

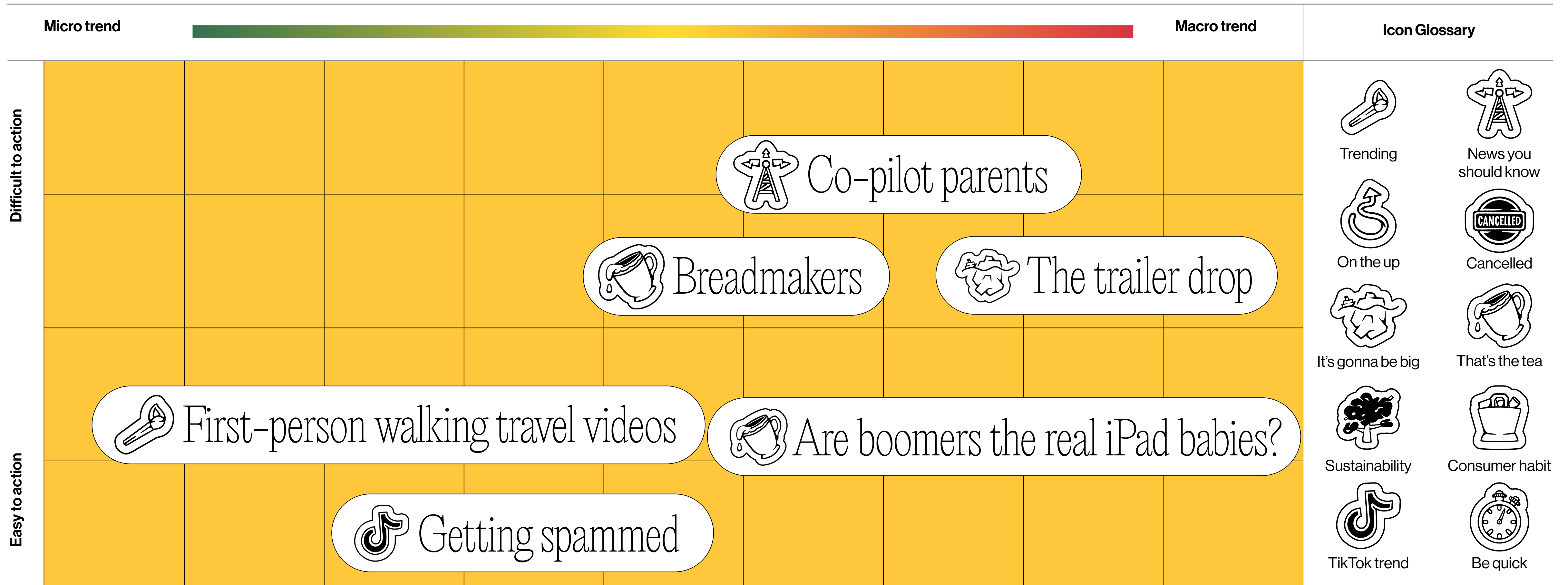
WEEKLY TRENDS REPORT

Friday 27 March 2026



Pictured: Edited from Envato & Unsplash

THIS WEEK'S FORECAST



Co-pilot parents

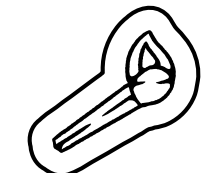
Breadmakers

The trailer drop

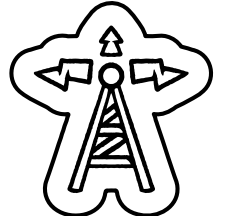
First-person walking travel videos

Are boomers the real iPad babies?

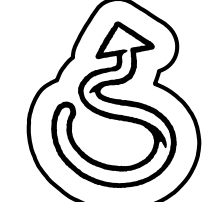
Getting spammed



Trending



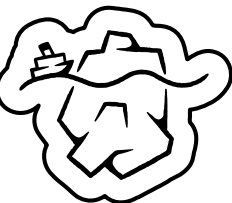
News you should know



On the up



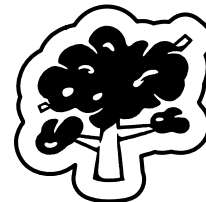
Cancelled



It's gonna be big



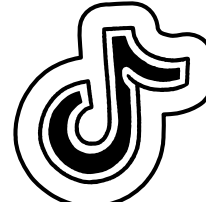
That's the tea



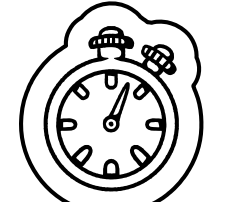
Sustainability



Consumer habit



TikTok trend



Be quick

FOR YOUR INFO



This week's dates & microtrends

TikTok trends

Roast your friends/partner with the '[reading fake live comments](#)' trend.

