



Pictured: Pexels



WEEKLY TRENDS REPORT

Friday 24 October 2025

THIS WEEK'S FORECAST



FOR YOUR INFO



This week's dates & microtrends

TikTok trends

Wait, are we all in [group 7](#)?

[Everyone's going back-to-back](#) for the mashup of the year.

ICYMI

Finding out about the [Louvre heist](#) from [parodies](#).

[Shohei does it again](#) with 3 HR and 10 Strikeouts. One of the best stat lines in any sport.

Digi updates

[TikTok fan edits are huge](#) forces driving fandoms to new heights. Anyone see [the edits of ReginaXRodrick](#)? Just us?

Instagram announces its [2025 Rings winners](#). We've been fans of [Aki and Koichi since day 1](#).

Phrase of the week

["Among the Talibros"](#). How BroTubers are creating a new narrative around the most dangerous places in the world.

What we're loving

[A positive to the AWS outage](#), living briefly in a world without internet access.

[Literally play Rosalía's new music](#) before the album comes out.

Tea of the week

Why divorce rates are going up [when women earn more](#).

Established trends

[Cultural essayists are dictating](#) so much on how we consume new pieces of culture.

Plastic rollie on my wrist. [Cheap watches are in](#).

Insights of the week

An interactive visual [deep dive into the Manosphere](#).

What happens to the [100 million people with facial differences](#) when we all move to a face recognition tech world?

On our radar



The Outer Worlds 2 – 29 October



The Witcher: S4 – 29 October
I Love LA – 2 November



Florence + the Machine: Everybody Scream – 31 October



Bugonia – 31 October

Weekly doses of cute

[John Chungus's secret](#), [19 raccoons lagoon](#), and the yearly [NYC Halloween Dog Parade](#).

Rising trends

We all just want love. [Chalance, a new sixth love language](#), is high in demand on dating apps.

[Antidepressants are becoming normalised](#) by influencers, yet they're hiding the side effects.

The future

More traffic, yum! [Waymo to launch](#) in London in 2026.

Stat of the week

Red card for delay of game. An [average Premier League match](#) lasts 100 mins and 36 secs, but the ball is in play for 54.7% of it.

One to watch

[A live-action Horizon Zero Dawn film](#) to arrive on the big screen in 2027.



Image: [@catburnss](#)



Image: [@johnchungus27](#)



Image: [@yuliyadatsenko](#)

