of Wellington with his [orange traffic cone](#).

Established trends

Are we all tired of [watching rich people moan](#) about how hard their lives are? Yes.

[TikTok chefs](#) are becoming more famous than their 'famous' clients.

On our radar



Superman – 11 July



It's Always Sunny in Philadelphia season 17 – 09 July
Dexter: Resurrection – 11 July



Clipse: Let God Sort Em Out – 11 July

One to watch

Clear your calendar for spring 2026, [BTS is back](#).

Insights of the week

The modern 16 candles. Teens are [measuring their popularity](#) with how many birthday social media posts they get.

Gomenasai. Kyoto is [becoming overrun with disrespectful tourists](#) who'll do *anything* for a photo.

Weekly doses of cute

[Night routines with cats](#), [ASMR with Sesame Street](#), day in the [life of ginger](#) and [the chosen one](#).

Rising trends

Women are dreaming of the monastery with [#monkmode trending](#). Just don't be like [Piper Ratliff](#).

Drink of the summer? [Putting foam in](#) everything.

The future

Good luck stealing these tomatoes. The [high-tech war](#) on shoplifting.

r/collapse, the [calm subreddit](#) all about the end times and the collapse of the world.

Stat of the week

Graduate jobs, apprenticeships, internships and junior jobs have [dropped 32%](#) in the UK since ChatGPT's launch.



Image: [@officialhowiemandel](#)



Image: [@seasamestreet](#)



Image: [@heyitsgingerandpepper](#)

TREND TRACKING



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

Groovin' at the store



Radio stations aren't dead yet; they're just going in a different direction. Radio stations are popping up in niche locations, from [barber shops](#) and [restaurants](#) to [retail stores](#). As [The Chow](#) points out, budgets in traditional nightclubs are drying up raising the question, where will all the DJs go now? Where there's people, there's demand. These unconventional spaces are rife with opportunity. Instead of propping up a speaker and playing whatever Spotify playlist you have, hire your local DJ. You might have a new hip day club on your hands.

