

WEEKLY TRENDS REPORT

Friday 12 December 2025

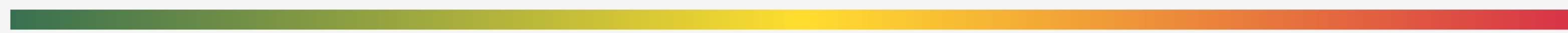


Pictured: Collage assets from iStock

THIS WEEK'S FORECAST



Micro trend



Macro trend

Icon Glossary

Difficult to action

Easy to action

 The (down)under 16's social media ban

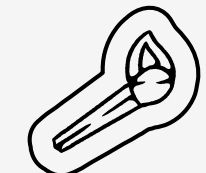
 Word on the street: 2025 made us angry

 Millennial optimism

 Bad texter syndrome

 Let's get hitched

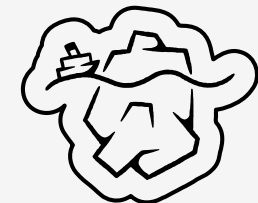
 The very important trend



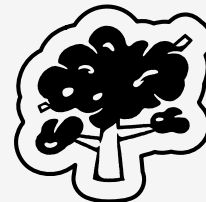
Trending



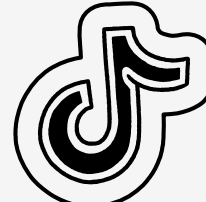
On the up



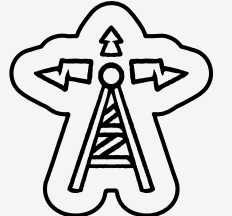
It's gonna be big



Sustainability



TikTok trend



News you should know



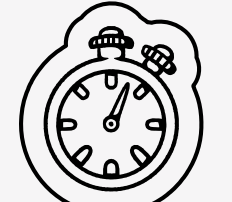
Cancelled



That's the tea



Consumer habit



Be quick

FOR YOUR INFO

This week's dates & microtrends

TikTok trends

Find the cutest person you know (us) and do the **'not cute anymore'** trend.

It's very important that you read the Weber Forecast every Friday! The **very important trend**.

ICYMI

IShowSpeed was crowned Streamer of the Year.

Lebron James ended his **18-year double digit scoring streak** after a beautiful game winning pass. LeTeamplayer.

Phrase of the week

"Is Gen X actually the greatest generation?" NYT examines the OG culture creators. Don't let it get to your head.

Tea of the week

The first (down) **under 16's social media ban** is now in effect for Australian children. We would literally explode so we get their distress.

Digi updates

Round-up of yearly reports: **Google, Pantone, Grindr, Pinterest, Pornhub** and **Lyst**.

The **most in-demand job right now**? The company TikTok influencer. That or the **weiner-mobile driver**.

What we're loving

The World Cup draw led to some **interesting groups**. When Scotland eventually win, we're rebranding to blue and white.


The **South Korean cinema appealing** to 70-year-olds. Sitting amongst some retirees to watch *Casablanca* sounds like an ideal Monday.


Established trends


Looksmaxxers are using the PSL scale to rate one another. If a 16-year-old called us a 4.25, we would understand them but we would still cry.

The **SWAG gap is creating a new way** to judge new relationships. Match our vibe or get out!

On our radar

 21 Savage: What Happened To The Streets – 12 December

 Fallout S2 – 17 December

 Avatar: Fire and Ash – 19 December
Marty Supreme – 26 December

Insights of the week

How easy it is to **fall down the rabbit hole** to buy things you don't need.

Lower-income families spent less this Black Friday compared to high-income families. The **inverse of last year**.

Weekly dose of cute

The **hung-over racoon, catmas tree** and the **family deer**.

Rising trends

Why does everyone think they have been **infected by stomach worms**?

654,000 hard-working Americans will be future millionaires because of their 401(k).

The future

The **RAM price hike** is going to make every piece of tech much more expensive. Thanks AI...

Stat of the week

The youth demand V-bucks or Robux. **43% of kids** are wishing for in-game currency for their Christmas.

