

WEEKLY TRENDS REPORT

Friday 03 July 2026

THIS WEEK'S FORECAST



		Micro trend					Macro trend	Icon Glossary	
Difficult to action		Tinder Teams			The shady invasion		Trending	News you should know	
		The Minionese singing contest					On the up	Cancelled	
Easy to action					Summer style		It's gonna be big	That's the tea	
		Quick! Here comes the bride		Got ranch?			Sustainability	Consumer habit	
							TikTok trend	Be quick	

FOR YOUR INFO



This week's dates & microtrends

TikTok trends

Everyone's using AI templates to look cool. The ['Your next opponent is you'](#) and the ["CEO"](#) edits.

Test your memory and your drawing skills with the ['You draw you guess' challenge](#).

ICYMI

Serena Williams [made her \(short-lived\) comeback at Wimbledon](#). And [Naomi Osaka's fits are out of this world](#).

South Korean shop owners have [banned the national team coach, Hong Myung-bo, from entering](#) after their early exit from the World Cup.

Phrase of the week

["Goodbye man cave, hello sauna."](#) Homeowners are converting extra rooms into wellness and longevity rooms.

Digi updates

[WELCOME TO THE TOKEPOCALYPSE!](#) Companies are scrambling to keep AI costs down while trying to keep up with competition.

[GTA VI is digital only and costs a whopping £70.](#) WASTED.

Tea of the week

[Has generosity become cringe?](#) We always say "please" and "thank you".

What we're loving

The [Minionese singing contest](#). Quick someone make a fictional language singing show. Did we just give someone a billion-dollar idea???

[Big Tick Energy! Ticks are having a feast on all the celebs](#) rolling around in grass. Touch grass safely.

Established trends

Is it getting hot in here? We're in the [golden age of romance novel adaptations](#).

Cracking open a cold one has a new meaning; [canned cocktails](#) are the 'bev' de jour'.

Insights of the week

With the looming social media ban for under 16s, what will the next gen's [relationship with the internet look like?](#)

On our radar



Moana – 10 July
Evil Dead Burn – 10 July



i-dle: We Made – 6 July
Jack White: Frozen Charlotte – 10 July
Future: The Real Me – 10 July



Assassins Creed Black Flag Resynced – 9 July

[Are you a filler or a floater friend?](#) Don't worry, you're our BFF.

Weekly dose of cute

[Cat hiking, cat vet, 2026 cat tour](#), the [practical water bottle, sound of rocks, Neil the Seal](#) makes a return and [the floating corner store](#).

Rising trends

[Music videos are finally art](#) again and [cameos in them are sooo in](#).

[Is emo back? Are surfers a style? Is bedazzling in?](#) What do we wear this summer???. [Google knows...](#)

The future

Streaming is now just broadcast TV with [more users being pushed to the cheaper tiers](#) and [primarily watching old content](#).

Stat of the week

The yearly Sanrio Character Ranking. The [winner with over 7M votes is Pompompurin](#). (We're a Kuromi stan and we got a respectable 4th.)

Ones to watch

[One Piece remake, Supergirl faces Kryptonite, Magic School Bus movie](#) and [Persona TV show](#) incoming, [Absolute Batman to be animated](#).



Image: [@naomiosaka](#)

All the cats I saw at the 2026 Minneapolis Cat Tour

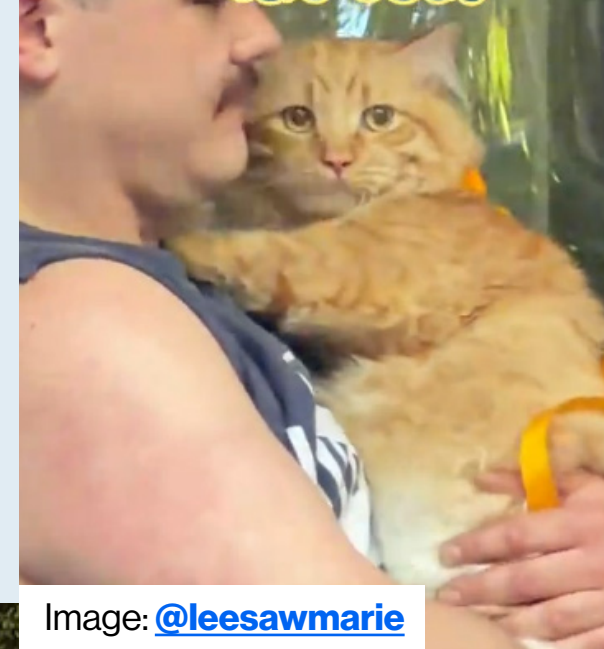


Image: [@leesawmarie](#)



