

WEEKLY TRENDS REPORT

Friday 28 November 2025



Pictured: Pexels

THIS WEEK'S FORECAST



FOR YOUR INFO

This week's dates & microtrends



TikTok trend

What line up would you drop for people to guess your [birth year](#)?

ICYMI

Have you tried an [immersive workout](#) yet? Or perhaps [seated salsa](#)? Failing that, you could always [get high](#).

Phrase of the week

Rise of the "[vibe school](#)" – choosing college based on campus culture. Fully awaiting the Vibe Ranking list.

Digi updates

You can now [bet on Labubus and Nike drops](#).

X's [about this account](#) feature is...telling.

Tea of the week

Women say their [LinkedIn traffic increased](#) when they switched to male.

What we're loving

[Women only raves](#) in Europe.

Happy [day off eve](#), everybody! (Unless you're in the States. In which case, Happy Thanksgiving!). Did you know it's healthier than you [think](#)?

Established trends

[Kidult themed restaurants](#) that let adults loose with crayons and rubber ducks are getting booked up weeks in advance.

Attached to your phone? Try joining [Dumb & Co](#).

Rising trends

Walk-in [acne clinics](#) and [scalp care](#) obsession.

Move over feet guys. Meet the [hand girls](#) requesting pics to assess stability and dependability.

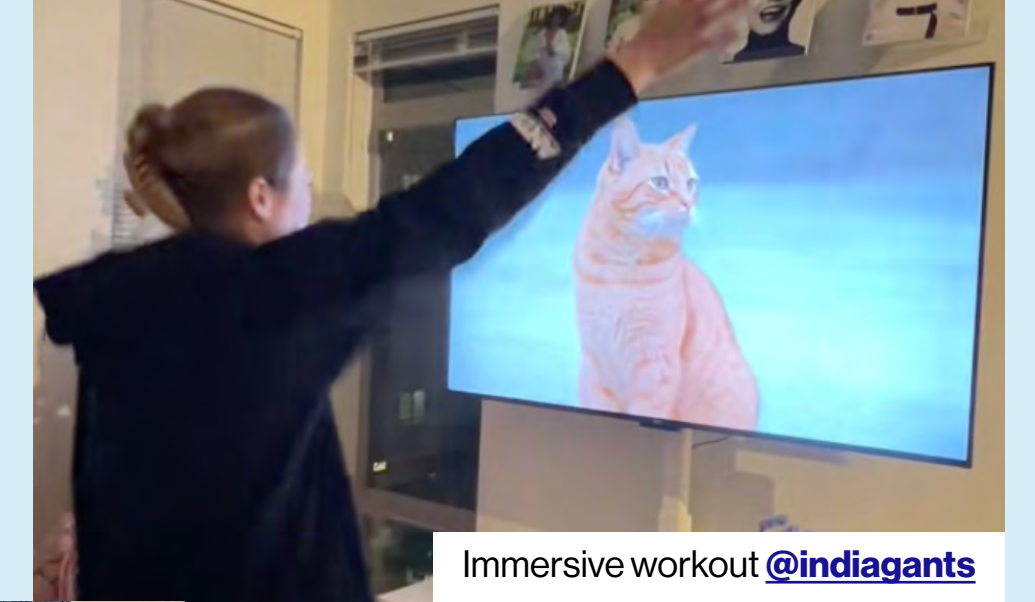
On our radar



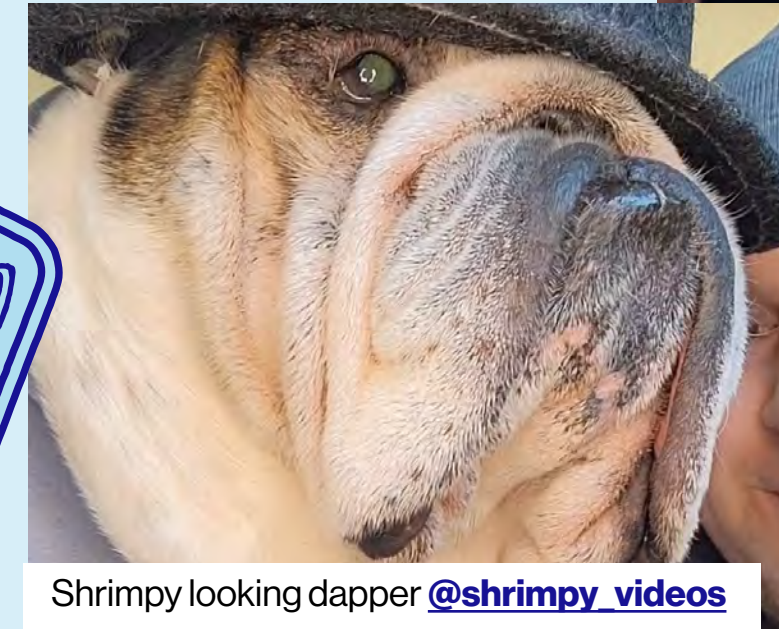
Five Nights at Freddy's 2: 5 Dec



TV: Stranger Things 5: 27 Nov



Immersive workout [@indiagants](#)



Shrimpy looking dapper [@shrimpy_videos](#)



Kidult restaurant [@laganalondon](#)

Insights of the week

Healthcare is now the [sexiest profession](#).