One to watch

A **Mr Men and Little Miss film** is in the works. It better not be live action!



Image: [@abrameng](#)



Image: [@twice tiktok official](#)



Image: [@apnews](#)

TREND TRACKING



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

Millennial optimism



Anyone else's feed filled with Gen Z yearning for the "whimsy, carefree" 2010s era? Millennials are **sharing** what it was like growing up in a certain place at a certain time, and Gen Z – who came of age in crisis – feel shortchanged. As one journalist **said**: "These were the years when we genuinely believed that changing the world was just one Pinterest quote, infinity scarf, or Bath & Body Works sanitizer away." Not that it was all roses for Millennials, as some have been quick to point out, but there was a greater sense of hopefulness. Some Millennials are flummoxed that they're even old enough to have their youths romanticised by younger generations – a growing phenomenon known as **Millennial Age Dysmorphia**. Age is just a number people!

Trend: 2010s supremacy

Bad texter syndrome



Do you self-identify as a bad texter? You're not alone – we're not supposed to be this contactable! A *Cosmo* **reader survey** found that 88% feel the burden of 'always on' communication. This aligns with the recent conversation around **'the great friendship flattening'** – the illusion of being close to someone because you text regularly. The truth is, it cannot compete with real-life contact.

Reclaiming your energy is becoming more popular, whether it's deleting apps, a phone-free bedroom or committing to in-person catchups. On that note, *Dazed* reported that **Pieces Chess Club has transformed chess** into a nightlife phenomenon, drawing packed crowds and expanding across Europe as an analog antidote to doomscrolling.

