THE WEBER FORECAST

WEEKLY TRENDS REPORT

Friday 25 July 2025



Pictured: Unsplash

THIS WEEK'S FORECAST

THE WEBER FORECAST

Micro trend — Macro trend

Difficult to action

Easy to action

Kiss cam gate

Gen Z etiquette myths

Mysticism on the up

Kindness is punk rock

Dance recession

It's serving courtside

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

VERY INTERESTING

This week's dates & microtrends

TikTok trends

Maybe kindness is the new punk rock. We all feel **what hope is** again after *Superman*.

Weight a minute, gotta pop to the loo. The **weighted vest walk** and **bathroom camping**.

ICYMI

In a blow to the dying late night show, ***The Late Show with Stephen Colbert*** is cancelled.

Half a million people on holiday together. **IShowSpeed's livestreamed Europe tour** is giving a major boost to tourism in smaller countries.

Phrase of the week

"**Meet the Normans**". The next evolution of the hipster. Just imagine the full male cast from *The Bear* as one person.

Digi updates

Imagine *Love is Blind* but blocky. Roblox will soon have a 21+ **dating platform**.

Elderly tourists are falling for AI made videos for **non-existent tourist attractions**.

What we're loving

Jake the Rizzbot, a cowboy hat-wearing robot running about shouting brainrot.

¡Qué bonito! Bad Bunny's residency in Puerto Rico is giving **us major FOMO.**

Rising trends

All in the vibe. The rise of **zoomed in paintings with neon lettering** on book covers.

Pay with your facecard. An **app for hot people** to get free hard-to-get experiences.

On our radar

The Naked Gun – 01 August
The Bad Guys 2 – 01 August

Reneé Rapp: Bite Me – 01 August



Image: **thelateshowwithStephenColbert**


Image: **@beakelly**


Image: **@bonemuseum**

Weekly doses of cute

Krypto lookalike contest, **Bone Jovi**, the bone museum cat and **Chonkus Maximus**.

Established trends

All smoke, no mirrors. **Big tobacco is targeting** young people in virtual spaces.

We will rock you, again? **Rock is making a comeback**.

Dating insights of the week

'**Heterofatalism**'; women are fed up with dating men, Gen Z don't trust **AI dating features** and Tinder releases official **Double Dates**.

Tea of the week

In defence of **Gen Z etiquette myths**. Was it all a psyop from the boomers?

The future

UK voting age to be lowered to 16 for the next general election. Go vote after your GCSEs.

Stats of the week

5.7 vapes are thrown away ever second. Is that watermelon flavoured vapour worth it?

ChatGPT users send **2.5 billion prompts a day** and **72% of US teens** have used AI companions at least once.

One to watch

***The Legend of Zelda* live action movie** cast their two main leads. Will Link finally speak? Or will his sword do all the talking.

TREND TRACKING

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

It's serving courtside

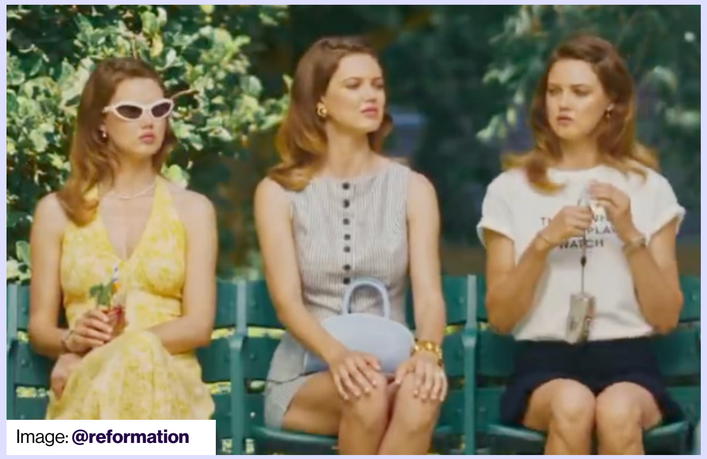


Image: **@reformation**

A new generation of WAGs are turning heads away from the courts and towards the courtside, if **this year's Wimbledon** is anything to go on. The New York Times recently **reported** about influencer-partners like **Morgan Riddle** and **Jordyn Woods**, who get as much attention as the athletes they date. Fashion and beauty brands are taking notice, with Reformation **launching** a courtside collection that explicitly targets spectators, not players, with the tagline "Those who can't play, watch" – proving the sidelines are becoming prime real estate for influencer visibility and brand storytelling.

