THE WEBER FORECAST

# WEEKLY TRENDS REPORT

Friday 18 July 2025




**Pictured:** Pexels

# THIS WEEK'S FORECAST

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Micro trend — Macro trend

Difficult to action

Easy to action

- Horse Girls unite!
- Britain's TV identity crisis
- K-Pop demon hunters
- Justice for Tiny Chef
- Fandoms on films
- Jet2 holiday

## 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

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## This week's dates & microtrends

### TikTok trends

The Gen Z stare. (0_0)

The soundbite of the summer? The Jet2 holiday ad voiceover.

### ICYMI

The original Birkin bag was sold for $10 million. Can't believe our bid with a bespoke Forecast didn't wow them.

The soundtrack of the summer from an animated demon slaying K-pop girl group? Saja boys 4 life.

### Digi update

The AI generated band that infiltrated official playlists and amassed over 1M listeners. The extra finger on the guitar made it sound so good!

### Phrase of the week

"Posting ennui". The 'normal' users of social media no longer post anymore as the highly curated perfect lives of the famous dominate our feeds.

### What we're loving

Airbnb Michael Jordan's former mansion for a small deposit of $25,000. Should have been $23K...

Finding love with a little help, using missed connections to find that cute stranger.

### Matcha tea of the week

The great matcha war. The shortage is causing fierce battles in comment sections and hoarding of the green powder.

### Established trends

Got a flirty DM from Keanu Reaves? Unfortunately, it's a bitcoin scam.

Gen Z are 'soft saving', using meticulous spreadsheets to save money to go on lavish trips while having a retirement fund.

### Insights of the week

One block at a time. The Minecraft and Roblox millionaires.

Pianos are so 1700s. Take that Bach! The next generation of piano superstars.

## On our radar

The Fantastic Four – 25 July
Happy Gilmore 2 – 25 July

### Weekly doses of cute

Friend of the Forecast Moo Deng turned 1, 20-year-old cat, the watermelon dog, and the emotional goodbye to pandas.

### Rising trends

Our childhood dream, sweets for dinner. The dessert-only dining experiences.

NYC art schools are seeing record-high application numbers as high school graduates opt for a tactile and creative future.

### The future

Conceive with AI. ChatGPT is being used as a tool for advice, tips and affirmations during pregnancy journeys.

### Stat of the week

Have a pint at your local pub in honour of their fallen brethren. A pub a day will close in Britain this year.

### One to listen/study to

Lofi girl goes metal. Bring Me The Horizon released lo-fi versions of their most famous songs.

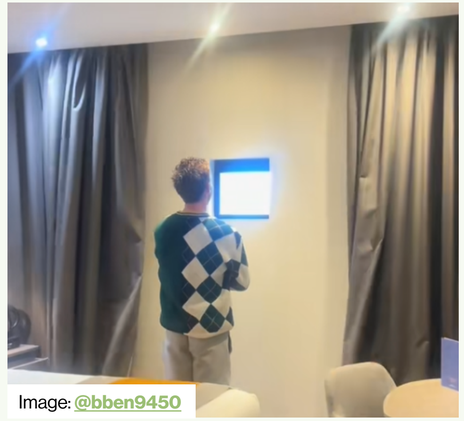


Image: @bben9450

Image: @gooseymanee

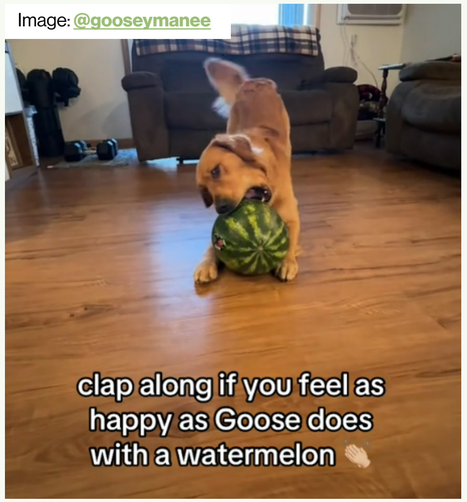






Image: @khamoo.andthegang

# TREND TRACKING

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

## Horse Girls unite!




Image: @1proxisol

Horse girls are galloping to a new obsession: anime horse racing game, **Umamusume**, which features humanoid girls with the traits and abilities of real-life racehorses. In just a few weeks, the mobile game has generated over $6.6M in revenue outside of Japan. Its success can be attributed not only to how entertaining it is to **watch on Twitch**, but also its rapid blow up to a multiverse, with an anime series and collector's cards to boot. The lore has grown so out of control that its developer has had to put **real-life stable etiquette** in place. It's also increased interest in actual horseracing, reviving a heritage industry in a fresh and fun new way for a younger generation, which can serve as inspiration for other industries facing a demographic relevance challenge.