Trend: Pre-internet times

Let's get hitched

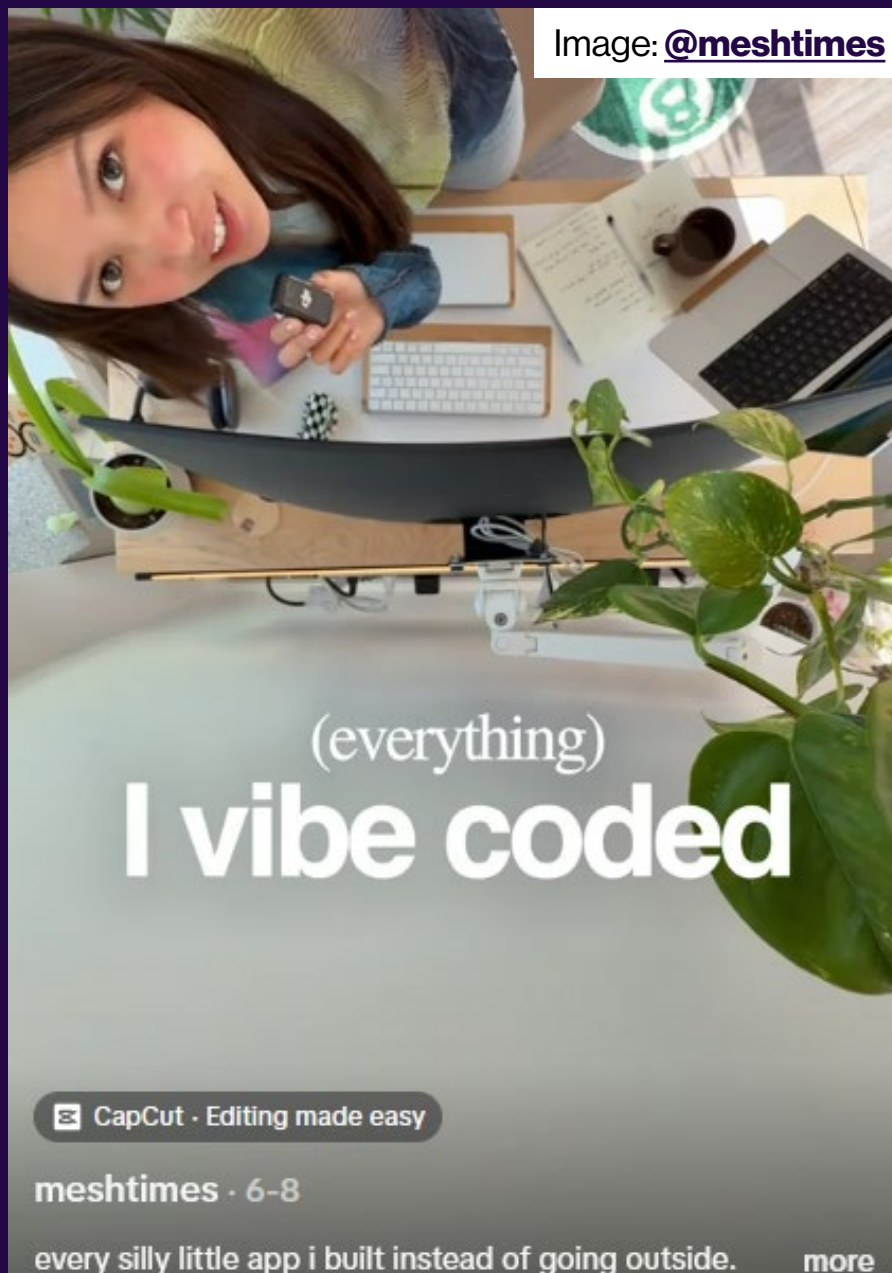


Robert Pattinson and Zendaya's "wedding invite" has gone viral and left fans "utterly confused". The Euphoria star shared an Instagram **photo** of herself with Robert sporting a flashy engagement ring. It's part of a clever promo strategy (A24 has done it again!) for their upcoming film, *The Drama*, and lands alongside a printed engagement announcement in the Boston Globe. It comes at a time when Gen Z are thinking of marriage **more positively** than their older peers, embracing an institution seen by some as outdated. Although that's not to say they're not putting their own stamp on it – **Pinterest Predicts** reported a 55% rise in "ice blue wedding dress" searches.

Trend: Announcements gone wild

Image: [The Conversation](#)

2025's words of the year reflect a year of digital disillusionment



Weber Forecast Insight

Words of the Year like "rage bait" and "parasocial" highlight the emotional and cultural forces driving engagement. To resonate, brands must tap into these touchpoints authentically, balancing relatability while being aware of the darker side of the "attention economy". Embrace humour, simplicity, and cultural relevance to cut through noise and foster connection.

This week's long read



WORD ON THE STREET: 2025 MADE US ANGRY



How this year's viral lingo speaks volumes

If "goblin mode," "rizz," and "brain rot" haven't defined the last few years for you, then where have you been? The results are in, and the dictionaries have spoken. 2025's Words of the Year are as chaotic and reflective as the times we're living through.

Oxford crowned "rage bait" (meaning content crafted to provoke anger) while **Cambridge** chose "parasocial" – a nod to one-sided relationships forged online and fan's fascinations with celebrities (**Taylor Swift-Travis Kelce proposal**, anyone?). **Collins** spotlighted "vibe coding", AI's ability to write code from natural language. And for the meme-lovers, **Dictionary.com** gave us "67", Gen Alpha brain rot slang that's funny precisely because it means nothing.

What makes these words go viral in the first place? They encapsulate emotional touchpoints and cultural trends. Think rage bait: it's the villain of doomscrolling,

designed to hijack our emotions, leaving us irate. Even Oxford Languages president, Casper Grathwohl acknowledges rage bait reflects the "**dark side of the attention economy**".

A far cry from simpler times of "w00t", "rizz" or even "face with tears of joy" emoji (😭), today's trending words mirror a world that's angrier, more hyper-connected, and **susceptible to manipulation**. Yet, they also reveal our ability to laugh amidst the chaos. "67" may be meaningless and reflects **overconsumption of social media**, but it serves as a reminder that finding humour in life's little absurdities is a trend that never goes out of style.

As language evolves with us, the real question remains: are we shaping the words or are the words shaping us?

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: iStock



Weber
Shandwick