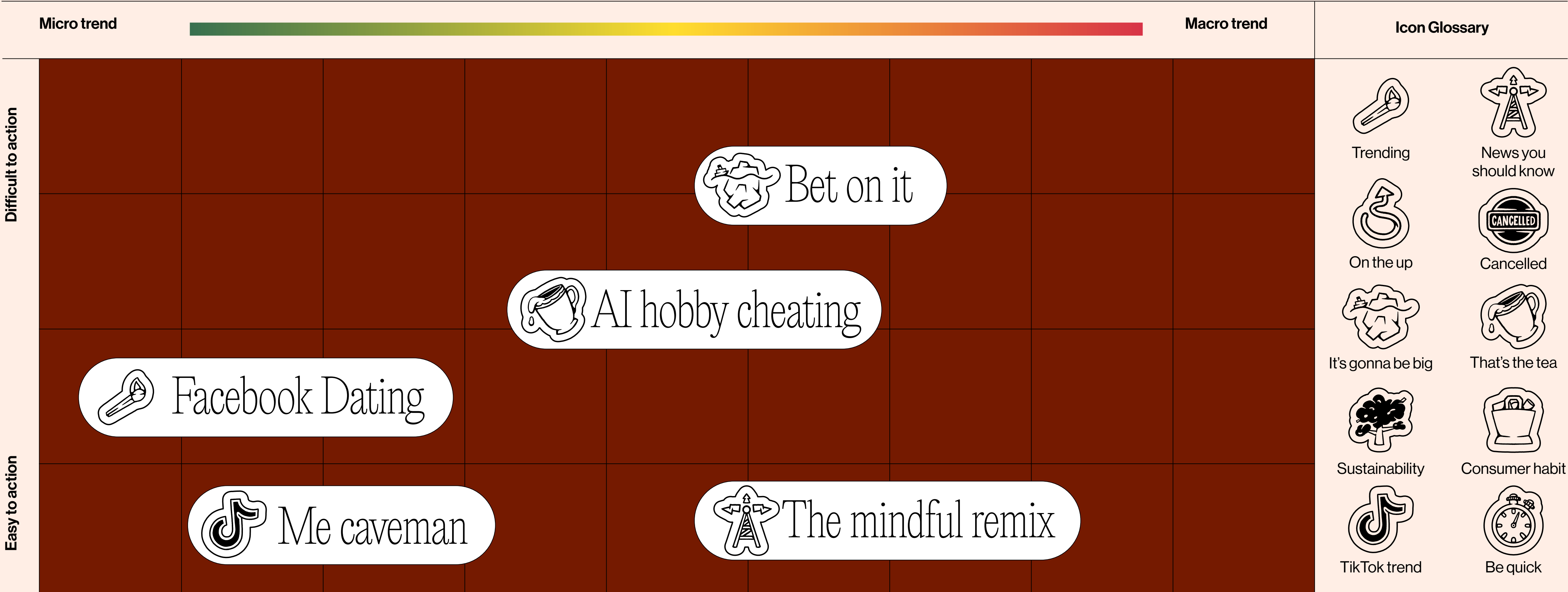


WEEKLY TRENDS REPORT

THIS WEEK'S FORECAST



FOR YOUR INFO



This week's dates
& microtrends

TikTok trends

The Lying Challenge, are you sure **that's not a spoon?**

The "**Sometimes you have to read your loved one's text and go on about your day**" trend.

ICYMI

The **best costumes from 'Gay Halloween'**. We **love Yogurt Grandpa**.

Chinese **astronauts roast chicken wings in space**. Any chicken fast food brands want to do a space stunt? We volunteer!

Digi updates

Entering the uncanny valley. **Google** and **Coca Cola** released ads made with AI.

Finally, an app that uses the iPhone widgets properly. The **popularity of lockets with Gen Alpha**.

Phrase of the week

'Scamming became the new farming'. An investigation into the heart of cybercrime, the neglected town of Jamtara.

What we're loving

Getting that dub in Springfield. The **Fortnite collab with The Simpsons**.

Thank you, People. **Jonathan Bailey is the sexiest man of 2025**.

Tea of the week

All trick and no treats. **Halloween decorations have become far too scary**.

Established trends

Let's grab a coffee! We're stuck in **an endless loop of catch-ups**.

Insights of the week

Porn depicting strangulation to be made illegal in the UK.

Helicopter friends. Keep your family close and your friends closer.

Weekly doses of cute

The **Paddington bear musical**, **candy tax** and **the sticky bandits**.

On our radar



Call of Duty: Black Ops 7 – 14 November



ITZY: Tunnel Vision – 10 November
The Neighbourhood: ultraSOUND – 14 November



The Running Man – 14 November
Now You See Me: Now You Don't – 14 November

Rising trends

Getting the book spoiled and falling for fake crochet patterns. The **rise in AI hobby cheating**.

