THE WEBER FORECAST

WEEKLY TRENDS REPORT

Friday 01 August 2025



Pictured: Pexels/Unsplash

THIS WEEK'S FORECAST

THE WEBER FORECAST

Micro trend — Macro trend

Difficult to action

Easy to action

- ‘Good jeans’
- The war on porn
- Childhood summer
- Craving community
- 2009 Fall
- MoviePublicityTok

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 **backflip fail** that can be felt through the screen.

Meltmaxxing, derp face 2.0.

ICYMI

The Lionesses triumph, again! Women's England football team **returns home as champions**.

The '**good jeans**' ad goes right but not in a good way.

Phrase of the week

"The war on porn". The **age-checked internet** in the UK. And adult games **are being removed** from Steam and Itch.io.

Digi updates

The **women's dating safety app, Tea**, got hacked twice.

The **cure for our internet addiction**? The influx of AI slop. Thanks, we can finally touch grass!

What we're loving

Gwyneth Paltrow becomes a **temporary spokesperson at Astronomer**. We still have no clue what they do.

The dead mall being revitalised by local businesses.

Rising trend

Make a statement without uttering a word. **Merch is having a moment** in pop culture.

Weekly doses of cute

Bookstore pets, the **over 40s WNBA dance team**, **a cat's night schedule** and a **Jeff2 holiday**.

Established trends

Blink and you missed it. Investors rallied and **gambled on meme retail stocks**.

What happens when you **give a young person $100**? They'll purchase something that would make them feel happy.

On our radar

- King of the Hill S14 – 04 August
- Weapons – 08 August
  Freakier Friday – 08 August
- Ethel Cain: Willoughby Tucker, I'll Always Love You – 08 August
- Mafia: The Old Country – 08 August

Insights of the week

Literature books in classrooms **haven't changed in the last 30 years**. Even teachers are tired of *The Great Gatsby*.

The **terrifying childhood disorder** that stops children from wanting to eat (disclaimer: sensitive topic).

Tea of the week

***South Park* launches an unapologetic critique** against its parent company and the President.

The future

Plastic surgeons are **using cadavers to practice** new beauty techniques.

Stats of the week

64% of 25-to-34-year-olds say they would use weight loss jabs if they were free on the NHS.

Myth busting. The **right number of steps a day** isn't 10,000 but 7,000.

Shoes to watch

Throw out your loafers, the next big shoes are **Jazz shoes**, **ghillie dance shoes** and **flip flops**?



Image: **@coach.rac**



Image: **@jeffgoldblum**



Image: @rat.sack4

TREND TRACKING

THE WEBER FORECAST

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

MoviePublicityTok



Image: **@warnerbrosuk**

Traditional press junkets to promote films are becoming a thing of the past as made-for-social clips become the new standard. The latest *Superman* film is case in point. Instead of opting for a long-form, sit-down interview, the film's star, David Corenswet, was introduced to audiences through wholesome, **earnest snippets** engineered to go viral and cast the star as the latest "internet boyfriend". As said by **The Guardian**, it's "a deliberate dumbing down...There's a very strong chance that your children primarily know who Martin Scorsese is because he acts like a cutely bewildered old man on his daughter's TikTok. You know what? It'll all be so much less painful if we just submit to this. This is simply how movies are promoted."

Trend: Fandoms on film

2009 Fall

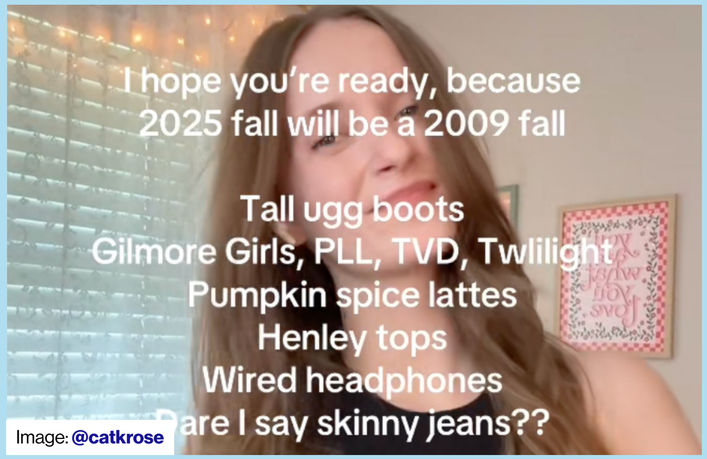


Image: **@catkrose**

Get ready to rewind. Summer isn't over yet but after the fever dream that was Brat Summer 2024, the stakes are high. Described as everything from Wealth Gap Summer to Yearning Summer, the introspective and downcast mood is paving the way for a nostalgic, comforting and healing autumn. Enter **2009 Fall**. Pinterest boards filled with Henley tops, tall Ugg boots, wired headphones and Aria Montgomery. Depop searches for Hervé Léger **spiked** by 3,502% last month and teens are **desperately hunting** for Hollister's aughts-inspired collection. **Taylor Swift** has started to appear in more carousels. This isn't groundbreaking; nostalgia spikes in autumn every year. In fact, back in 2009 the NYT declared that **warm and fuzzy** had made a comeback. Yet in 2025, it's started earlier than before. If you need us, we'll be untangling our wired headphones.

