


**Pictured:** Pexels

THE WEBER FORECAST

# WEEKLY TRENDS REPORT

Friday 31 October 2025

# THIS WEEK'S FORECAST

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Micro trend — Macro trend

Difficult to action

Easy to action

- Useless lists
- Cycle breaking
- Home is where the Hub Son is
- Appstinence
- Hot girl hobbies
- Big engagement rings

## 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

Gaming the TikTok algorithm with **useless lists**.

**The beef between Sombr** and his fans.

### ICYMI

Entering a whole new world. Inside the **eye of Hurricane Melissa**.

**Vogue World 2025 went into the Hollywood archives**. Some looks ate but some didn't.

### Phrase of the week

"**Goon Squad**". A thorough investigation in the world of "gooners". Enter if you dare.

### Digi updates

OpenAI launches **Atlas, an AI powered browser**. We'll stick to Firefox, thanks.

Remember when teachers would say don't trust Wikipedia? **Definitely don't trust Grokipedia**.

### What we're loving

The best way to get your photo taken. A new **museum in NYC dedicated to photobooths**.

### Tea of the week

**$2 Billion was wiped** from the *Counter Strike Global Offensive* cosmetic skins market after the latest update. Always bet on red.

### Established trends

**Credit card companies are all vying** for the affluent, young person with unique experience. We're not affluent, but can we come?

Sneakers are **struggling with an identity crisis**. More **Spongebob shoes** please and **less Kirkland SBs**.

### Insights of the week

Brands are jumping on the **AI hate bandwagon**.

**The fear of being filmed** is putting men off from dating.

## On our radar

- Predator: Badlands – 07 November
  Die My Love – 07 November
- Pluribus – 07 November
- Rosalía: Lux – 07 November

### Weekly doses of cute

**Samantha the most stylish hound**, the **telling your cat a joke trend**, **Puss in Boots IRL**.

### Rising trends

Saying 'I do' with a boulder on your finger. **Big engagement rings** are all the rage.

Some women are taking **huge amounts of testosterone** to reinvigorate themselves.

### The future

**Electric cars are becoming like smartphones**, having to replace them every couple of iterations.

### Stat of the week

In 2024, nearly **three out of every four** restaurant orders were not eaten in a restaurant.

Is everyone using a VPN? **UK traffic to porn sites drop** by a third after verification rules.

### One to watch

The growing reliance on **using AI for health advice**.



Image: **@Sunkittencats**


Image: **@afghanhoundinthecity**


Image: **@Voguemagazine**

# TREND TRACKING

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

## 'Appstinence'



Image: @tffanyng

IKEA made a **tiny bed for your phone**. Yes, your phone. Genius? Absolutely. Tucking your screen addiction into bed is a great way to ritualise switching off. Where do we think IKEA got the insight? Well, Gen Z are staging **anti-tech rallies**, celebrating "**appstinence**," converting rotary phones into Bluetooth devices, **chaining iPhones to walls** and **DIY-ing phone docks**. Basically, anything to avoid their notifications. IKEA just made it a little bit more whimsical. Ultimately, Gen Z don't want to give up their phone, they just don't want it to consume them. Now what colour duvet cover shall we get for our iPhone?

***Trend: Luddite youth***

## Cycle Breaking

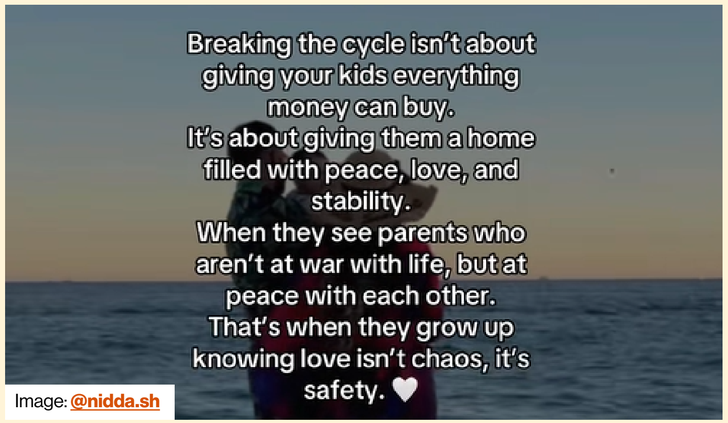



Image: @nidda.sh

Every few months a new parenting style pops up, from Authoritative to Free Range. But strict routines can often lead to burn out. Now? Gen Z are done with the rules, they're going hybrid. **Four out of five** Gen Z parents agree that there is no "one size fits all" anymore, it all depends on your kid and your own sanity. Which opens the door to new popular parenting type number two: **cycle breaking** parenting. Gen Z are looking to heal **their own trauma** by not repeating patterns from their own parents. Whether you are blending styles or full on **breaking the cycle**, let's hope it works in your favour.

***Trend: Pobodys nerfect***

## Hot Girl Hobbies



Image: @hotgirlshobbies

Step aside hot girl summer, it's time for hot girl hobbies. The conversation is telling us that yes, it is okay to call watching *Real Housewives* a hobby, but if you want to step away from screens and experience something new, something that can bring you joy and **benefit you**, that's a hot girl hobby. From the **rise of birding** to being encouraged to **play the ukulele** or **creating pottery** with pals to our current obsession - **diamond painting**, there is no end to what hot girl hobby you can pick up this winter. **Diamond Mona Lisa**? I'd like to see you try and steal that...

***Trend: Nostalgic hobbies***

This week's long read

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# HOME IS WHERE THE HUB SON IS

## Why slow living and domesticity are the new status symbols

Domestic life is getting a makeover in 2025 and this time it's not courtesy of the Trad Wives. Enter the **Trad Sons**: a new wave of young men unapologetically embracing domesticity, moving back in with their parents, and proving housework is the new flex.

Documenting their lives as "Hub Sons" or "Trad Sons" **on social media**, they're moving back in with their parents, **embracing domestic responsibilities** and challenging outdated notions of masculinity. Online, they're featuring everything from sourdough baking tutorials to garden care vlogs, rebranding mundane tasks as aspirational.

Rising living costs and a **tough job market** have pushed 1.5 million more adults under 35 to live with their parents compared to a decade ago, with **young men** being more likely to reside with their parents than women. Yet, Trad Sons are flipping this necessity into an ambitious lifestyle that's redefining what independence looks like.

The shift isn't limited to single men. Married men, or "**Trad Husbands**", are also stepping up their household game. In the U.S., men are spending **75% more time cooking** than they did two decades ago. COVID-19 may have been the tipping point, forcing households to reexamine how chores are divided and apparently, some of that progress seems to be sticking.

The allure of the Trad Son and Trad Husband movement lies in its rejection of hustle culture and toxic burnout. Instead, they're finding comfort in slow living, family time and perfecting a hoovering technique we'd die for.




TikTok: **@nypost**



Image: **Pexels**

**Trad Wives, Move Over. Trad Sons Are the New Homesteading Influencers.**

Image: **Vanity Fair**

## Weber Forecast Insight

**Trad Sons and Trad Husbands represent a shift in how men engage with modern life, blending domestic roles with creativity and practicality. This opens opportunities for brands across categories, including home goods, wellness, DIY, food and even lifestyle tech, to tap into their values. Messaging that celebrates self-sufficiency, craftsmanship and slow living will resonate strongly.**

# 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:** Pexels

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