THE WEBER FORECAST

WEEKLY TRENDS REPORT

Friday 6 November 2026



Pictured: Adobe Stock

THIS WEEK'S FORECAST

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Micro trend — Macro trend

Difficult to action

Easy to action

- Witchy wellness
- Vibe gaming
- Mythical moments
- Theatrical readings
- A03 is down
- Mariah Carey's return

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

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FOR YOUR INFO

This week's dates & microtrends

TikTok trends

We weren't disappointed by this **year's Gay Halloween**.

The '**while they're out partying**' trend.

ICYMI

The ***Million-Pound Shot*** was actually a gambling awareness show. The **conspiracy theories** were right.

Valkyries win WNBA title in their second ever season and the **Brewers win the World Series**.

Phrase of the week

"it's Timeee" Mariah Carey's marked the beginning of her Christmas reign with a **Sol de Janeiro** and **Gucci** ads.

Digi updates

To combat against AI scraping, **reddit moves to a logged-in experience** and **Discord changes its discoverability**. Let's just **reset the internet**.

Screaming, crying, throwing up. **A03 is down for at least 4 weeks**.

What we're loving

***Dune 3*'s popcorn buckets** are perfect for watching the film as a throuple.

Cheerios makes **history with its resealable bags**. What do we do with our 200 IKEA Bevara sealing clips??

Established trends

Disney adults got a rebrand, they're now **Disney cool girls**.

Making fun of AI chatbots = signing a Hollywood contract. Wait where's ours? We have **major beef with Muse**.

Insights of the week

TV streaming subscriptions has become a costly and draining past-time. We've cut them all and primarily watch TV through people's windows.

The constant online vitriol that **black owned brands** face.

On our radar

Ebenezer – 13 Nov
Fjord – 13 Nov

The Rings of Power S3 – 11 Nov

2hollis: Pirouette – 11 Nov
U2: Carnival De Luz – 13 Nov
Westside Gunn: Heelmatic – 13 Nov

Weekly doses of cute

TV for dogs during fireworks, **Chicken wings** treats, **Wienerfest**, **asking Mr Gruber for $20**, a **leopard's trek**, **tourists in B&M** and **capybara drama**.

Rising trends

Having a **good head of hair** is the next biggest thing in all thing's beauty. Examples: **Jlaw** and **Chinese hair wipes**. Also, **Ferritin face** came out of nowhere.

Menswear fashion icons of the future are found on Discord on Twitch. Bold prediction: Kai Cenat's **Vivet** will be Gen A's Supreme/Yeezy.

The future

China's first fully **AI-generated film** fails at the box office, **Lipstick king sold 100,000 AI tokens** and **Lao Gan Ma** was in an AI automation controversy.

Stat of the week

The **$6.3 billion crypto hack**. Not as glamourous as *Ocean's Eleven* but we're glad our entire fortune is tied up in doubloons and French Francs

Ones to watch

Ninja's airfry-cowave, **Druski joins Netflix**, **Hudson on the Assembly**, **Speed's hide-and-seek**, **Jude Bellingham X Calvin** and ***Elder Scrolls VI*'s title**.



Image: **:@dunemovie**


Image: **@alexconsani**


Image: **@GUCCI**

TREND TRACKING

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

Mythical moments



Image: @theweaponup

Fuelled by the rise of romantasy and the growing cultural influence of book fandoms, medieval-inspired fantasy is leaving the page and showing up in **real-world experiences**, hobbies and social rituals. WeaponUp's ACOTAR-inspired **sword yoga** was expected to draw martial arts fans, but the book girls showed up. Elsewhere, **dagger-weighted Pilates** classes ditch the kettlebells for something with more edge. For those looking for something a bit softer, Glasgow's sellout **decorate a rat nights** have become a must-do among the under 35s. Perhaps it signals the rise of 'play-stacking' - finding small, socially acceptable moments to indulge the inner child in us who never really grew out of playing dress-up.

Trend: Method acting lifestyle

Theatrical readings



Image: @litoutloudnyc

Will the next night out not be to the theatre, but to a **live audiobook-style reading** complete with voice actors? As AI voices become more ubiquitous, real life events hosted by real life voices are acting as resistance. These community-driven readings, like **Lit Out Loud**, host free live readings of classic works performed by professional voice actors, making the experience feel "like an audiobook, but instead of listening to it on your headphones, you're listening together." There's something countercultural about it - going out to do the things we usually do alone and openly unavailable despite being a group setting. With nights out more expensive than ever, a free theatrical reading is a pretty compelling proposition. And as book culture gathers momentum, could live readings with actors become the next big book-launch format, with authors borrowing the playbook of film press tours to bring their stories to life?

