



# WEEKLY TRENDS REPORT



# THIS WEEK'S FORECAST



Micro trend

Macro trend

Icon Glossary

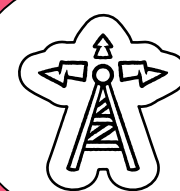


Difficult to action

Easy to action



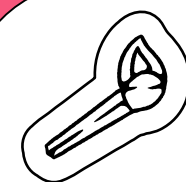
Man bands



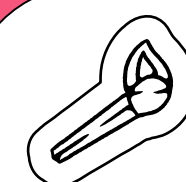
Islamic culture is mainstream now



Death to tasteslop



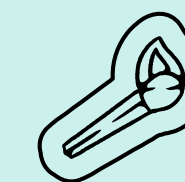
Nostalgic workouts



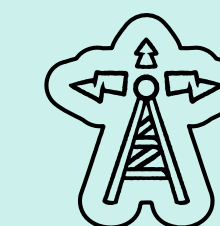
Glow hard or glow home



The livestream candy business



Trending



News you should know



On the up



Cancelled



It's gonna be big



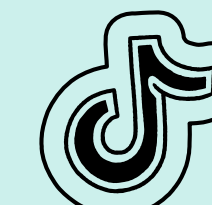
That's the tea



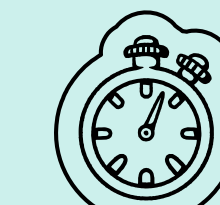
Sustainability



Consumer habit



TikTok trend



Be quick

# FOR YOUR INFO



## This week's dates & microtrends

### TikTok trends

Here are two new dances to try. [Jyaimespam](#) created a [dance trend](#) through sheer will power and learn the [choreography of Charli XCX's Rock Music](#).

The [Gen Z top 5 horror movie list](#) trend. Vague trauma dumps > actual movies.

### ICYMI

[Forrest Gump](#) IRL. [Arda Saatçi ran a 600 KM Ultra Marathon](#) from Death Valley to Los Angeles in 5 days.

BTS takeover Mexico. [50,000 fans at the city square](#) and [outside the venue](#).

### Phrase of the week

"[Alhamdulillah! Islamic culture is mainstream now](#)" Terms like [wallahi](#) and Inshallah are becoming a part of popular lexicon.

### Digi updates

Reality itself feels fake. [The information crisis](#) and the [attention-span panic](#).

Gabi the [robot Buddhist monk](#) in South Korea. Zenyatta from *Overwatch* is real!

### Tea of the week

Wives are [scouring every forum for a job](#). Not for themselves but for their unemployed husbands.

### What we're loving

Phoebe Bridgers [new album rollout in cities with UFO sightings](#). And [Peppa Pig X Conan Gray](#).

The second time in history these words have ever been said: [hacky sack is cool](#).

### Established trends

There's one month to the World Cup but [is Mexico, Canada and the US ready?](#)

The [lucrative livestream candy business](#). ASMR + teleshopping + sweets = \$\$\$.

### Insights of the week

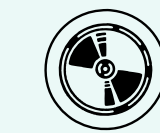
Girls just wanna poop. The previously taboo conversation around [women's bowel movements](#).

Are [sugar babies becoming extinct](#) because of AI companions? And [Janitor AI's romantic companions](#).

## On our radar



Star Wars: The Mandalorian and Grogu – 22 May



Jpegmafia: experimental Rap – 22 May  
LE SSERAFIM: PUREFLOW pt.1 – 22 May



Lego Batman: Legacy of the Dark Knight – 22 May



Rick and Morty S9 – 24 May

### Weekly doses of cute

The [Sheep Detective performance](#), [surname family battle](#), [the wedding worm](#), [twins!](#), and [bug parade](#).

### Rising trend

Death is beauty, beauty is death. The next [aesthetic is you guessed it, death](#).

### The future

PCOS has been renamed to [polyendocrine metabolic ovarian syndrome](#).

[Joybuy, the Chinese Amazon](#), is fighting for the delivery commerce crown in the EU.