26% of Americans [now use Reddit](#). Meta's [noticed](#).

Weekly dose of cute

Lock up your [female dogs](#). Shrimpy is out out.

Community events

The [Housekeeping Olympics](#) happened.

A [cigarette meetup](#) attracted 2,500 people.



HUNDREDS TURN UP TO SMOKE CIGARETTE WITH MAN AFTER HE HANDED OUT FLYERS

TREND TRACKING



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

Sleepover Club



Sleepovers are the **new self-care**. They're spacious, judgment-free zones where adults drop the performance and sink into **real connection**. Culturally, they rebel against hyper-scheduled friendship, proving that unstructured time is the secret engine of intimacy: when there's no agenda, people finally exhale, reveal more, and **genuinely reconnect**.

Trend: Forever friends

Liquid Luxury



Adulting is hard, but your morning coffee doesn't have to be. The rise of **home beverage stations** proves that we've levelled up from produce as a status symbol, it's now personalised drink stations. **Coffee bars, everything taps** and kombucha kegerators, turning kitchens into curated playgrounds. This reflects a hunger for customisation, control, and micro-luxury experiences at home: your drinks, your rules.

Trend: Produce premium

Pet Pampering



Your dog's **bedtime routine** just got better than yours. No more basic toys or kibble, think wellness, comfort and ritualised **pampering** that rivals your own. Culturally, it shows that our obsession with optimisation has gone fully domestic: every household member, two or four-legged, **now deserves longevity, luxury**, and self-care. The takeaway? Wellness isn't just for humans anymore; it's a household-wide mandate.

Trend: Pet obsessed



THE GLOW-UP ECONOMY

Why Beauty Is Rebranding Your Broccoli



Image: @ angelomarasigan



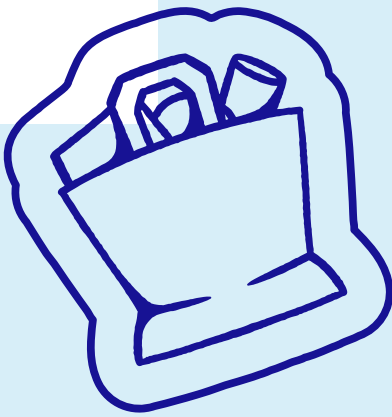
Image: @para_lim



Image: Bustle

The Glow-Up Trap: Skincare Influencers, Platform Capitalism, and Recession-Era Consumption.

Image: Medium



Weber Forecast Insight

Millennials are redirecting their resources toward self-investment as traditional life milestones feel increasingly out of reach. Brands can capitalise on this shift by positioning themselves as guides rather than lecturers, focusing on attainable ways to support personal empowerment. By leaning into messaging that is both approachable and aspirational, brands can foster deeper connections with this audience.

The internet is currently “[eating its skincare](#)” which essentially means...eating food. *Literally*. In a world where beauty products sound like prescriptions, calling breakfast “skincare” feels like a playful rebellion. Because at the end of the day, [you are what you eat](#).

After years of hyper-medicalised beauty (think retinoids, acids and lasers), we are starting to see a [shift towards a more natural, straightforward](#) approach. This includes foods that give you the required [glow from the inside out](#). Content creators know the rules. Don't say “healthy,” say “collagen-coded snack.” It's de-influencing beauty products, packaged in algorithm-friendly slogans.

But there's a bigger shift bubbling underneath. Millennials have been redefining their priorities. On average, [millennials are spending more money](#) on skincare and aesthetic procedures than any other generation. This is partly because the classic

milestones - such as [home ownership](#), [financial stability](#) and kids - feel out of reach. Enter the Millennial Glow-Up.

Millennials are redirecting their resources toward the one investment that feels attainable: themselves. Hannah Orenstein, Deputy Editor of Lifestyle and Wellness at Bustle, said, “[I can't afford a house, so why don't I just be gorgeous?](#)”, representing a form of control in a chaotic economy. But what is the result? An industry fuelled by [insecurities and excessive spending](#) that encourages consumers to treat beauty as a currency of hope rather than healthcare.

This rebellion to de-influence perfectly fits the moment. It's beauty and self-investment without the clinical jargon, the debt or the 25-step routine. And in a world where glow-ups double as currency, sometimes that's enough.

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Workshops

Our own '**Culture Collider**' workshop methodology approaches briefs through the lens of cultural trends to help teams create culture first ideas.

Pictured: Pexels

