

WEEKLY TRENDS REPORT

Friday 06 February 2026



Picture: Edited image from Gemini

THIS WEEK'S FORECAST



Micro trend



Macro trend

Icon Glossary

Difficult to action



One hoop earrings



Disgustingly educated



Nervous system resets



Food rot



Lüften



The art of beef



Trending



News you should know



On the up



Cancelled



It's gonna be big



That's the tea



Sustainability



Consumer habit



TikTok trend



Be quick

Easy to action

FOR YOUR INFO



This week's dates & microtrends

TikTok trends

Are you **Lüften or house burping?**

The desire for boyfriends to **wear one hoop earring.**

ICYMI

The **battle of the largest Empire biscuits.**

The **Doomsday Clock ticks down** from 89 seconds to 85. Unfortunately, it's not for the Marvel movie but for imminent nuclear destruction!

Phrase of the week

"Runching". Avid runners are going for quick runs during their lunch breaks. Now our post-run sweat stench can cover up for our tuna sandwich.

Digi updates

A hard decision. **Pornhub removes access** to UK users.

Moltbook, the new hot social media only for AI chatbots?!?

Tea of the week

The new styles of parenting. The **FAFO parents** and **TV moms.**

What we're loving

Bad Bunny's Grammy speech. Get ready for the greatest Super Bowl Halftime show ever.

Jarrel Miller's hairpiece got punched off and made him an icon.

Established trends

The guilty price of convenience. **Experiences of the constant food delivery** app users.

Sardines, the key ingredient for looksmaxxers, price conscious shoppers and skincare fanatics.

Insight of the week

S(no)w more. The **amount of snow ready Winter Olympic venues** are disappearing due to climate change.

Weekly doses of cute

The **two-year old snooker trick shooter, name a cockroach after your ex**, the **sliding dogeza** and **Groundhog day.**

On our radar

 GOAT – 13 February
Wuthering Heights – 13 February

 FX's Love Story: John F. Kennedy Jr. & Carolyn Bessett – 12 February

 Charli XCX: Wuthering Heights – 13 February



Image: [Recording Academy/ GRAMMYS](#)

Rising trend

Gen Z men are increasingly **wanting to be a father** while the **'trimester zero'** is putting more pressure on potential mothers and **divorce arbitrations are up.**

The future

Meal-replacement goo is becoming a new norm. Talk to us when **Lembas are real.**

Stats of the week

The Honmoon is most definitely protected. **K-pop Demon Hunters was watched 520 million times** in less than eight months.

72% of Gen Z luxury shoppers would rather own a Walmart 'Wirkin' than a Hermès Birkin bag.

Ones to watch

The **first images of The Beatles movie.** Uncanny or canny valley?

Iron Lung, the YouTuber-created horror film **opened in 4,000 locations driven by fan demand.**



Image: [@nishidayuujii0130](#)

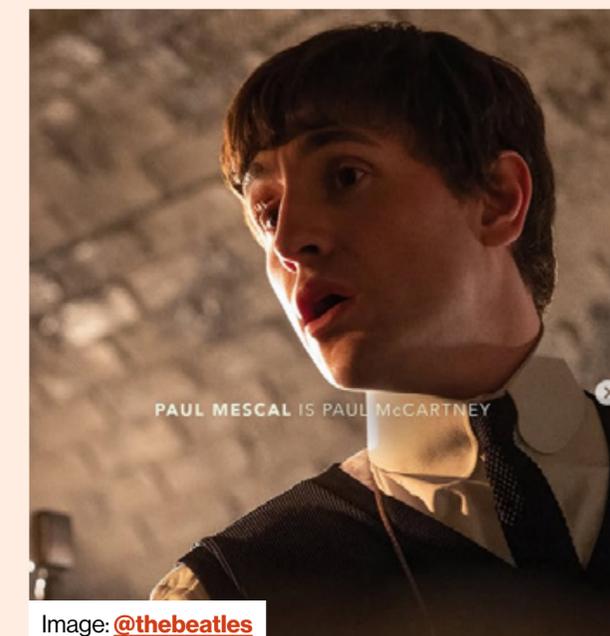


Image: [@thebeatles](#)

TREND TRACKING



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

Disgustingly educated



Gen Z have had a hard time of it – reading rates down, test results down, attention spans down. Some are pushing back and making 2026 the year they get **“disgustingly educated”**. On TikTok, ‘literary it-girls’ share the books they’re poring over, Substacks they subscribe to, long form videos they’ve watched, hidden library hangouts and ofc their **Louise Carmens**. While well-intentioned, it does smack of the performative – but who are we to argue with the desire to get educated? Whatever works! This move is translating into the people seen as influencers now – and it’s the **personalities** organising educational events like book clubs and talks. The **year of the normie** is upon us.

Trend: Bound together

Nervous system reset



Take a deep breath and relax those shoulders before reading on... Okay. We’re all regulating our nervous systems now. On TikTok **#NervousSystemRegulation** has passed 60K posts, filled with techniques that range from vagus nerve stimulation to slow blinking. As put by **Dazed**; “The rise of regulation techniques sits alongside a broader turn toward wellness culture, now embedded in the mainstream routine”, with saunas, red light therapy and cold plunges all commonplace. Some argue these are quick fixes to systemic issues that demand change higher up the chain – we should be fixing these to fix our own dysregulated states. Brands need to balance personal wellbeing with awareness of the systemic realities driving this trend.