### Stat of the week

[56% of US adults](#) think they are at least somewhat cool. And separately 13% have chosen Zendaya as the person [they would model their life on](#).

### Ones to watch

[KJ Apa VS Mr Fantasy](#), the [basketball jumper arms race](#), [thrifting pharmaceutical-branded swag](#) and [buy a mecha](#).



Image: [@jaaxeu](#)

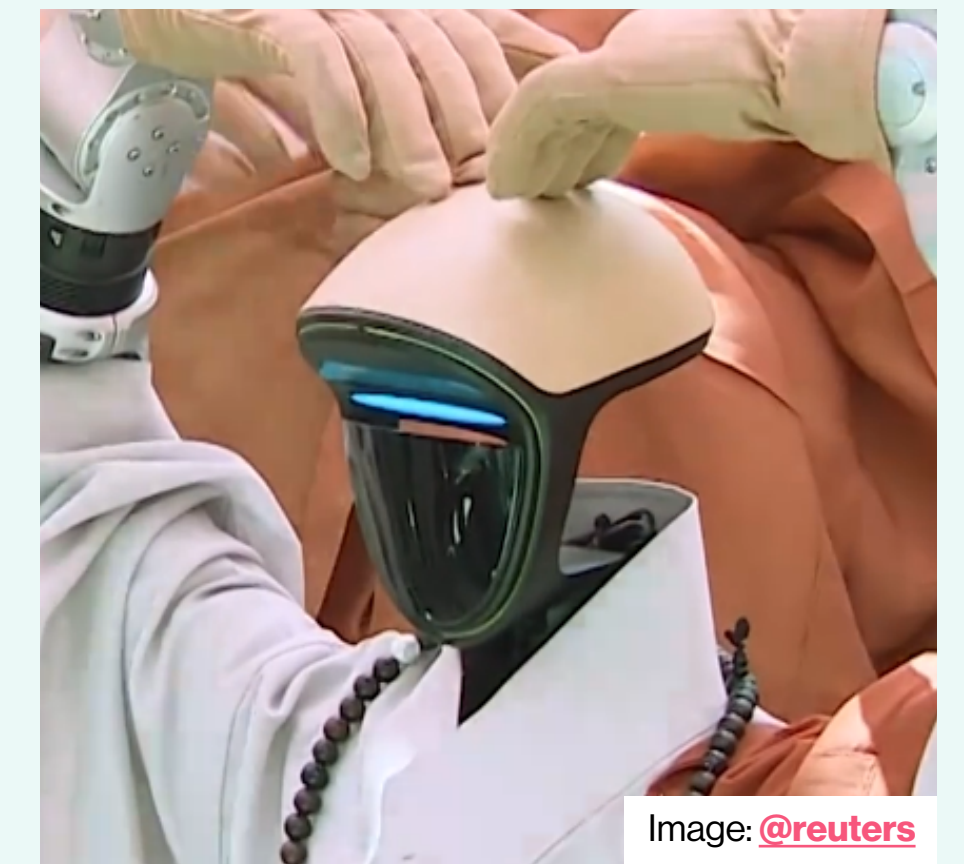


Image: [@reuters](#)