Trend: Sober lives

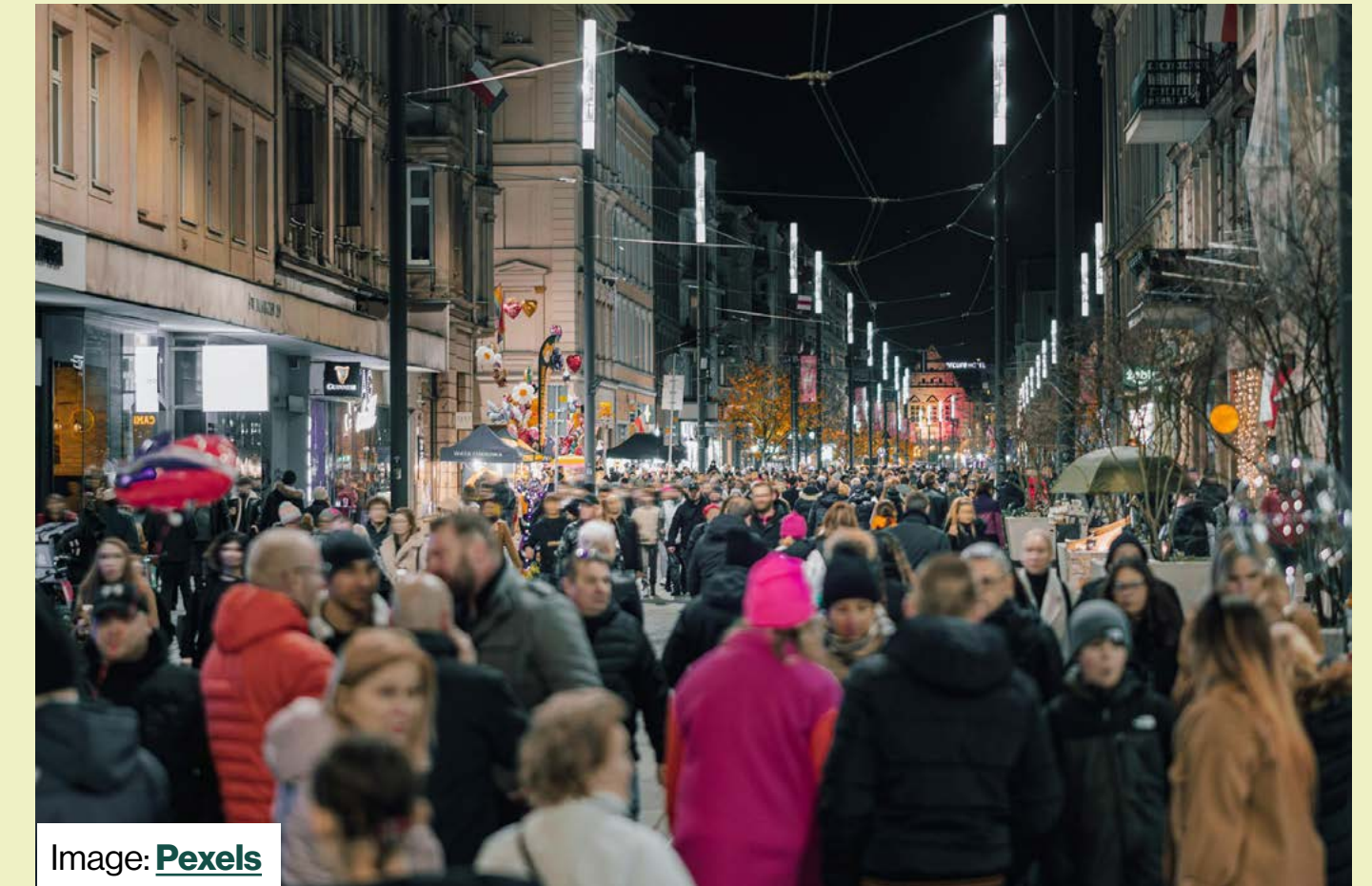
Passed down luxury



Luxury has lost its luster with the [rise of duping](#) and the increasing cost of living, but a [new sector of luxury is thriving, heirlooms](#). High quality, customisable keepsakes designed to be passed down. Less jewelry and more practical, think [Louise Carmens leather books](#) or the viral [Officine Universelle Bully](#) lip balms. Nowadays, consumers are all about [customisation and personalisation](#), these heirlooms tap into the aspirational aspect of luxury with a touch of emotional connection. They're more likely to splurge on something that they had a hand in helping 'make' than purchase for a logo.

Trend: Modern classics

The Bland-fect holiday



We all want to have a great time on our holiday, so what do we do? We consult travel lists to see 'trusted' sources telling us where to go. The issue? Everyone has the same list. An [investigation into the most influential list](#), 50 Best, found that a large portion of the judges were young people who were easily wooed by spectacle, with the list heavily influenced by big hotel names. With [overtourism being so rampant](#) and everyone wanting to queue up for the hottest TikTok trend, we're falling out of touch with exploring. Trust your gut and throw that dart on the world map. You might get inspired.

Trend: The anti-tourism movement

What Does Retirement Really Mean?

We asked readers to submit their stories of retirement — to share their experiences, as well as their advice.

Image: [The New York times](#)



Why does China want older people to travel more?

Image: [@bbcnews](#)

Weber Forecast Insight



It might be simpler than you think, instead of attaching opportunities to flash in the pan trends, try going slow and target the 'silver' generation. With nostalgia still being huge and a fascination with the pre-tech world, it could be the perfect time to hit all the demographics with one smart campaign. If it doesn't work? Maybe try again in 60 years.



College students are getting new neighbors on campus: Their grandparents

As enrollment drops, colleges and universities are building facilities for elderly tenants on their campuses.

Image: [Fast Company](#)

RE-TRY-EREEES

Life doesn't truly start till your 60s

Modern medicine, technological advancements and better diets are extending lifespans, so what do we do with the extra years after we retire? Retirees are opting out of sunsetting quietly in the countryside and are enjoying all that ([city](#)) life has to offer. Last we checked; there's no age limit to [par-tay](#)!

To combat funding cuts and low enrolment numbers, [colleges in the US](#) are offering housing and classes to seniors. An unconventional pairing of the elderly and college kids is benefitting the student body by creating a unique generational gap found nowhere else. But we don't know if we can handle going to class hungover with our nan. She might be more popular than us...

Countries in the East are all slowly becoming super aged – [South Korea](#) is the latest nation to reach this status with 20% of its population now 65 or over. How do you tap into this huge demographic of willing

spenders? China (its retired population is [over 300 million](#)...equivalent to 4th largest population in world) is looking for creative ways to tap into this demographic to boost domestic consumption. It now operates a '[silver train](#)' full of entertaining activities which transports retirees to places they would not normally visit. A way to inject some much-needed cash into low tourism regions.

The older generation has been dismissed for so long with the shiny new Gen Z, Alphas and incoming betas. After retiring, there's a whole 25+ years worth of consumers idling about, willing to spend their hard-earned pensions on new experiences. With lifespans continuing to increase, [four-generation families will become common](#) and great-grandparents will bring a level of wisdom that us young'uns have none of. The future is old!



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