THE WEBER FORECAST

WEEKLY TRENDS REPORT

Friday 15 August 2025



THIS WEEK'S FORECAST

THE WEBER FORECAST

Micro trend — Macro trend

Difficult to action

Easy to action

- Wplace
- And the award for best awards show...
- Banksying
- In the heart of the cards
- Hamilton's 10-year anniversary
- There's been a youthquake

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

'Alexander come back to sleep'. **Dressing up as Hamilton** and escaping for its 10-year anniversary.

TikTok editors are on another level. The ***Creed* editing style** has taken over **the editing community**.

ICYMI

Still looking for a summer haircut? The **Ibiza Final Boss** has the perfect 'do'.

Demi Lovato and the Jonas brothers reunite on stage for a *Camp Rock* duet. Our 8-year-old self is finally at peace.

Phrase of the week

"**The Spaghett**". A cocktail made from a splash of Aperol and cheap beer. Orders for the cheap alternative are up 1000% since 2022.

Tea of the week

The **sex toy throwing incidents** at WNBA games.

What we're loving

Celine Song's thoughtful response to a review of *The Materialists.*

Zoom into your favourite city and see pixel art **on Wplace**. We recommend **zooming into São Paulo**, it's a capsule of internet memes and fandoms.

Established trends

Accept our GCal for a hangout. College students are **scheduling literally everything on Google Calendar**.

Boomers love AI slop a little too much. 1 in 10 fastest growing **YouTube channels in July** posted AI content.

Digi updates

Time to go dark. The safety concerns around **Instagram Map**.

ChatGPT-5 is out but some users miss the chatty GPT-4. No more falling in love with your chatbot.

On our radar

Peacemaker S2 – 22 August

Eddington – 22 August

Deftones: private music – 22 August
Laufey: A Matter Of Time – 22 August
Mac DeMarco: Guitar – 22 August

Insights of the week

How **much should plastic surgery cost**? The wildly different prices around the world.

Pay to win? The growing coaching market: **rush coaching** and **career coaches**.

Weekly doses of cute

Who made my matcha? Felt fish & chips, **Kenny's paintings** and **mini horse therapy**.

The future

The dystopian funeral for a Claude AI model.

Rising trends

Restaurants are turning up the heat by collectively **adding 76 new spicy items** to appeal to young diners.

Heart-Felt comedy. **Ventriloquism's popularity** is booming.

Stat of the week

72% of young adults are taking action to improve their financial health, with half not spending any money on dates.

One to listen

Taylor Swift used her BF's podcast to announce her new album. No heartbreak this time.



Image: **@zerosixwestibiza**



Image: **@ddlovato**

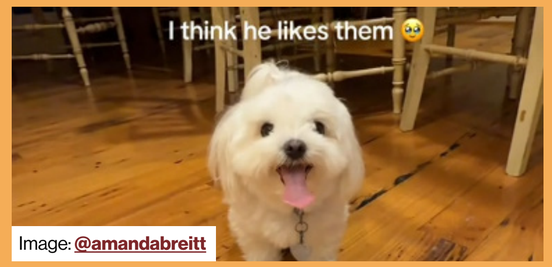


Image: **@amandabreitt**



Image: **@sydwingold**

TREND TRACKING

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

And the award for best awards show...



Image: @mattrogerstho

Awards shows have been on the wane for years; viewers of the latest Oscars dropped 8% YoY. But could an unhinged saviour be rising from the ashes to reignite interest? The **Las Culturistas Culture Awards** – from the eponymous podcast – took place last week, where A-listers accepted awards like The Creatine Award for Straight Male Excellence and The Eva Longoria Award for Tiny Woman, Huge Impact. It was filled with satire, surrealism and SNL star Bowen Yang, along with guests including Jeff Goldblum and Ben Platt – who may or may not have delivered the **song of the summer** in the nick of time with his cover of Diet Pepsi. It delivers what audiences crave – true entertainment, memorable moments and offbeat humour that just hits right. It was essentially one long bit.

Trend: So deeply unserious

Banksying



Image: @DatingRat

Modern romance rule #1: always expect the plot twist. In today's dating economy, emotional exits are getting a rebrand. **Banksying**: quietly planning your breakup for weeks, then **pulling the trigger without warning**, is the latest trend reshaping Gen Z romance. With **53% of singles feeling dating burnout** and 76% ghosting or being ghosted, it's clear romance has been swapped for some serious strategy. Dating apps, TikTok "**relationship experts**," and online echo chambers have turned love into a war game. Forget candlelit dinners, today's dating scene is more Hunger Games than rom-com. **May the odds be ever in your DMs.**

Trend: Disappointing dating

There's been a youthquake



Image: @chloeabeth4545

Digital fluency meets inheritance: the young are about to **flex like never before**. Gen Z is about to inherit a jaw-dropping $36 trillion in the next five years and **$74 trillion by 2040**, the biggest wealth hand-off in history. Add Gen Alpha to the mix (8–14-year-olds are influencing **42% of household spend and dropping $101B of their own cash annually)**, and you've got a youthquake shaking the economy. These kids aren't just buying sneakers; **they're steering vacations**, menus, and even charity donations. A good example of why it's important for brands to be fluent in this **audience's language** and on top of cultural trends.

Trend: The role reversal

Catch 'em all! How Pokémon cards came to fetch millions

Image: Financial Times



Image:@elocin712



Image: @norelaxshop

A Pokémon fan got the Pope to sign his Popplio card

Image: Polygon



Image: traderjons.tcg



Image: @ReptileCake



This week's long read

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IN THE HEART OF THE CARDS

You've activated my trap card! Memory of Childhood!

Fuelled by fandom, collaborations, rich lore and a huge online/offline community, trading card games (TCGs) have become a global, multimillion dollar phenomenon.

Pokémon leads the pack, growing **3,261% over 20 years**. It's the **highest grossing media franchise** for two reasons: nostalgia and choice. There's over 1,000 different types of Pokémon (Tepig 4 life), meaning at least one **Mimikyu** fan. The affordable card packs create low stakes bets of adding a new piece to your collection or a **return in investment**.

Meanwhile, Magic the Gathering, original king of TCG with its legendary **Black Lotus**, has stayed relevant with collaborative card sets like Final Fantasy, which raked in **$200 million in one day** (compared to the last *Lord of the Rings* set which took six months to reach that milestone).

If reading this has left you shaking your head at the sheer numbers behind collecting cardboard, we're here to tell you that it's more than that. It's the ritual and community of **opening packs**, **battling**, **PSA card grading** and card shows - the latter of which are full of independent vendors selling and swapping rare and unique cards. Some are content creators documenting the art of the deal. But the best part? **The joy on the buyer's face**.

Trading card games aren't just for men. Many play or attend events **as a family** or **as a couple**. Just try to **avoid the scalpers**, they're scary.

Culture is having a major collectable moment and if **McDonald's** and a **random Japanese town** are in on it, you know it's big. Have a rummage in your attic, you might find your retirement plan or a fun new hobby.

Weber Forecast Insight



Loot boxes, blind boxes and card packs are fuelling the desire to be surprised. In an era where the unexpected is a rarity, the thrill of a unique item is unmatched. Catching 'em all has never been this relevant.

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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