Trend: The modern WAG

Kiss cam gate

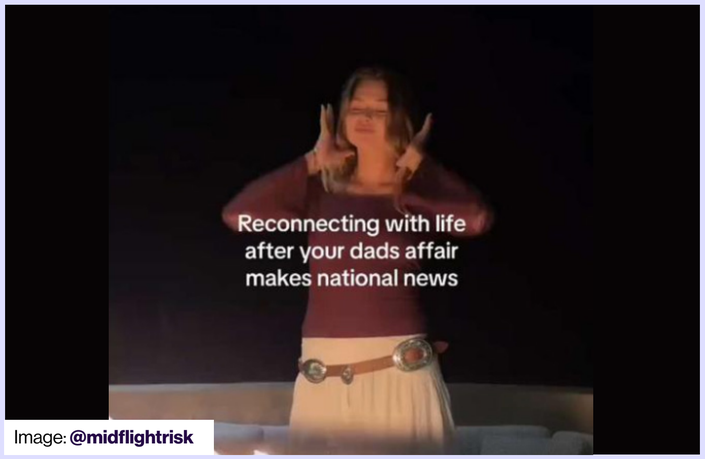


Image: **@midflightrisk**

We won't dwell too much on the infamous Coldplay kiss cam incident, but the fallout has been fascinating to watch **pan out**. So far, "one influencer's account has incorrectly claimed to be the CEO's daughter, newspapers have asked about its implications for the 'surveillance state', a video game has been made and brands have used the moment to sell everything from flights to movies" – leading questions to be asked about the ethicality of brands wading in. The virality of the mishap speaks to the way we use the internet now and the **detective-style** appeal of shaming online, while simultaneously heightening everyone's fear of becoming content. Still, the new Astronomer CEO has admitted the upside, **saying** that thanks to the incident, the company is now a "household name". So at least there's that.

Trend: Panopticontent

Mysticism on the up



Image: **@tourz.china**

Spiritualism is on the up in times of instability, as stressed-out people seek comfort in the divine. Lorde was recently spotted getting her **aura read**, leading to an uptick in interest in the practice that involves snapping a picture and analysing the colours to assess your vibe. The spiritual economy is also growing in China, where a growing number of **fortune telling bars** welcome anxious customers pairing cocktails with spiritual salvation. Cece, an astrology app, has been downloaded more than 100M times in the country. In **Thailand**, where mysticism thrives, young people are turning to AI as proxy fortune tellers, also known as "Mor Doo," meaning "doctors who see" – a practice that dates back centuries in the country.