Image: [@straitstimes](#)

TREND TRACKING



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

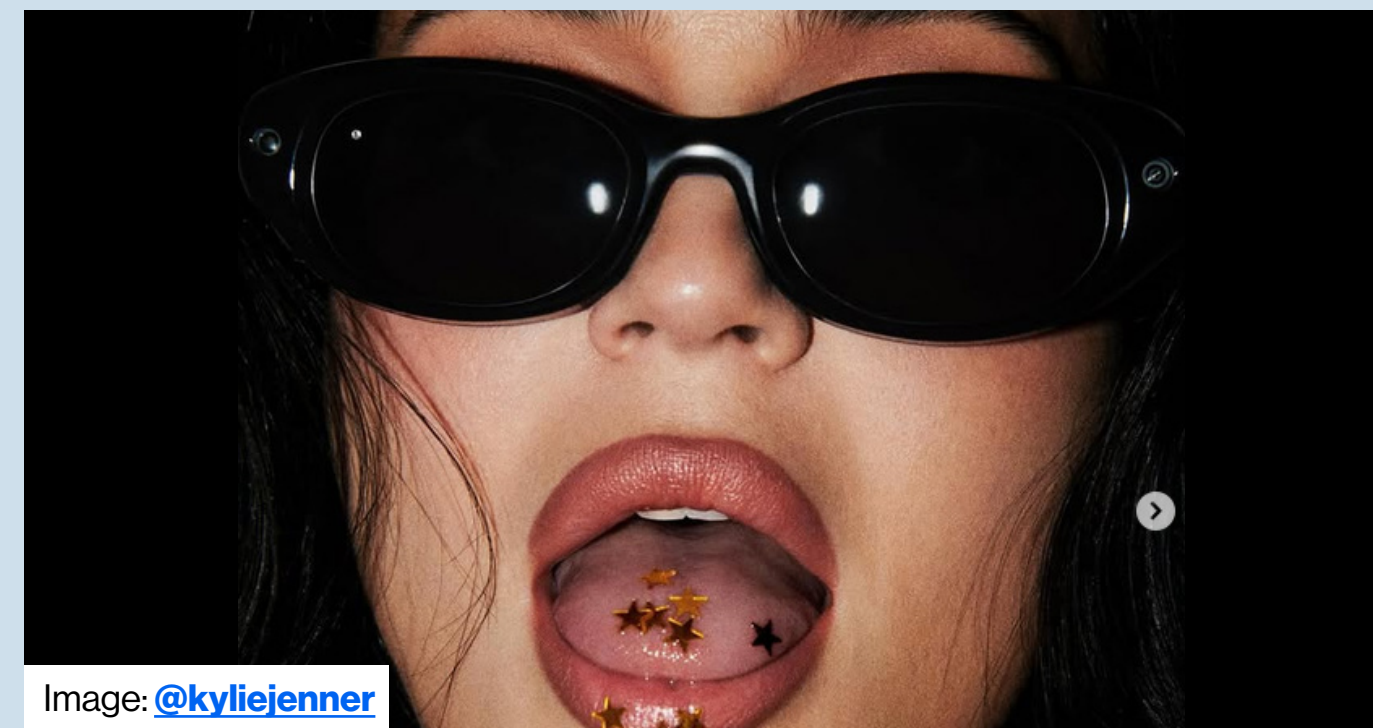
Quick! Here comes the bride



Marriage has been trending the last couple of weeks. This week we're looking at how 'shotgun weddings' have changed connotations. Originally a negative stereotype, now it's **become a 2-for-1** move for long term couples looking to take the next step. [The Knot's editorial director](#) found that couples are viewing marriage as more of "a symbolic celebration of the life and family they are already actively building together". The **baby bump at a wedding** is also becoming its own aesthetic. Marriages are being redefined in consumers' own terms and the wedding algorithm is rewarding them with views and brand gifts. Our wedding will have a tiramisu cake. Non-negotiable.

Trend: Anti-wedding, all romance

The shady invasion



We're currently in a **smart glasses arms race** with the big tech companies all competing to literally get our eyeballs on their product. They all offer the same promise of looking "stylish" and being able to record what ever you turn your head at. Snapchat **enlisted a variety of stars** to debut **its chunky frames** (Should have stuck **with the OG**) and Meta **enlisted Kylie Jenner** for its newest version. These products are being met with cynicism, with **many citing privacy concerns over unconsented filming** and its connection to a surveillance state. Our POV? We're predicting sunglasses will become too shady, and consumers are going to seek different forms of sun protection to prove they aren't constantly filming. Sun visor anyone?