The future

Neo the humanoid home robot. Are we freaked out? Yes. Do we want one? Yes...

Have a meeting in Tokyo in an hour? Take the **1 hour \$657,000 space flight**.

Stat of the week

There are **3,508 billionaires in the world**. The USA stack up to \$5.7 trillion. Anyone want to sponsor us?

One to watch

This better not be live action. The **Hello Kitty movie has been announced** for 2028.



Image: [@benm_akin](#)



Image: [@people](#)



Image: [@paddingtonthemusical](#)

TREND TRACKING



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

Me caveman



Gen Z are expressing their feelings in the simplest way possible – caveman speak. For a generation often ridiculed for their attention spans, boiling down complex or even traumatic confessionals into short one-syllable grunts or sentences is the latest way to communicate, in a way that doesn't feel so vulnerable. As put by [InsideHook](#), it's an "anachronistic juxtaposition, to talk about serious modern-day issues and slang using an outdated tone". While extreme, it marks a shift away from the serious therapyspeak and polished corporate lingo popular online and towards a more accessible, satirical way of sharing information. It's essentially a form of brainrot and a rebellion against over-articulation.

Trend: Return to the dark ages

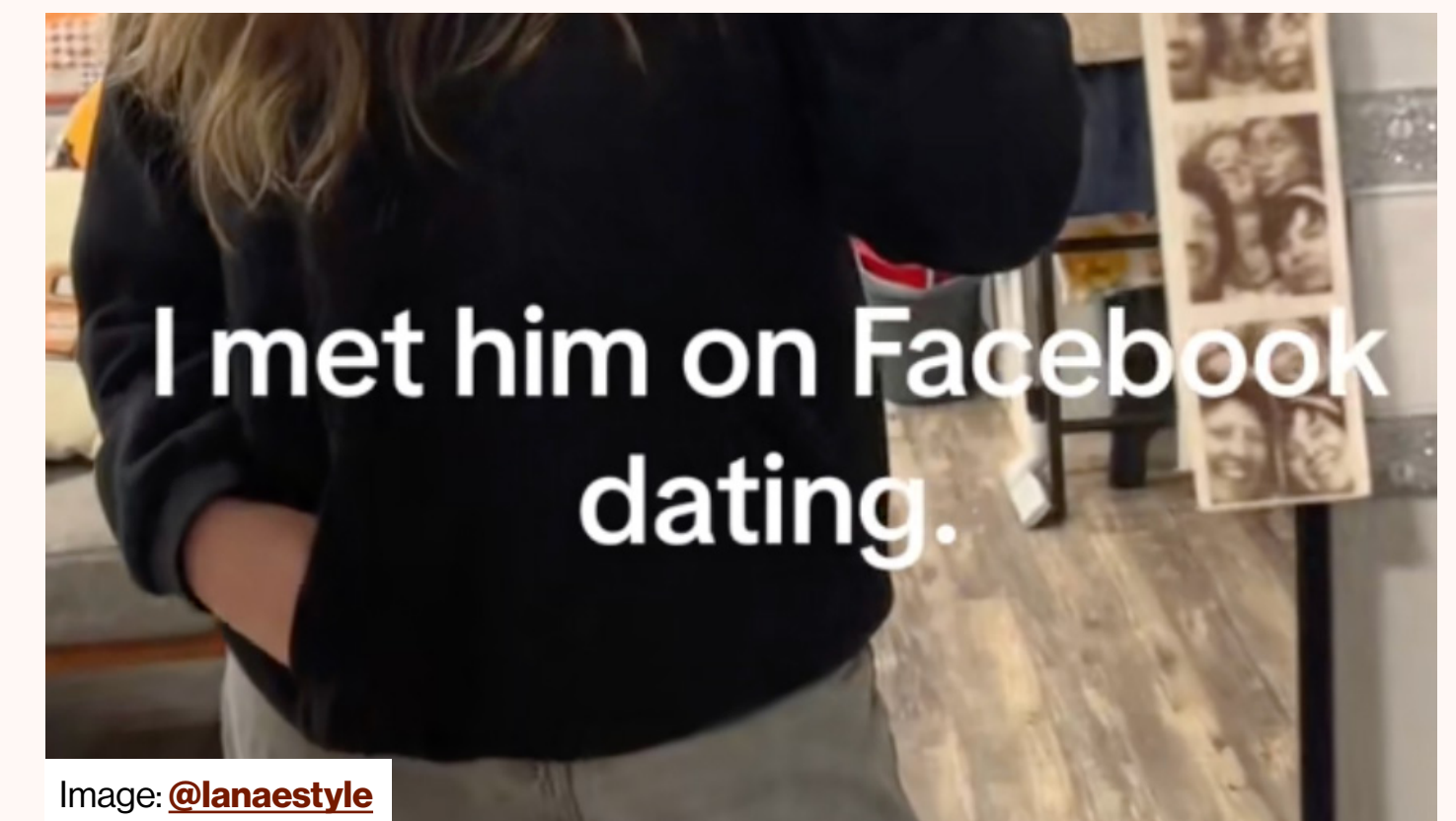
The mindful remix



Are all rappers into mindfulness now? After Andre 3000's ambient flute album back in 2023 comes Lil Jon's [meditation remix](#) of 'Turn Down For What'; the perfect accompaniment for moments of self-reflection – with yoga teachers already using it for vibier movement sessions. Bless Lil Jon, he knows exactly what the millennials need, when they need it. It's a clever move, with searches for lofi hip hop [up 200%](#). Other genres are experimenting with it too, creating new occasions for fans to stream their music. Earlier this year, Bring Me The Horizon released [the Lo-Files](#), a lofi study version of their greatest hits complete with its own character. These experiments reflect the times we're in, blending escapism, focus and nostalgia into music that matches the mood of modern life.

Trend: Wellness awakening

We met on Facebook



Facebook is returning to its roots as a social network with a focus on [growing Facebook Dating](#). And it turns out it's HUGE. The free feature has 21 million daily active users. By comparison, Hinge has 15 million. It's most popular with over 30s, which is unsurprising given this is the generation that grew up with it. The head of platform Tom Alison said that its popularity is because "you can see who they are, you can see how you're connected to them, and if you have mutual friends, we make it easy to see where you have mutual interests." The move from Facebook towards features like Marketplace and Dating marks its position as the online version of the newspaper classified section. Now how long until they bring back the Poke function?

