

Pictured: Pexels

THE WEBER FORECAST

WEEKLY TRENDS REPORT

Friday 30 October 2026

THIS WEEK'S FORECAST

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Micro trend — Macro trend

Difficult to action

Easy to action

- Welcome to Crackgate
- Pure Horror
- Zombie run
- Low stakes love
- Campfire & Chill
- "I saw you on 8th avenue drinking a smoothie and you paid me no mind"

Icon Glossary

- 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

THE WEBER FORECAST

This week's dates & microtrends

TikTok trends

The **embarrassing Halloween costume**, bonus points if you don't use AI for this trend.

"**You can be a ...**" *Katseye* song and **Nigerian *Wicked*.**

The "**I saw you on 8th avenue drinking a smoothie and you paid me no mind**" comment.

ICYMI

Alexia Putellas wins her third Ballon d'or and **Harry Kane** finally gets one. While **Mbappé gets dropped** by brands in China.

RIP **Bioware**. The ***Mass Effect* trailer** gets 'leaked' and **#SaveMassEffect** gets over 250,000 signatures.

Phrase of the year

"**Maxxing**" has been selected as Dictionary.com word of the year. We've used this term wayyyy too much, it's perfect, maxxingmaxxing.

Digi updates

Instagram goes widescreen. We can't eat without our favourite show, horizonal reels of trends that happened 3 months ago!

Welcome to Crackgate. No case can stop this.

Tea of the week

***H3H3* implodes from cheating scandal.** This is important to the generation that grew up watching YouTube in the mid 2010's.

What we're loving

Everyone's favourite Halloween themed band that has Ryan Gosling, ***Dead man's bones***, has returned after 17 years.

The **viral *SubwayTakes* stranger**, Debbie, that **riffed with Conan O'Brien**. We also wish we were married with two kids with Conan.

Established trends

Baseball's social savvy strategy is working in finding new fans. They just copied *Savannah Banana*'s strategy without the backflips!

The lovers of raw food: **the world of dark nutrition.**

Insights of the week

Men's jewellery has evolved and the addicted **TikTok live diamond buyers.**

Grandparents are **obsessed with their screens** and **YouTube in the classroom** is not in the syllabus.

On our radar

La Bola Negra – 06 November
Godzilla Minus Zero – 06 November

World of Warcraft: Forever – 04 November
The Legend of Zelda: Ocarina of Time remake – 05 November

Skepta: The Form and Knife – 06 November
Shygirl: Swallow! – 06 November
Chaeryeong: Lovesick – 06 November

Weekly doses of cute

Seal kiss, **moth girl**, **voice of Boston**, **Ms. Senior America**, **bratatouille**, **Nathan & Elizabeth lookalikes**, **dog carrying fest**, and we **<3 Biddy Blas**.

Rising trends

Would you cut your friends off if they **had an 'evil' job**? And the side hustle of **stripping cooper wire**.

Hate-reading, **antique-buying vacations** and **RIP Martinis**. Find the connection between these three!

The future

The toy of Christmas is an AI-powered duck that does backflips, **the microduck**.

Stat of the week

After the UK Gov's call to stockpile, Iceland saw a 40% increase in sales of tinned products and Robert Dyas saw a 160% increase in sales of radios

Ones to watch

Jay Z picks himself for the Super Bowl, angry **Airbnb hosts**, **pedestrianisation of Oxford street**, **Noah Wyle is sexy?**, the **first PoloFest** and **Yeat's mërch**.



Image: @fcbfemeni



Image: @people



Image: @SubwayTakes

TREND TRACKING

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

Zombie run



Image: @livelikeawais

Zombies is a popular tag survival game in the IRL that uses an app to determine roles and zone boundaries. It's the next level of tag, a game most of us haven't played since we were 10 years old. It encourages the players to let out their childish nature and gives you a workout from all the running. It can be played with a group of friends or with complete strangers, what better way to bond but by running and screaming away from someone you just met. As we see more and more clubs and events pop up in the IRL, we're starting to see city space finally being used in new and unique ways.

Trend: Work Hard, post Harder

Campfire & Chill

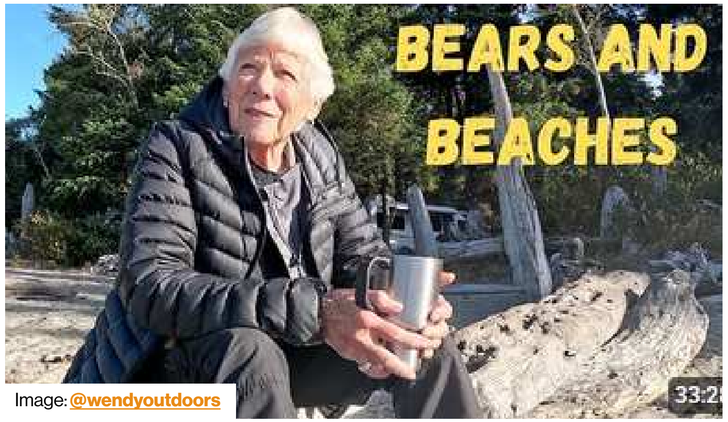


Image: @wendyoutdoors

The perfect type of cosy content for the upcoming dark days of winter are camping videos. **Adventure camping creators** on YouTube have been seeing high viewership and consistent return viewers. For those who never got to experience nature or camping growing up, it's comforting content that shows the beauty of sleeping outside. Not just camping content, **animal livestreams are also seeing huge popularity.** For example, **Maya Higa's Alveus streams**, **Fat bear week** and the return of the **puppy cam in Finland**. It's perfect to watch before falling asleep or when eating, it's more rewarding than watching the newest true crime documentary. It lets viewers be apart of nature from across the globe, its digital detox by way of digital touching grass.