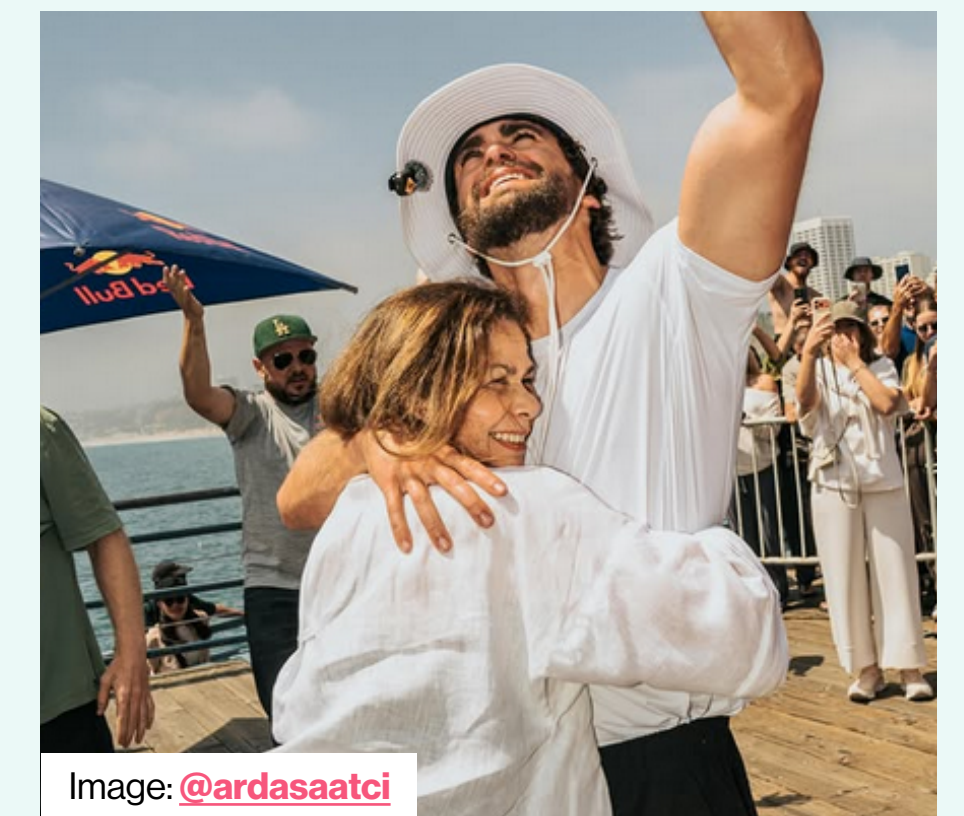


Image: [@ardasaatci](#)