Trend: Comfort creators

Craving community



Image: **@DanBoermanOfficial**

In a world of endless screens, people are flocking to quirky real-life events just to feel they belong. These gatherings go viral, with comment sections online quickly turning into a digital town square, with the top comments being, "the people crave community". This isn't just fun and games, it signals a real crisis of connection today. Whether it's **folding sheets**, **snatching wigs**, or **competitive litter picking**, people want shared, genuine experiences – and bonus points for absurdity. For brands and creators, it's a prime chance to celebrate real togetherness and the joy of gathering, no matter how odd.

Trend alert: The crisis of community

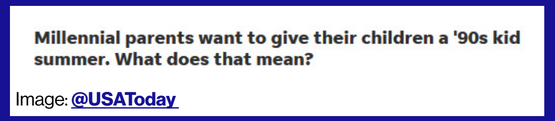


Image: @USAToday

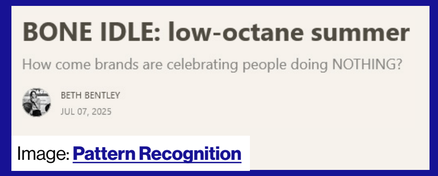


Image: Pattern Recognition

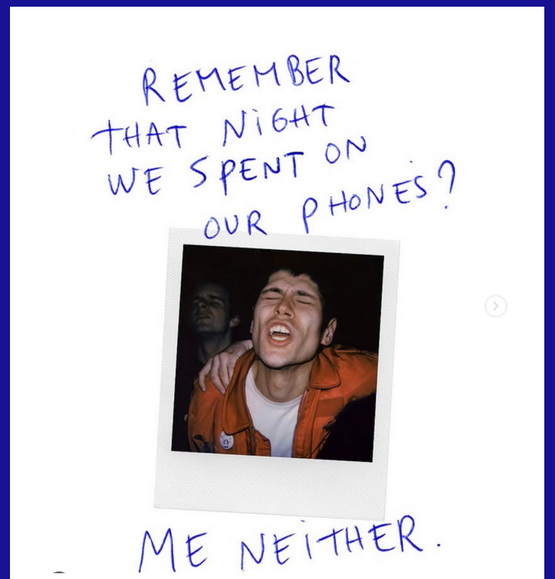


Image:@polaroid



Image: @AmilNiazi

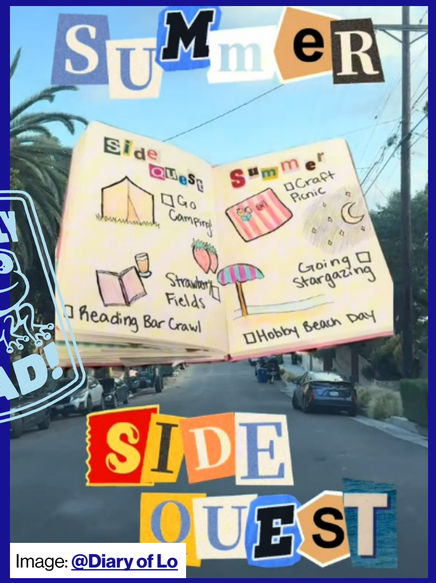


Image: @Diary of Lo



Image: @samantha.home.aesthetic

This week's long read

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CHILDHOOD SUMMER

Summer camp is *camp*

Nobody panic, but we're more than halfway through summer. And everywhere you look, grown adults are chasing a feeling – somewhere between summer break roaming around, ice cream trucks and hiding from their inbox in a kiddie pool (no, just us?).

We're sharing Summer Bucket Lists written in gel pen. Binge watching *The Summer I Turned Pretty*. Parents are giving their kids a **feral 90s summer**. It's part recession indicator – dealing with the realities of **Wealth-Gap Summer** – part anti-hustle culture in full action. Because somewhere between maximising holiday days and self-care spreadsheets, we forgot rest shouldn't feel like work.

Brands are catching on too and celebrating the art of doing nothing. **Best Western** is encouraging travellers to "do nothing because it's kind of everything". **Polaroid** is celebrating an analogue summer.

No, we don't get ten weeks off anymore, but we can channel our inner ten-year old. So run barefoot. Dance through a sprinkler. Go play with a juice box in hand. It might just heal you.

Weber Forecast Insight

Aspiration is the foundation of marketing. But in 2025, aspiration looks a whole lot like nothing. Give people permission to just be, slow down and unplug by creating moments of stillness and presence. It'll win you emotional relevance over performative pressure.

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

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