Trend: Sink in to "cosy social media"

Pure Horror



Image: clockwork_wb

If you haven't noticed, we're currently in a horror renaissance with the next generation of film makers going all in on redefining the horror genre. This has led to the OG horror films from the **70s getting reexamined**. **Ken Russell's *The Devils***, the cult favorite horror film that was lost to time and censors, was recently re-released in cinemas to a frenzy. The 70s produced some of the greatest cinema of all time and with many of them hitting their 50th anniversaries, we're seeing crowds queuing up for their re-releases and comments begging for a physical release. We're seeing Gen Z lead the cinephiles movement with their Letterboxd accounts and **selling-out movie festivals**. We expect to see you at the 50th anniversary screening of the **OG version of *Star Wars*** *IV* next year.

Trend: The horror of it/fandoms on film

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This week's long read

LOW STAKES LOVE

Emotional support produce

No kids, no pets, no dependents? Some people are channelling their nurturing instincts in unlikely places ways as loneliness, burnout and social pressures draw them to low-effort companionship.

The latest behaviour pointing to the trend comes from China, where stressed-out young people are **raising bricks**. Yes, you read that right. As said in the **Guardian**, "raising "brick babies" is easier than caring for house plants, involving spraying them with water a few times a day then waiting for moss spores already present in the atmosphere to attach themselves and grow." The appeal is that unlike a child, they're practically immortal. Let it dry out and the moss can lie dormant, ready to spring back to life with a little sprinkle of water. Psychologists call it 'zero-energy emotional companionship.'

If you thought that was bizarre, a similar behaviour is the **pet rice cake trend**, where Chinese youth treat slabs of glutinous rice cake like aquatic pets - a practice called raising nian gao. A small, dependable ritual that leaves a sense of accomplishment for relatively low effort.

It's not just China getting in on low-stakes love. From TikTok's pet rocks **craze** to food as companion, there's plenty evidence of it globally. You could liken it **to sourdough starter culture**, where globs of fermented bacteria become honorary members of the family complete with prime fridge real estate and punny names. Shout to the **person** that named theirs Vol-Dough-Mort. He will rise again.

It turns out a modern companion doesn't need a heartbeat, just the ability to make us feel needed.

'Zero-energy companionship': bizarre hobby takes seed among China's stressed young adults

Image: The Guardian



Image: via Xiaohongshu



Image: @wheatculture



Image: @candiselin86

Weber Forecast Insight

From situationships to side hustles, modern life can make every commitment feel like another item on the to-do list. Brands that facilitate a feeling of care without deep commitment will resonate with consumers that just want to feel good about themselves.

BRANDWATCH

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Inspiring creative from around the world

Crocs



Image: @crocs

Crocs know exactly who it's talking to. To announce the return of its **sold-out *Twilight* collection**, the brand enlisted The Dr. Carlisle Cullen (aka Peter Facinelli) for a **tongue-in-cheek video** recreating the franchise's iconic blue-grey aesthetic and vampire speed. The result is pure fan service: nostalgic, self-aware and highly shareable. It's officially hoa hoa hoa season – time to get the crocs out.

McDonalds



Image: @cheftristenepps

McDonald's is taking a page from the luxury dining playbook, inviting fans to pull up a seat at its **first-ever chef's table experience**. Led by **Tristen Epps-Long**, a former McDonald's crew member and *Top Chef* Season 22 winner, the event transforms everyday menu favourites into a **behind-the-scenes culinary experience**. It's a clever way to build trust and intrigue around products people already know. Sometimes transparency and a strong human story can be just as compelling as a new product launch - we're lovin' it.

Sephora



Image: Sephora

Leave it to Seth Rogen and Sephora to make holiday gifting feel a little less intimidating. The "**We All Sephora**" campaign aims to position beauty as a category for anyone to shop, while showcasing Sephora's expert guidance and curated gifting credentials. The aptly named "**Sethphora**" store takeover brings it to life proving that an unexpected celebrity fit can make a holiday message cut through the noise. Who knew all we needed was to see Seth Rogen browsing for setting spray.

Heineken x Amazon



Image: Heineken

Sometimes the best campaigns are the ones that make you smile and think, "Why hasn't anyone done that before?" **Heineken's "Pubscription"** with Amazon takes streaming platforms **to help people discover pubs** based on their mood, while rewarding them with **weekly beer vouchers**. Framed as the "first streaming service for nights out", it taps into a cultural truth that we're spending more time scrolling than socialising. Why binge a series when you can subscribe to a social life?

Virgin x WONDERSKIN



Image: @wonderskin

Teaming up with WONDERSKIN, Virgin has launched "**Headliner**", a limited-edition lip stain inspired by **Virgin's iconic red**. By blending beauty and brand heritage, the collaboration feels far more authentic than a typical licensing play. When your brand is this recognisable, let the **colour do the work**. Rather than relying solely on influencers, Virgin even put its **own people** front and centre for the launch of the Headliner lip stain. After all, if you're selling a lip stain designed to go the distance, who better to wear it than the airline staff who spend their days doing exactly that?

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

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