# TREND TRACKING



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

## Death to tasteslop

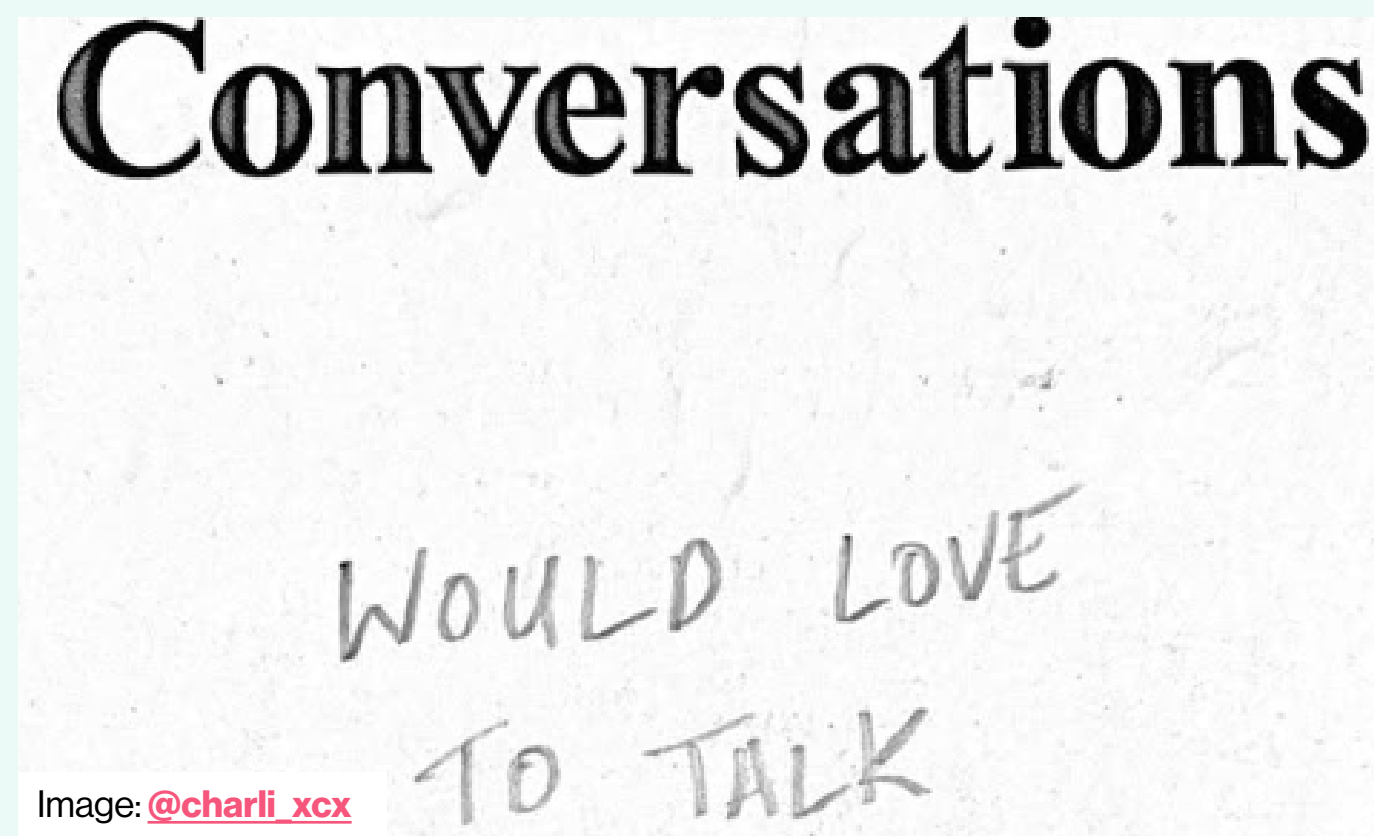


Image: @charli\_xcx

Hyper-polished, stylised images are on their way out as brands look to distance themselves from the AI-generated “**tasteslop**” polluting the internet. Culture writer Kyle Chayka **noted** that the ‘human’ aesthetic is now everywhere - messier, lofi, sprinkled with intentional mistakes. Examples include “a Weezer **festival poster** that looks like a ten-year-old drew it in marker, Charli XCX **announcing** a New York event with what looks like a handwritten note, and Guess’s January **rebrand** with acid-yellow lowercase type and scratched-out Photoshop highlights.” Looks like our misspent youth mastering Microsoft Paint is art, mum!!

**Trend: At your inconvenience**

## Man bands



Image: @backstreetboys

As put by the **Wall Street Journal**, “The Boy Band Heyday May Be Over—But the ‘Man Band’ Era Has Just Begun”. Millennial women are forking out to see their favourite childhood bands in concert, from the Backstreet Boys (Backstreet Men?) to the Jonas Brothers, we’re turning out in our thousands for comforting comeback tours. According to the WSJ, “boy bands were only expected to have “a shelf life of about seven or eight years.” But their resurgence shows just how much people want to recapture the simpler energy of the ‘90s — especially through “breezy, melodic tracks about love and heartbreak”. Yet another example of emotional familiarity over novelty, proving that everybody (yeahhh) still wants that feeling.

**Trend: Modern classics**

## Nostalgic workouts



Image: @wellnessdiaries

Stock up on the neon and dust off your VHS players, the nostalgia trend is coming for fitness! Younger generations have discovered **Tae Bo**, a ‘90s fitness craze that blends taekwondo, boxing and aerobics into a fun workout - a contrast to maxxing culture. After uncovering old routines on YouTube, enthusiasts are sharing their attempts on TikTok from the comfort of their own living rooms. And they work! One user posted; “tae bo workouts have me insanely snatched I’m in the best shape of my life”, while others called for the return of Jane Fonda and Cindy Crawford-era fitness videos. Another nostalgic fitness trend, calisthenics, has been having a **comeback** thanks to its low barriers to entry - it’s essentially bodyweight exercises. BRB calling Mr Motivator for our next consumer campaign.

**Trend: Newstalgia**

This week's long read

# GLOW HARD OR GLOW HOME

Going the extra mile to be a hot mess

Retire the bath bombs and weighted blankets; sedentary solace is on its way out. We've pivoted into the age of the 'Everyday Athlete', where competitiveness is the new green juice and communal trauma is the ultimate bonding exercise – provided you ensure everyone knows you did it.