Trend: Not so wellness

Food rot



There’s been a proliferation of AI generated fruit and veg screaming through screens on social media of late. With food waste on the up, these anthropomorphic produce characters could actually be effective in tackling a major household issue. As said by **The Tab**; “A tomato begs you not to put it in the fridge. A pasta character pleads: “Please don’t add oil to the water.” The advice is practical, memorable and delivered by a cartoon vegetable, which somehow makes it easier to accept.” Some have compared it to Cocomelon for adults. Disgustingly educated, indeed, but worth paying attention to if you have an important message to share.

Trend: Educ-AI-tion

23 Scandals That Backfired And Made The Celebrity Even More Popular

Fame is a gun and we point it blind.

Image: [Buzzfeed](#)

Where Do Celebrity 'Feuds' Come From—and Why Do We Keep Clicking?

Image: [Glamour](#)

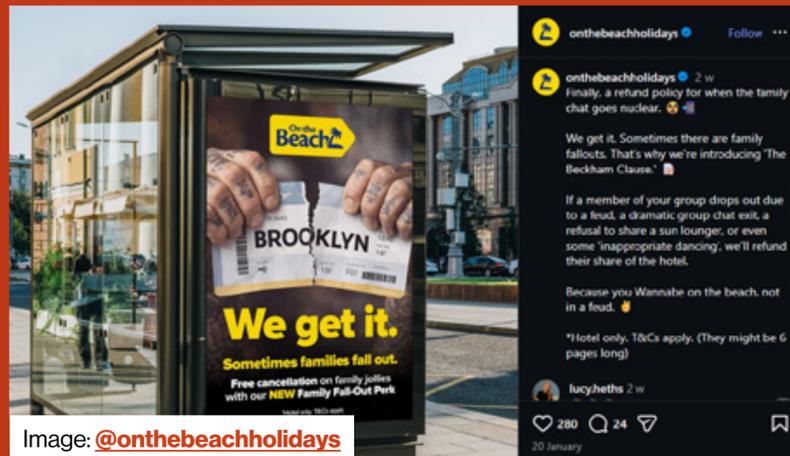


Image: [@onthebeachholidays](#)



Image: [@ryanair](#)

Weber Forecast Insight

Public rivalries are now a core marketing strategy. Brands engineer these disputes to drive revenue and dominate social media. This “digital discord” tells a story that humanises the brand, forging a stronger connection with consumers who share that attitude and enjoy the spectacle.

This week's long read



THE ART OF BEEF

How public rivalries became big business

Gone are the days of being polite; beef is back on the menu. Forget petty internet squabbles, today's public disagreements are high-stakes spectacles where household names at the centre of the story.

We crave the drama, whether it's the unveiling of a [toxic mom group](#), or watching [Taylor Swift's name](#) being dragged into celebrity legal battles. But this chaos is no accident – it's engineered.

Look no further than the [Kendrick Lamar vs Drake](#) beef. What started as diss tracks escalated into a global media event that, according to a [Forbes report](#), drove tens of millions in streaming revenue. Each track was a product drop, and every subtweet was a targeted ad. Lamar's name-drop of a Toronto restaurant sent its [sales rocketing 300%](#).



This playbook is now standard practice. Ryanair, for instance, has built its brand on antagonism, frequently throwing shade at rival airlines with viral marketing wins. This even extends to sparring with public figures, like when it [famously mocked Elon Musk](#) over his takeover ambitions. Similarly, when the Beckham feud made headlines, travel company [On the Beach](#) launched a tongue-in-cheek campaign, the 'Family Fallout Refund', for when the family chat goes nuclear.

But why are we so captivated? Because, as [Professor Robin Dunbar notes](#), it taps into something primal – it's how we strengthen community bonds. [A 'gossip expert' at Stylist writes](#) that public feuds provides a vital “escape the usually inescapable onslaught of very serious stuff happening in the world around us.” It's all about getting a front-row seat to the spectacle.

BRANDWATCH



Inspiring creative from around the world

Levi's



Image: @levis

Levi's is setting up its home-field advantage with **Home Turf**. In anticipation for the **Super Bowl LX**, the brand is hosting an immersive San Francisco pop-up (complete with collabs and workshops) blending all things culture; sport, music, fashion and community in true Bay Area style. Turning a global moment into a hyper-local brand flex, Levi's is telling the world it *is* culture and not just the name on the **stadium for the Big Game**.