Propaganda but for artists. The '[They want you in the Navy](#)' trend has been taken over by fandoms.

ICYMI

Just a quick walk. At 2,689 miles, it's now possible to [walk \(most\) of the coast of the UK uninterrupted](#).

[Banksy's identity has been \(allegedly\) revealed](#).

Spoilers it's not our high school art teacher!

Phrase of the week

["Are boomers the real iPad babies?"](#) An investigation into the increasingly screen-addicted boomer all while [chronically online isn't cool](#) anymore.

Digi updates

[Tubi and TikTok are partnering](#) for long-form content. Is it opposite day?

[Nvidia's AI tech blunder](#) with its original audience, Gamers.

Tea of the week

The Troll King. The [Afroman defamation trial](#).

Cherry blossom season [causing a stink](#).

What we're loving

[Ryan Coogler watching TikTok](#) edits of his film, *Sinners*.

Too addicted to Kudos. A [French aircraft's location got exposed](#) because of Strava.

Established trends

Over-the-top \$1000 [supplement regimens are being pushed](#) by the wellness obsessed.

The perfect show to put on while eating your dinner. The [first-person walking travel videos](#) on YouTube.

Insights of the week

The intense love that [men have for Hot Wheels](#). We all just wanna go vroom-vroom.

The debate on [defining what micro-cheating is](#). Maybe the [AI cheating fruit drama](#) can help clear it up.

On our radar



The Super Mario Galaxy Movie – 01 April
The Drama – 03 April



Love on the Spectrum S4 – 01 April



Thundercat: Distracted – 03 April

Weekly doses of cute

[Goldfish Guinness World Record](#), [hidden possum, nun hoodie](#), and the [omg what did they look like as a baby?](#) trend.

Rising trends

American high schools are seeing [a rise in signups from girls](#) for contact sports.

Capitalistic weary Gen Z are [packing their bags to move to China](#).

The future

Ding dong the witch is dead. [Metaverse, the \\$80 billion project, is shut-down](#).

Stat of the week

In an 80,000-person Anthropic poll, 27% said they were most [anxious about AI hallucinations](#), followed by 22% concerned about job displacement.

Ones to watch

[BTS broke all the records](#) with their return, and [Project Hail Mary blasts off at the Box Office](#).



Image: [@kittykapital](#)



Image: [@proximitymedia](#)



Image: [@jonymlee](#)

TREND TRACKING



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

The trailer drop



Image: @WarnerBrosDE

Film studios are learning from the A24 playbook and creating a spectacle ahead of big-ticket releases. The trailer drop is becoming an event in itself, with fans becoming central to the distribution. The wall between studio and fandom has already been collapsing, as fan editors snag top jobs with networks. Just two examples from recent weeks include the *Spider-Man: Brand New Day* trailer launch which saw **fans** around the world release two seconds of the trailer before tagging the next fan - with the chain started by Tom Holland himself. It **worked!** Meanwhile, Warner Bros. reframed the *Dune: Part Three* trailer as a **live, insider-led experience** anchored by Denis Villeneuve and key cast (minus Timmy...), feeding a growing appetite for “process as content.”

Trend: Announcements gone wild

Breadmakers



Image: @ivyoutwest

There's been a rising number of women in the UK leaving corporate jobs to monetise life at home, a tradwife-adjacent genre that's been dubbed “**breadmakers**” – and they're raking in the dough. These creators package home life as calm, controlled and financially viable – positioning it as an aspirational alternative to burnout culture. The appeal of domestic stability is so strong that it's becoming eroticised as a seductive counter-narrative to a fraught reality. According to Pornhub, **searches** for ‘tradwife’ have risen 72%, with women forming a quarter of the audience. Domestic bliss, indeed!

Trend: Tradwife life

Getting spammed



Image: @charlierewilding

Tinned fish walked so Spam could run! If, like us, you've been getting spammed by Spam, you'll know that the wartime canned meat **is having a bit of a comeback** with younger audiences. Cheap, canned staples have become increasingly trendy, a product of pantry tours, ‘restock with me’ **content** and interest in long-life produce and **prepping** as uneasiness around global catastrophe increases. Gordon Ramsay is apparently a **fan**. According to Spam owner Hormel Foods, the brand has achieved steady year-on-year growth in the US. It makes sense. It's cheap, high in protein, tasty and convenient - everything today's consumer looks for. It helps that only a select number of Hormel employees know the meaning behind the name, adding intrigue. With **tinned veg** also getting the TikTok treatment, we'll be trying a Sunday lunch made exclusively from cans!