It's no secret the transition from curated wellness to high-intensity participation is well underway. The numbers are doing some heavy lifting: **1.8% of the UK population** applied for the 2027 London Marathon, while powerhouse Hyrox (which we recently discovered is a portmanteau for "hybrid rockstar") **crushed its one million sign-up target** well ahead of schedule and recently confirmed its **Hyrox Youngstars series** is going permanent. It turns out we haven't just joined gyms; we've bonded over collective suffering.

Even resting is a competition. Enter Heart Rate Variability (HRV), the latest longevity obsession. Once reserved for actual Olympians, wearable

devotees now check their scores religiously, even if **researchers suggest** most of us are interpreting the data as a misguided fitness flex.

Looking like you've *really* worked out is the final piece. We're approaching the 'sweaty skin summer', where the goal is an intense, post-Pilates flush. **ASICS 'Get the Glow' campaign** spotlighted this visceral filter-free radiance of pro and everyday athletes and as **Cosmopolitan notes**, the most sought-after look is now the glow of someone who just left the studio.

This booming "performance economy" is inviting deeper brand integration. While finish-line logos remain a staple, pioneers like **Puma, with its revived Project3 competition**, and Trek - trading aerodynamic perfection **for the grit of off-road gravel cycling** – are diving deeper. There is immense impact in pacing people through the "pain cave," proving that the strongest brands are those that sweat alongside their community.



You Heard It Here First: Sweaty Skin Will Be the Biggest Summer Makeup Trend

Image: [Cosmopolitan](#)

I can't get close to Sabastian Sawe's marathon time. But we can all take strides with running

Image: [Big Issue](#)



Image: [@hyroxyoungstars](#)



Image: [@londonmarathon](#)



Image: [@asics](#)

## Weber Forecast Insight

Brands seeking genuine, earned-first impact must step up to not only the finish line but also the starting line. To establish a track record of cultural traction, marketers can no longer simply sponsor the sweat. They must actively facilitate the grind and the recovery.

# BRANDWATCH



Inspiring creative from around the world

## adidas



Image: @adidas

Iconic high budget sports ads are back! Part-Marty Supreme part nostalgic lore dump, the **5-minute Adidas' ad** showcases the GOATS of football with the up-and-coming stars of the sport. This was a massive flex from the 3 striped brand, showing their star-studded roster. With the World Cup coming up in a month, all eyes will be on the games. It's the perfect time to make a splash. Now we're just waiting for Nike to make a move.

## The Ordinary



Image: @theordinary

The Ordinary has opened **Markup Marché's** in 6 different locations. These pop-up stores are grocery stores/lessons in beauty marketing. The skincare company is a **champion for transparency**. These pop-ups teach us to 'buy the ingredients not the hype' and not fall for beauty brand's markups. We're typing this on our word-enhancing processor made from 0% natural ingredients.

## Calbee



Image: @reuters

Japanese snack company, Calbee has recently announced that its packaging for **its products will go through a monochromatic makeover**. Albeit looking super swanky, it was a decision driven by the current conflict in the Middle-East and their reliance on naphtha (byproduct of oil needed for ink and plastics) imported from the area. We're starting to see the impact on consumer goods, buckle up for a weird summer.

## Spotify



Image: @Spotify

For Spotify's 20th anniversary, **they launched a special wrapped** that goes back in time to show its users their first song and top all time songs. They're rewarding their long-time subscribers and are tapping into the list loving consumers. Our first song was Immigrant Song by Led Zeppelin all the way back in September 2014. What a mood.

## AP X Swatch



Image: @swatch

The Audemars Piguet X Swatch collab is making heads turn with its octet of pocket watches. **They're using 100% of its proceeds** to "fund a dedicated initiative supporting the preservation and transmission of watchmaking savoir-faire". The most unexpected partnership between a premier luxury brand and a 'mall brand' has spawned a unique product that bridges the average consumer with an exclusive brand name. Watch bag charm **wasn't on our bingo card!**

# 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