Trend: Seeking meaning



Image: @oh141_

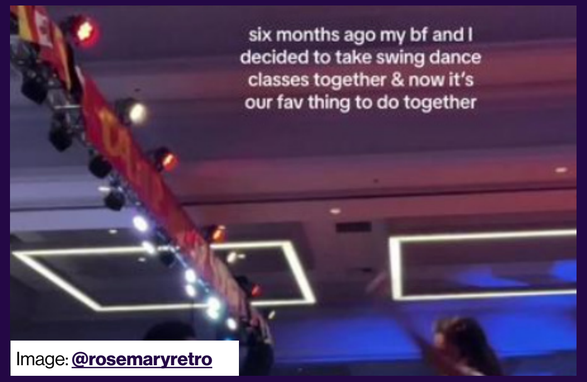


Image: @rosemaryretro

Death of the two-step: how old school dancing became Gen Z's favourite night out

Image: TimeOut

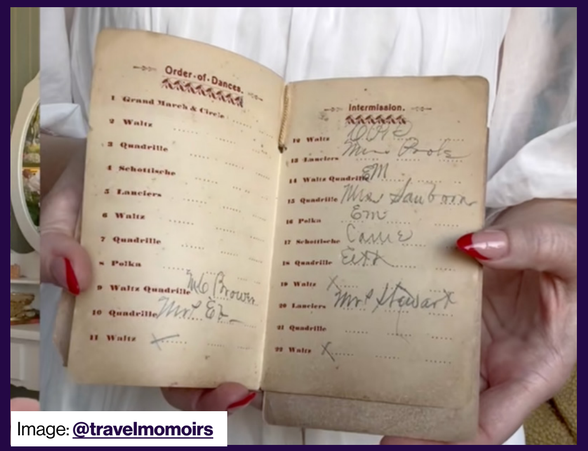


Image: @travelmomoirs

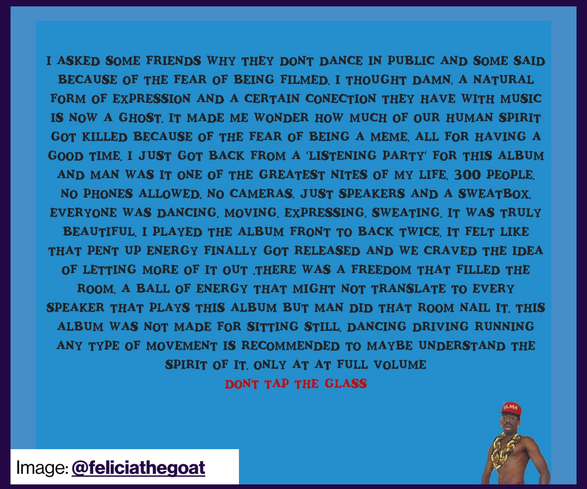
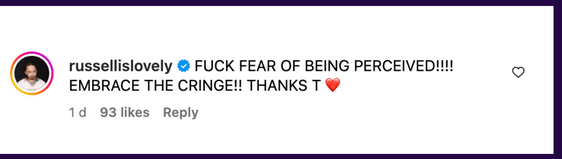


Image: @feliciathegoat



Weber Forecast Insight

It might sound counterproductive, but the brands designing environments and experiences made to *not* be shared are the ones resonating in a world that doesn't like to be perceived. Dance is emotional, freeing and human – the opportunity lies in facilitating connection through shared physical expression, not capturing it. Tap into nostalgia and remix culture and create unserious ways for people to let loose.

This week's long read

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DANCE RECESSION

The world needs its groove back

When did you last dance? If you struggle to remember, you're not alone. Just 8% of adults in the UK and **US** danced recently, with dance participation **dropping by half** since 1997.

Surveillance culture means we're more likely to watch others dance in their homes on TikTok while our own bodies gather dust. Tyler, the Creator just launched his new album with a **plea for dancing in public**, citing his no-phone listening party as a safe space to move. With 1.5M+ likes, it's clearly hit a nerve.

There are signs of life. Dance-centric experiences are on the up around the world. Because dancing is expected, people are more likely to partake without fear of being filmed. As one organiser **said**, "Following a dance is the opposite of being free, unlike raves or parties where you're moving on your own. Here, it doesn't matter what you look like when you're dancing because everyone else is doing it too."

In South Korea, **K-swing**, inspired by dance forms created by Black Americans a century ago, is flowering. Seoul now has around 10 clubs dedicated full-time to swing and Lindy Hop. New York has none.

Northern Soul **nights** in England have been touted as the **new under-30s club night**. With an unserious, welcoming atmosphere, rare vinyl tracks and a well-defined aesthetic, it's got all the hallmarks of a Gen Z hit. As country music continues to dominate global playlists, there's been a rootin' tootin' rise of **line dancing parties** filled with rhinestone cowboy boots, leather chaps and Chappell Roan tunes, with many part of the glitter-soaked LGBTQ+ scene that includes **Bonanza**.

Partner dancing is also having a revival. In Scotland, sellout techno ceilidhs like **Hotland Fling** attract diverse crowds young and old eager to blend traditional dance with modern rave culture. In London, **barn dancing** has become a mild phenomenon (not on our 2025 bingo card!).

Looking back to the 17th-19th centuries, dancing was dating and women even filled "**dance cards**" with preferred partners. As people tire of swiping, maybe it's time to bring back the real thing?

Whatever the motive, joy is the constant – and collective dance has always had roots in joy – lifting people out of hard times if only for a moment. Major studies now suggest **dancing may be as effective as antidepressants** for treating depression.

In the words of Kool and the Gang, **let's go dancing**!

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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