Volvo



Image: Volvo

Volvo Cars' has just flexed its design muscle with a new bespoke typeface, **Volvo Centum**. Engineered specifically for safer and calmer driving, the typography can be read at a glance, in motion, and under pressure - proof that real innovation doesn't always shout. Staying true to **the mission** to be a leader in safety, it is a masterclass in Volvo storytelling done right: human-centric, safety-led and truly Scandinavian.

adidas

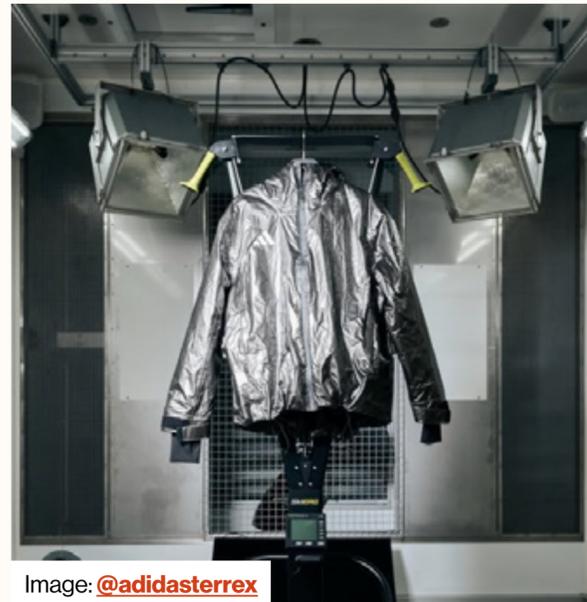


Image: @adidasterrex

adidas is turning up the heat, quite literally, with its new **CLIMAWARM SYSTEM** built for sub-zero race conditions. The **pre-race jacket and trouser** combo use ultra-thin Clim8® heating pads to keep the muscles warm ahead of the main event itself. Co-created with elite winter sport programmes and informed by athlete feedback, adidas has once again proved they are the masters of innovation with their customer front of mind - ensuring athletes are race-ready when it matters most. Don't know about you, but we are feeling cosy at the thought.

Netflix X BTS

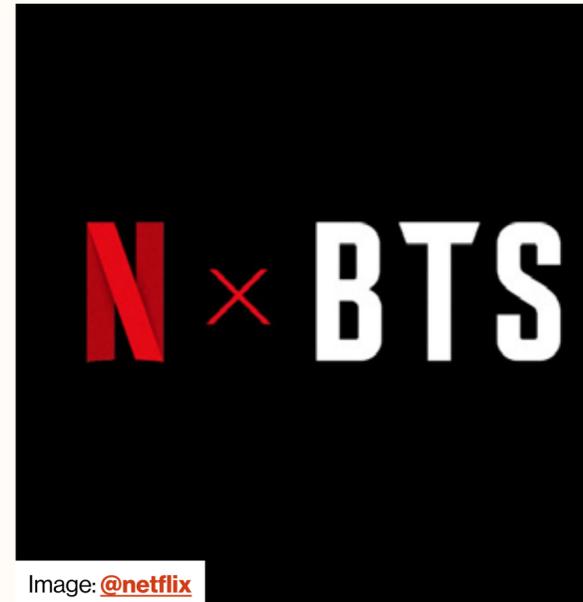


Image: @netflix

BTS is storming back to the global stage and Netflix is turning it into a full-blown cultural event. Netflix has scored exclusive rights to **live stream** the K-Pop band's first live performance in nearly four years. AND (!) just as the hype peaks, Netflix follows with **BTS: THE RETURN**, a documentary packed with behind-the-scenes of the journey to one of the biggest come-backs in music history (sounds familiar to 2024 except it was **not televised**...). Netflix didn't just secure a live show - they secured the cultural moment. And BTS? Watch this space... they're about to own 2026.

77X

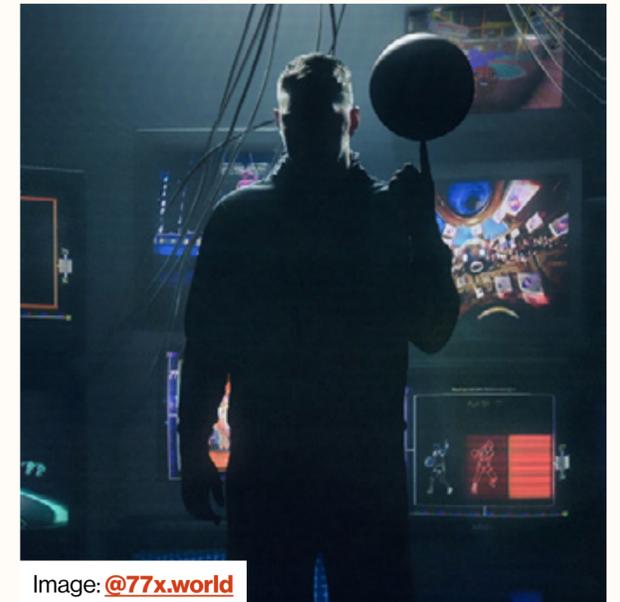


Image: @77x.world

Slovenian NBA star **Luka Dončić** is taking fandom into his own hands with **77X**. Bringing exclusive content, merch, collectibles and IRL experiences to one place, the platform gives fans **direct access** to Luka's world - and on his terms. It's a clear signal of where sport is and where it is heading as the next gen of athletes adopt the athlete-as-brand mindset. Looks like Luka is controlling the game on, and off, the court.

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.

Picture: Unsplash



Weber
Shandwick