Trend: Are we losing the self to surveillance?

Got ranch?



World Cup fans from around the world are exploring all that there is to US culture, but one unexpected product is catching their eye...or more accurately, their tongues. Ranch has captured the **tastebuds of the Footie fans**, with them **stuffing their suitcases of the product**, **UPS offering a 20% discount on international shipping** for ranch, **airports stocking up on ranch merch and bottles**, the **TSA leaning into the craze** and **Heinz working on a solution**. We're ashamed to say we've not had it yet, if someone could please get the Forecast team a bottle, our lives may change for the better. We'll post our international shopping list on **Snack Exchange** shortly.

Trend: Under the new influence

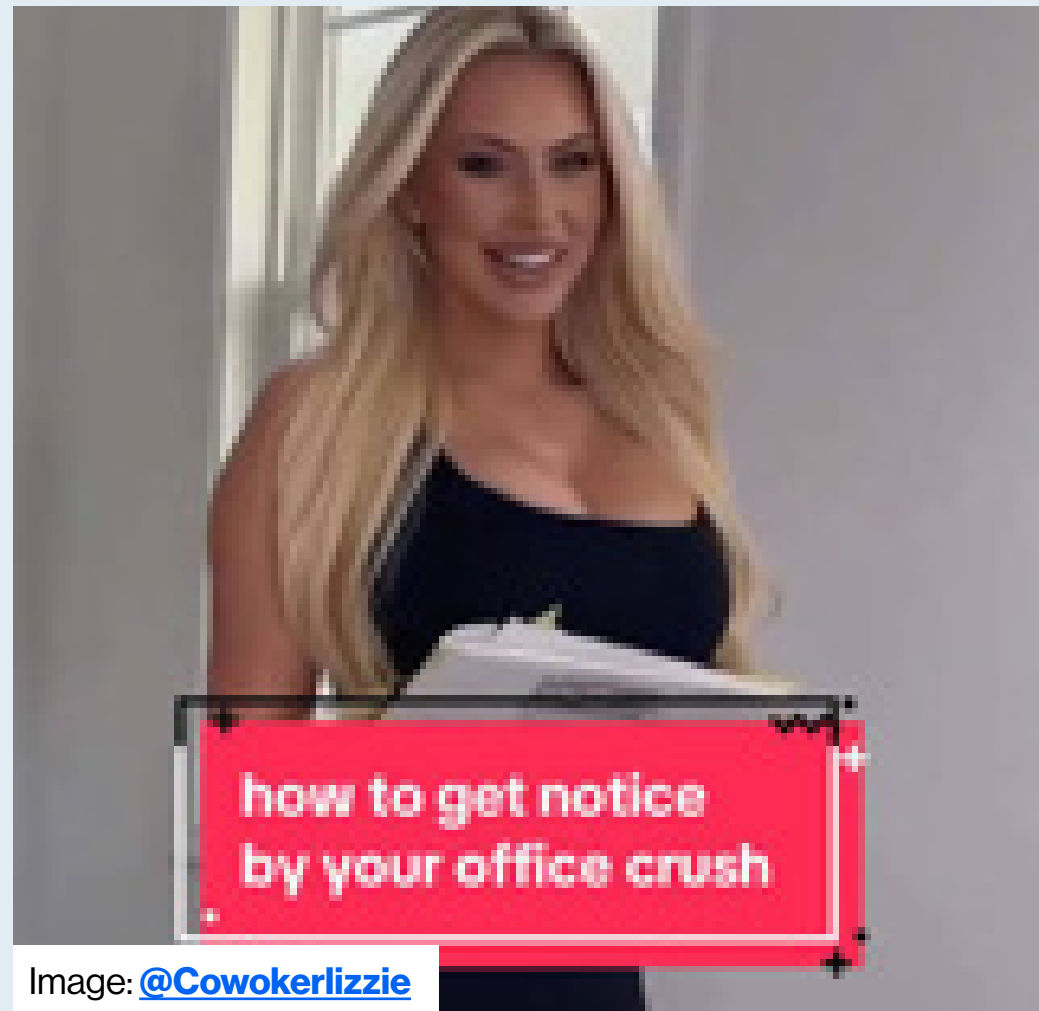


Image: @Coworkerlizzie

Gen-Zers and Millennials Want Workplace Romance Normalized— Even If It Breaks Company Rules

Employees say the workplace is their best chance of meeting their future spouse without dating apps.