Trend: Bound together

Witchy wellness



Image: @hannahsummerhill

Beauty is getting a **little bit witchy**. As consumers bore of relentless tracking, tweaking and optimising, spirituality and **magical thinking** are creeping into beauty routines. Because why not! From witches advocating for body intuition over Oura scores and the fact we've already co-opted 'rituals' into our skincare routines, to **TikTok subliminals**, Etsy Witch glamour spells and the increasingly outlandish promise of a "quantum nose job", beauty is beginning to look beyond the physical for transformation. It's a collision of ancient wisdom and algorithmic culture, with **manifestation** becoming the latest low-intervention beauty hack you can reach for at any time.

Trend: Magical thinking



Image: @dailyxsaval



Image: @huberticus_

Social media is full of weird video game mashups. Where are they all coming from?

Image: @TheGuardian

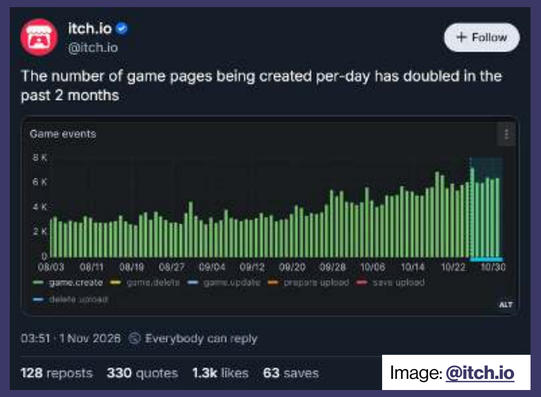
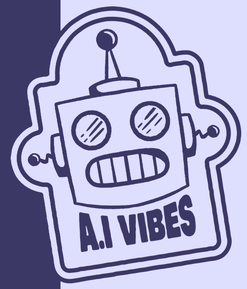


Image: @itch.io

Weber Forecast Insight

Technology has never been this vulnerable with news of web-wide hacks and new tech literally cracking. Consumers are going to be harder to convince to buy new tech when it's four $$$$ signs and no longer life changing. Into 2027, offline experiences and internet-free tech are going to continue to be signals of cool. Physical version of the Forecast anyone?



This week's long read

VIBE GAMING

Anyone can (unfortunately) be a video game programmer

'**Reverse-engineering**' is the hottest programming trend where users are using AI to decompiling existing software. From making **smart TV's dumb** to **hacking synths** to **re-creating music videos** to now making video games. The biggest video games of 2026 aren't *GTA VI* or *Big Walk*. They're AI video game mashups, emulators and AI powered quizzes.

Gaming publishers and developers are sounding the alarm after **Claude 5.5 launched** and had the ability to decompile codes of popular video games, allowing users to mash them with another game. We admit we enjoyed watching ***Elder Scrolls* combined with literally every game**, it's what modding was promised to be. But it also changed the **underground emulation** and **add-on** scene. However, **Anthropic put a stop** to this by blocking all reverse-engineering gaming asks in fear of IP/copyright infringement...but the pandora's box is wide open. In the face of **AI slop invading gaming storefronts**, Itch.io (an indie game storefront) took a hard stance and **deleted tons of AI generated games**.

On a less doom and gloom side, the trivia game that has replaced our daily *Wordle* is the vibe-coded daily browser game, ***Krillion***, which rewards niche answers. This spawned tons of copycats which use different theming or specific topics like the **NBA** or **geography**. The thing that makes these games stand out isn't the fun of a quiz but it's the leaderboard powered by other users. Your final score is based on other players performance; it lets you instantly see your score on a bell curve and how your answers ranked amongst others. It's the illusion of community, something that AI couldn't create or replicate until now. We wouldn't be surprised when ***HQ trivia*** somehow makes a comeback.

With reports that the **next generation of consoles** will cost an arm and both legs after ram prices skyrocket, we're nervous for the next generation of gaming. Consoles and gaming were created for the everyday consumer; they're a beautiful form of escapism. They should be judged on the same level as good film or music. But with already **crazy retail prices**, the **end of physical disks** and **hardware shortages**, who will be gaming be made for when the consumer prioritises living over the newest *Call of Duty*?

WANT TO KNOW WHAT ELSE IS ON THE HORIZON?

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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: Envato

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