Trend: 2010s supremacy

BET ON IT

Making big money from the unpredictability of it all



A growing distrust with the economy and lack of a stable job market is pushing young people towards betting apps and the volatile stock market. These easily accessible products promise a world of easy money and a direct path to either millionairehood or going broke before the age of 25.

Sports betting via apps has become ingrained in the DNA of professional sports. Fans are obsessing over parlays and prop bets with some **even taking it out on athletes** and **players** for failing to make them money. The temptation for betting on your favourite team is near inescapable with the barrage of betting content, from **jersey sponsors** to **ads in the stadium** and **official analyst shows** to ads **starring A-list celebrities**. Young people are seeing all how easy it is to stack small bets to make 100x the investment. Even **players are joining in** to the detriment of their team...

It's not just sports. Betting on everything from **elections**, to **whether or not someone cries** and, of course, the stock market, becoming more common. From the initial meme rally of GameStop during Covid to the **memestocks of 2025**, the FOMO for stocks is rampant.

What was once low stakes betting is becoming riskier, driven in part by **financial nihilism** pushing young investors to bet bigger - **45% of Gen Z and Millennials are obsessed** with the idea of being rich. Betting is seen as a shortcut to making it big ASAP, or even just a chance to own a home or car.

In a chance-based world where cash rules everything around us, all bets are on.



Men Are Betting on WNBA Players’ Menstrual Cycles

Some sports gamblers are trying to predict WNBA players’ performance—and the outcomes of games—based on the athletes’ periods. One betting content creator has dubbed it “blood money.”

Image: [Wired](#)

THERE’S NOW A CASINO IN EVERYONE’S POCKET. FOR SOME YOUNG MEN, IT’S A NEAR-FATAL GAMBLE

Americans gambled \$150 billion through online sportsbooks last year. Far too many lost nearly everything

Image: [Rolling Stones](#)

29% of Americans have ever bet money on a sporting event

Have you ever bet money on a sporting event? (%)

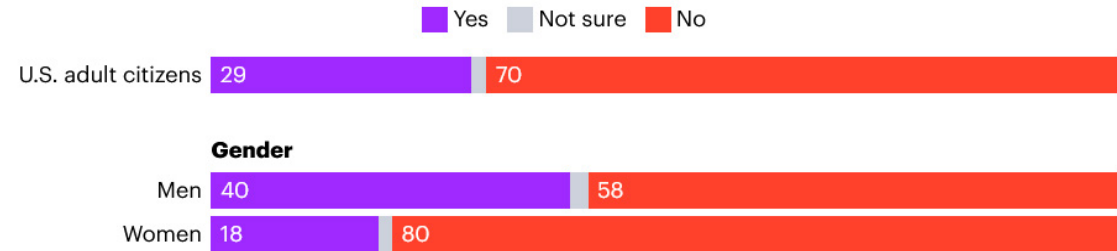


Image: [YouGov](#) The Economist / YouGov | October 31 - November 3, 2025 • [Get the data](#)



Weber Forecast Insight

Young consumers are facing a dilemma – not being able to afford anything but wanting to buy everything. Creating a safe and reliable brand that can target both ends of the financial spectrum may be the best bet. Plus, they’ll remember you once they all become millionaires.

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