Trend: Apocalypse nom

Employers shocked that 1 in 5 Gen Z job seekers has a parent contact potential bosses — and even attend interviews: ‘Am I tripping???’

New York Post

The Latest Parenting Trend Has Entered The Chat: What is Calm Authority?

Today



Weber Forecast Insight

The modern family unit has become a complex landscape. Brands must navigate a spectrum of parental influence, from “concierge parents” to the tough-love “FAFO” advocates. This shapes two distinct Gen Z profiles: one seeks security, another self-reliance. Winning strategies require nuanced approaches speaking to both parental philosophy and the child’s resulting worldview.



This week’s long read

CO-PILOT PARENTS

The parental payroll is booming, terms & conditions apply



The age-old milestone of flying the nest is becoming a relic. Today’s family dynamic, a shift that traces back to the “gentle parenting” philosophy, sees “helicopter parents” evolve from emergency responders into full-time “co-piloting parents”, rewriting the definition of adulthood for Gen Z. Now, that philosophy has scaled up into a more involved form of support.

Forged in instability, Gen Z’s instinct is to find security, an impulse that directly shapes their aesthetic choices. Take the rise of “Old Soul Sportswear”, a polished take on ‘90s-inspired athletic wear, and “renter-friendly designs” that reveal a generation seeking comfort and control against a backdrop of pure chaos.

The desire for a friction-free life has upgraded parents to all-access life managers. Beyond covering rent and supplying financial support, which a **third of Gen Z receives**, parents are now in for the entire ride. One in five parents reportedly **attend their kids**

job interviews and in some truly next-level cases, even **pay for dating app subscriptions** to help their offspring find “the one”, all in the hope to **feel needed and closely connected**.

Career experts argue this intense support builds confidence and provides an emotional buffer in a competitive job market. But on the flip side, psychotherapists like Dr. Bryan Robinson suggest “**Friction-Maxxing** - intentionally avoiding convenience - is key to helping young adults “feel more connected to the world”. We’re also beginning to see the rise of a tough, no-nonsense approach, known as “**FAFO (F*ck Around and Find Out) parenting**”. Caught between these extremes, many parents are navigating the messy middle and **seeing what sticks**.

So, when the parental subscription service expires, what is the endgame? Will a generation engineered for comfort simply short-circuit, or will they be forced to build a new model of independence?

BRANDWATCH



Inspiring creative from around the world

e.l.f.



e.l.f. brewed up major buzz by taking over London's iconic Regency Café to launch their **Soft Glam Concealer**. And yes, it's as cool as it sounds - serving up all-day breakfast, a shade-matching station and even a surprise cameo from **Grime Gran**. By tapping into café culture, something warm, familiar and very shareable, the result is an IRL experience that lets beauty lovers play, swatch and snack while generating the kind of organic hype and UGC that dreams are made of.

Nike



Iconic collab alert!! Nike has announced Olympic champion and Gen Z icon, Alysa Liu, as the sports brand's **newest global athlete**, debuting her in a sleek campaign featuring early-2026 drops like the **Jacquemus Moon Shoe** and Air Max 95 "Neon." With a comeback story Gen-Z loves and a commemorative apparel capsule on the way, the partnership blends sport, style and cultural clout. Once again proving the right celebrity partnerships can work wonders.

Minecraft



Minecraft is officially levelling up! 2027 will bring an official **Minecraft World** to Chessington World of Adventure! Brought to fans by Merlin Entertainments and Mojang Studios, the **first-ever theme park** inspired by the game brings the game's full-blown block-built chaos to life. Expect a world-first coaster, interactive adventures, and themed eats and shops. It turns one of the world's most loved games into a real-life adventure fans can physically step into building hype beyond the screen.

Akai



Akai just dropped **the MPC Sample**, its most accessible standalone sampler yet. The tech is kitted out with a built-in speaker, mic and rechargeable battery so creators can **make beats literally anywhere**. Jumping straight into the booming "portable music-maker" trend, Akai positions itself as the go-to brand for beginners and pros on the move and reimagining an iconic piece of music culture for a new generation. Watch out Fred Again...

McDonald's



McDonald's is upgrading mealtime nostalgia with the launch of limited-edition **McDonald's CARDS**. **Each pack** could include anything from holographic Golden Arches to classic Coin Spin illustrations. Known for its key role in collector culture for decades, McDonald's is tapping straight into the **trading-card craze**, blending nostalgia with collectability, and turning a regular meal into a shareable, fan-fuelled moment. Think Pokémon but with a side of fries.

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: Unsplash

