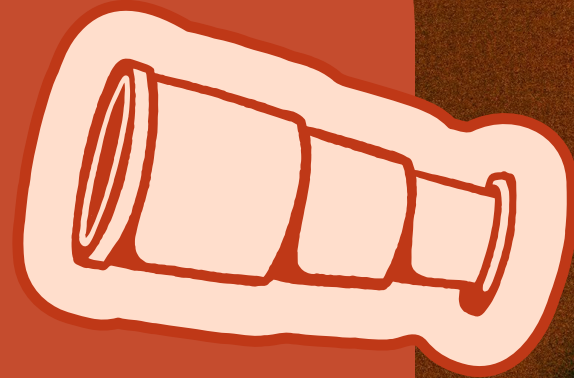


WEEKLY TRENDS REPORT



Tuesday 5 May 2026



THIS WEEK'S FORECAST



	Micro trend	Macro trend					Icon Glossary	
Difficult to action	#toddlerskincare	Neurodivergentspeak						
	Are we all psychics now?							
Easy to action		CEO influencers	We Went to The Moon					
		Techtitancore						

FOR YOUR INFO



This week's dates & microtrends

TikTok trends

The Forecast hallelujah. The sun hallelujah. Diet Coke hallelujah. This [trend hallelujah](#).

An [investigation of #toddlerskincare](#). They're growing up too fast.

ICYMI

Imagine running 100 metres in under 17 seconds and then keeping that pace up for 42km. [Sabastian Sawe ran a marathon](#) in 1 hour and 59 mins.

[Łatwogang raised over £50m](#) for a children's cancer charity after a nine-day non-stop livestream.

Phrase of the week

"[I'm Over Here Meal Prepping While He Spends \\$100 on Sushi](#)." How food delivery habits are changing relationship dynamics.

Established trends

Jack Black is the [\\$1 billion dollar cheat code](#) and [MJ will never be cancelled](#)...

[Rock is making a roaring comeback](#). Thanks Geese?!

Digi updates

The users using [AI-generated conservative profiles](#) to grift men and how [AI is changing the influencer game](#).

The [next generation of tech CEOs](#)? TikTokers and livestreamers. Their digital footprint is bigfoot level.

Tea of the week

[Fandoms are becoming way too toxic](#) and super intense.

What we're loving

Little Joy coffee shop didn't gatekeep and shared its viral [raspberry Danish latte recipe](#) with the world and [the longest tiramisu](#) ever.

Interactive sites of the week: [Train Jazz](#) and [Stuff My Dog Loves](#).

Insights of the week

The [world of the men who miss their foreskin](#) and the [fertility worry](#).

Meeting the people at the [back of the Raya waiting list](#).

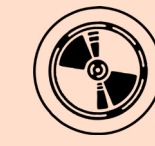
On our radar



Billie Eilish: Hit Me Hard And Soft: The Tour Live in 3D – 08 May



Regular Show: The Lost Tapes – 11 May
The Punisher: One Last Kill – 12 May



Muna: Dancing on the Wall – 08 May

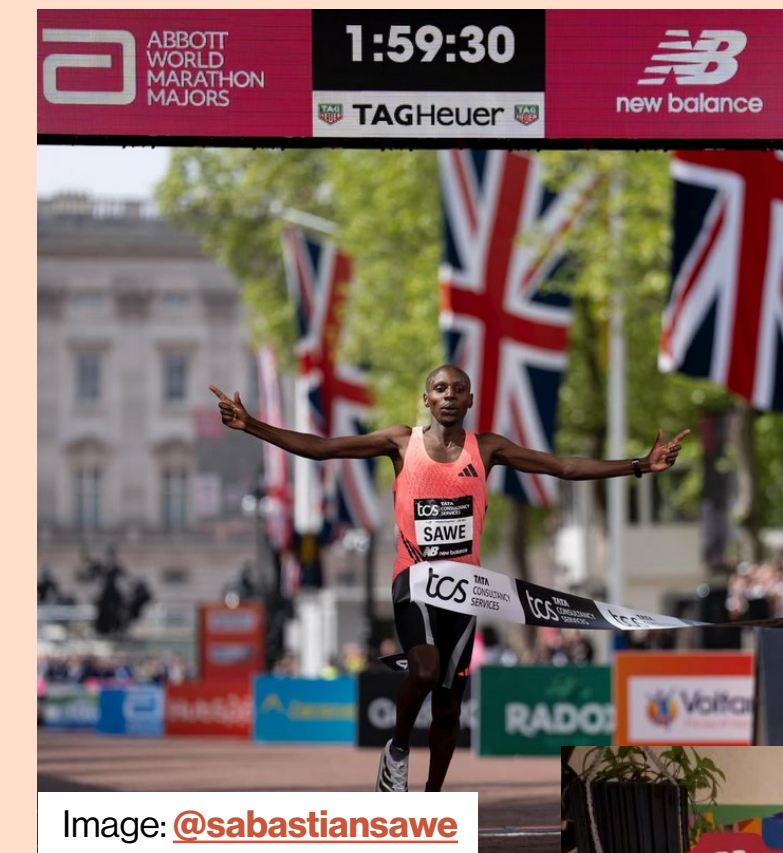


Image: [@sabastiansawe](#)



Image: [@littlejoycoffee](#)



Image: [@nathanlobban](#)

Weekly doses of cute

[Chonkers](#), [Jamie Ding sweater champion](#), [NFL boyfriend draft](#), [nun's doner kebab](#), the [boys doing yoga](#), [bird memorials](#) and [pub braids](#).