TREND TRACKING



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

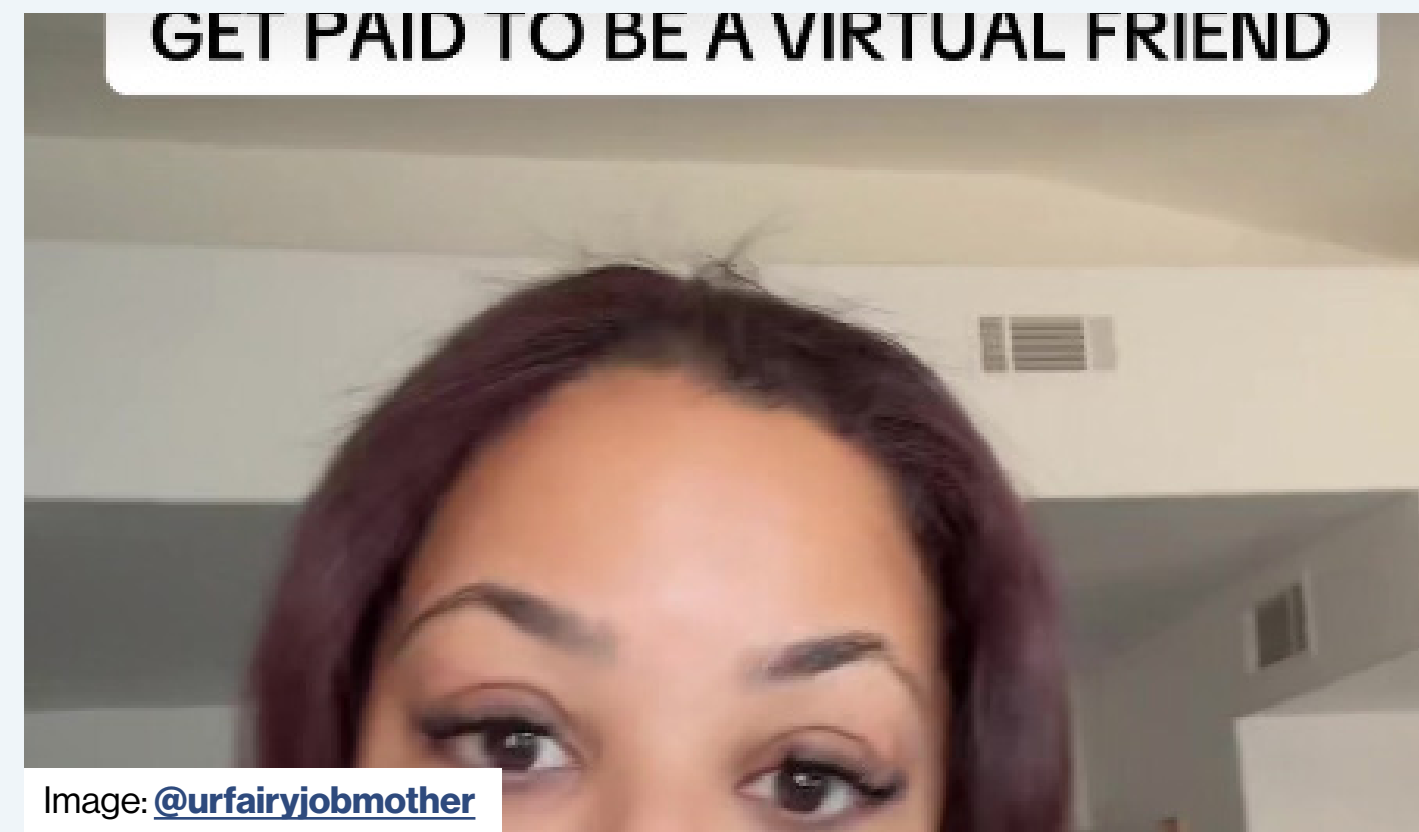
Weird collectors



Weird collectors items have **become an obsession** among some of Gen Z, who covet everything from marble eggs, Monster High Dolls and perfume bottles to old iPods and niche actor memorabilia (**Paul Dano**?!). According to a poll, 83% of adults in the UK are collectors - meaning that younger people must be among them! They see it as a way to build personal lore and cultural capital - the odder the object, the better. One collector said; "Seeing myself surrounded by things I love makes me so happy. When I was little, there were lots I wanted but couldn't have. It's so nice now to be able to buy things I want."

Trend: Collecting buzz or collecting dust

Conversationfluencers



New social platform **Rent a Cyber Friend** is a video chat platform where you pay per the minute to have a conversation with a cyber friend. Contrary to AI chatbots and virtual romances, this cyber friend is a real person, paid to talk with you about anything you want. This has given rise to an interesting new term, "conversationfluencers". Inspired by the pen pal concept, the platform is already filled with 3 million vetted people whose skills range from just being charming company to experts in language and academics who can charge a premium for their time. One user from China said: "I don't feel safe to go out at the mall and meet with strangers, but this site gives me the possibility to exchange culture and meet people from all over the world".

Trend: The loneliness epidemic

Printed fliers



Printed invites, fliers and posters have become an **increasingly common** sight in cities, not only because they're retro, but because they provide a tactile alternative to the self-promotional grind of posting into the ether on social media. Among the many creative uses of print is to **advertise bed sheet folding** at the Edinburgh Fringe, to "share stories about rats" for a film project, for **lookalike competitions** (which are STILL getting coverage!) and just **general hijinks**. One printing studio in Brooklyn (of course) said that projects have tripled in the last year alone. The personal, lofi nature of these fliers are a world away from brand-saturated social sponcon, giving 'normal' people a chance to spread the word organically about their event (although the ultimate goal is that they're picked up and shared online).

Trend: Print gets the vinyl treatment



FRIENDS FOR SALE

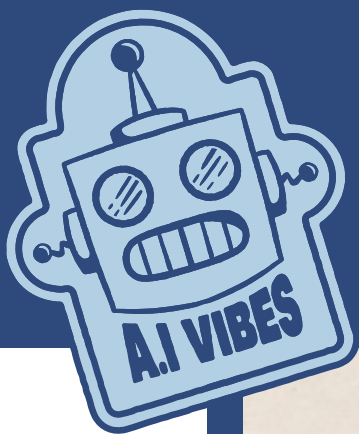
Are we commercialising community?

Once upon a time, you stumbled into your people. Today, we're increasingly swiping, scheduling and subscribing to meet them – community is yours for only \$29.99/month.

Connection has become hot commodity in the so-called loneliness epidemic. In the absence of coffeeshop small talk (psychotic) and strong social skills (mild to moderate at best), people are paying for friendship. Friendship apps have generated **\$16M in U.S. consumer spending** so far this year. A **quarter of American singles** pay for dating apps. Ticketed dating events not far behind: Eventbrite reported 376K attendees for singles mixers in 2024. Not to mention the **85% of OnlyFans users** only seeking

emotional connection – the 'girlfriend' effect of waking up to a PG-rated good morning-text. Some brands hit the mark, like Edith's in NY – buy a sandwich, get a date – or the **bathhouse trend** promoting community first, wellness second. Others miss it entirely, like **Friend** backlash, the AI necklace engineered to substitute real friends.

Are we cynical about friendship being sold in tiers? Absolutely. But for many, access and exclusivity make the idea of community feel real, even if it comes with a cost. Why go through the awkwardness of talking to strangers when you can RSVP to the 'right' crowd? Love it, hate it – paying to play seems here to stay.



Can an Ancient Ritual Fix Our Loneliness Problem?

A reporter plunged in to find out.

Image: [NYT](#)



Image: [@SketchesbyBoze](#)

Make It Hot & Single



EVER NOTICE HOW MANY HOT & SINGLE PEOPLE EAT AT EDITH'S? YEAH, US TOO.	
THIS CUFFING SEASON, WE'RE SETTING YOU UP.	
ORDER ANY SANDWICH AND TELL THE CASHIER YOU'D LIKE TO "MAKE IT HOT & SINGLE."	
SCAN THE QR CODE STICKER ON YOUR SANDWICH AND YOU'LL GET SET UP WITH ANOTHER EDITH'S CUSTOMER.	
	Tax
	Total

Image: [@edithsbk](#)

Thank You! Please Come Again

Weber Forecast Insight

Brands have the scale to create platforms and spaces that bring people together. The key is to facilitate real, accessible interactions – otherwise, you risk getting called out for monetising human connection.

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: Pexels