***Trend: Kidults***

## Justice for Tiny Chef




Image: The Tiny Chef Show

ICYMI, Tiny Chef **has been saved** from an untimely demise!!! The adorably comforting cooking creator, which has won over millions of fans on social, recently announced his Nickelodeon show had been cancelled. The internet rose up to Tiny Chef's **heartbreaking video announcement** (grab your tissues) in its millions – highlighting the power of the fandom. Petitions were **created**, #savetinychef **videos** were posted, celebrities like Florence Pugh and Dionne Warwick got on board and eventually, Nickelodeon caved and Tiny Chef got his show back. It's a masterclass in crisis management – an emotionally charged video posted from Tiny Chef highlights the power of creators to bypass traditional distribution outlets and make appeals to fans in a way previously impossible. Tiny Chef could come out of this like a phoenix rising from the ashes!

***Trend: Comfort creators / fandoms***

## Britain's TV identity crisis



Image: Pexels

UK broadcasters are increasingly being **priced out** of the Netflix-fuelled golden age of big-budget drama, leading producers to take the edge off British-coded content and dilute it into something more commercially viable. According to **Canvas8**, despite the success of shows like *Bridgerton* and *Peppa Pig*, "as platforms like Netflix chase mass appeal, British shows risk becoming 'Disneyfied' – stripped of nuance, grit and local flavour in favour of glossy, export-ready content." Dr. Laura Minor, lecturer at the University of Salford, **said** British TV is losing its domestic sovereignty, with shows like *The Rig* following global disaster-thriller formulas rather than regional, nuanced storytelling. We recently wrote about the Britcore phenomenon, when the world fell in love with the country's quirks. With more people seeking out **niche streamers**, could this offer salvation for British content on the international screen?

***Trend: Britcore***

This week's long read

# FANDOMS ON FILM

## Creative spectacles and unplanned moments take the spotlight in campaign playbooks

Movie marketing is a full-blown performance before you even step foot into a cinema. It's no longer normal to just watch the movie – studios are inviting us to literally step *inside* them. In our always-on, fandom frenzy world, blockbuster budgets are big... and we mean big.

"Big" like hitting the ultimate millennial rewind button by **hosting a live concert** for *Freaky Friday*'s iconic fictional band Pink Slip in the heart of Disneyland, CA. Or, "big", like an 11ft tall, **hyper realistic Superman** figure suspended on top of The Shard plunging fans straight into the DC universe just by looking up – literally bringing the **movie's tag line** to life. Proving that by building experiences and immersing fans into cinematic universes, engagement and emotional investment soars.

These creative spectacles set the stage for the unplanned, authentic and meme-worthy moments that fans really fall in love with. Take the *Wicked* press tour for example. '**Holding space**' broke the internet after a four-minute junket went viral reaching an audience completely new to the franchise. In an era where every second is content, a spontaneous joke, genuine exchange (**Dakota, Chris and Pedro** = a match made in heaven), or viral looks (**Jonathan Bailey's glasses**, anyone?) speak directly to fandom communities by humanising the cast and sparking conversation, as well as inviting fans to recreate the moments themselves.

Let's be honest. Getting people to actually go to the cinema – and not wait for streaming platforms to be updated - is no easy task. Like all industries, movie makers are competing for attention against more convenient options. They're pulling out all the stops, investing time (and a lot of resource!) into creative campaigns that strike a chord with the fandoms.

Why? Because the opportunity goes beyond ticket sales, they're emotionally engaging fans (new and hardcore alike) with the film even after the credits finish rolling. Don't just take our word for it! **David Kapur**, Founder of elevenfiftyfive, said: "The power of fandoms reaches far beyond the borderlines of strategy" and these moments, big and small, are allowing fandoms to drive **the film industry**, helping it bounce back from the effects still felt from the pandemic.

The new playbook for campaigns is here and it blends creative experiential spectacles with real, unscripted human connection. Fandoms today aren't just watching - they're feeling, resonating, and building the community they adore. When you invite consumers into the heart of your brand, that's when campaigns become truly unforgettable.

## Weber Forecast Insight

**By immersing fans into their world, brands are seeing deeper and more meaningful relationships with their target audience. Regardless of what industry you are in, agility and creativity are a must. Strategies should allow for the unknown as you can't predict when one unassuming moment could snowball into a 'break-the-internet' viral sensation that you need to be ready to jump on.**

### The positive power of film fandoms in marketing

In a polarising media ecosystem fandoms are a vital way for brands to raise awareness amongst mass audiences.

Creative Brief

Image: @entertainmenttonight







Image: @disneystudios

# 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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