Rising trends

We in da club. [The club sandwich is being remixed](#) in fancy restaurants.

Where do tween girls go now that [Claire's Accessories is officially dead](#)? They go to [Starbucks and drink fruity, sugary, caffeinated drinks](#).

The future

University professors are [finding their lectures turned into AI slop](#).

Stat of the week

[Half of England's schools unfit](#) due to leaks, mould and faulty toilets.

Ones to watch

[A Django/Zorro film is in development?](#) [Letterboxd is looking for a new owner](#), fans are [rushing to Megan Thee Stallion's side](#) and [Euphoria S3 ain't it](#).

TREND TRACKING



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

Neurodivergentspeak



The rise of therapyspeak on TikTok over the past few years has fundamentally changed how people communicate about mental health. These days, everyone has strict boundaries. Now, users are turning attention to the language of **neurodiversity**. We're seeing phrases like "stimming" and "hyperfixation" become ubiquitous on the platform. As Casey Lewis put it, there's now "millions of clips on "hyperfixation" meals, skits about "overstimulated" boyfriends, and rankings of "vocal stims" in trending audio" – like this [clip](#) of Justin Bieber at Coachella. According to one neurodivergent journalist writing for [Bustle](#), the co-opting of the language is a "net positive" for the community, helping more people feel seen and understood – but cautions that behaviours like stimming can be deeply stressful for those with autism, so shouldn't be taken lightly.

Trend: therapyspeak

Are we all psychics now?



New research has found that **a third** of Gen Z believe they have extrasensory perception – compared to 19% of Americans overall, with Gen Z reporting double the amount of psychic moments a month as their boomer peers and experiencing premonitions about what will happen next – a semblance of control in an unruly world. As younger people turn to spirituality for guidance and meaning, they're seeking out alternative practices like "**womb witches**", where practitioners guide patients through bodywork while burning sage or mugwort. One client was drawn in by the whimsical title of 'womb witch', trying the service out of curiosity. Etsy witches are so 2025!

Trend: Seeking meaning

Techtitancore



Tech firms are launching merch lines that young fashionistas are seemingly unable to resist. Spy tech firm Palantir has just dropped a branded **chore coat**, the latest in a line that includes t-shirts, jumpers and patches. Nvidia sold \$178 **sweatshirts** with an AI avatar of CEO Jensen Huang emblazoned on them. Defense company Anduril created **flower-print Hawaii** shirts in an ode to its founder's signature look, and we've written in the past about how Lockheed Martin is famous for its **streetwear-meets-outdoor** clothing in Korea. Culture writer Kyle Chayka **coined** the term 'taste-washing', saying "AI companies need to associate themselves with taste precisely because their tools are not very palatable, much less cool, to anyone outside of Silicon Valley". It's a bid to combat very-uncool reputations and curry favour with young people (Palantir is also offering high school grads **£60K internships**).

Trend: Work hard, post harder

“When you look up here, we are a mirror reflecting you. If you like what you see – look a little deeper. This is you.”

Jeremy Hansen, Canadian Space Agency Astronaut

Image: [Study International](#)

Weber Forecast Insight

The journey *is* the campaign. The Artemis II phenomenon proves audiences are craving authentic, unpolished narratives over big, staged reveals. The savviest brands will stop engineering the perfect launch and start curating the messy, emotional, human moments, rewarding audiences for coming along on the journey. Joy is a process, not a destination.



Image: [@nutella](#)



Image: [@nasa](#)

Image: [@princessjazmyn13](#)



These Artemis II Carroll edits. Guys I can't 🥹
The more I learn the
More I cry

The NASA Artemis II Mission Is a Rare Hopecore Moment for the Girls

Image: [Glamour](#)



John Stamos has hilarious reaction to the NASA Artemis II crew's Full House spoof

Image: [Daily Mail](#)

This week's long read

WE WENT TO THE MOON

And found ourselves!

Just when the world felt all doom and gloom, came Artemis II. Once again, the world was captivated, but this time wasn't about the awe of a moon landing, but the hopeful intimacy of the journey. For 10 days, we were watching the astronauts not for their feat, but for their feed (literally and figuratively).

We obsessed over their hearty meals of **BBQ brisket** and mac & cheese, jammed to their **playlist**, mused over the crew's personal **photo drops**, and cried like babies for zero-g tribute of naming a crater in honour of Commander Wiseman's late wife. We even chuckled at **brands** getting their 15 seconds of fame in outer-space. In our fractured reality, this mission became a

collective escape – a story of love, maple cookies, and “Moon joy”. It was a 10-day ‘life-stream’ that reminded us that even in the vastness of space, the most compelling stories are human and personal.

It was another small step for mankind, but a big, cathartic release for humanity.



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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