Image: @Inc. Newsletter

Return to office (romance): The real reason Gen Z and millennials are ditching dating apps

Image: @Fortune



Image: @PopSugar



Image: @ViceMedia

Weber Forecast Insight

Gen Z being starved for IRL connections isn't breaking news, but dating is where this drought hits the hardest. Which means dating isn't a category, it is every brand's opportunity to become the ultimate wingman and turn every brand space, activation and campaign into IRL singles mixers.



This week's long read

FINDER TEAMS

Office is officially the hottest place to date!

While the rest of us are still salty over Return-to-Office mandates, Gen Z has completely flipped the script. Tired of swipe fatigue and dry DMs, they've decided that their mandated corporate commute is the ultimate meet-cute.

The thirst is real: a wild **45% of Gen Z** workers admit to hooking up with a coworker. **1 in 5 have applied for jobs just to find someone.** Even the old-school taboos are dead – **1 in 8 Gen Z have also dated their boss**, proving HR-approved boundaries are firmly in the rearview. More than half of Gen Z and millennials now want **workplace romance to be normalised** since the workplace now is one of the last places to organically meet someone.

This hustle to find office love-interest is big and sometimes, totally unhinged. On TikTok, there are **millions of posts** tagged Office Crush with creators

sharing tips, GRWMs and scenarios to impress their boardroom-boo. In NYC single corporate girlies **were literally stealing** finance bros' salads, just so they can look them up on LinkedIn and 'link-up' IRL over drinks.

Pop culture is loving this chaos and turning it into pure rom-com gold. Netflix's *Office Romance* and Mindy Kaling's newest Hulu series *Not Suitable For Work* have taken the messy corporate dating dynamics to the screen, challenging rigid corporate fraternizing policies. **As Kaling puts it:** "Office romance is natural because competence is the number one aphrodisiac."

If that wasn't it, office is now also the **wedding venue.** Real estate developers are actively flipping empty weekend corporate spaces into premium wedding venues. Yes, you can now literally say "I do" in the exact same boardroom where you barely survived a Q3 audit. Talk about a corporate merger.

BRANDWATCH



Inspiring creative from around the world

SKIMS



Image: @skims

Kim Kardashian's SKIMS has swapped out the usual polished [underwear ad](#) for... [Will Ferrell](#)?! Starring as washed-up golf legend Lonnie "The Hawk" Hawkins from the upcoming [Netflix series](#), the campaign perfectly blurs the lines between [entertainment and advertising](#). Sometimes the best way to get people talking is to make them laugh first, as a good sense of humour can be just as attention-grabbing as a six-pack.

Twinnings



Image: @twinningsuk

Brewing up the bag charm trend, Twinnings, is turning its iconic tea packets into [miniature collectible accessories](#). Designed to clip onto bags, keys and lanyards, the chance-to-win charms transform a daily ritual into a [wearable style statement](#). By blending utility, nostalgia and a touch of exclusivity, Twinnings gives fans a new way to show off their favourite brew. The glow-up from kitchen cupboard needs to be studied.

Guinness



Image: @guinnessus

Guinness is giving football fans a new "pint of view" with its very [limited-edition binoculars](#) giveaway. Designed for everyone from those in the nosebleed-seats to pub-watchers and sofa supporters, the binoculars turn a practical accessory into a fun piece of fan memorabilia. The idea cleverly taps into shared match-day rituals serving as a reminder to the football and Guinness fandom; it's not just about how you watch the game, it's how you experience it.

HBO Max



Image: @hbomaxuk

Not AI! HBO Max just brought the *House of the Dragon* world to real life with an [eight-metre flying replica](#) of Syrax soaring near the Tower of London. The stunt transformed the London skyline into Westeros for a day, sparking fan conversation, fuelling the Team Black vs Team Green rivalry ahead of [season three](#). More than a launch event, it showed how immersive experiences can pull [fans beyond the screen](#) and straight into the worlds they love. NGL that stunt is *dracarys*.

Dior



Image: @dior

What's better than reading books? Accessorising with them! Dior has given [The Very Hungry Caterpillar](#) a high-fashion glow-up. Transforming Eric Carle's beloved character into a [23-piece luxury collection](#) spanning everything from knitwear to Dior Book Totes, the playful collaboration blends [childhood nostalgia](#) with couture. Sometimes luxury brands don't always need to take themselves too seriously to pack a punch (or a lunch) – we'll see ourselves out...

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

