THE WEBER FORECAST

WEEKLY TRENDS REPORT

Friday 13 November 2026



Pictured: Adobe Stock / AI / Editing

THIS WEEK'S FORECAST

THE WEBER FORECAST

VERY INTERESTING

Micro trend — Macro trend

Difficult to action

Easy to action

WhimZ

Coppertok

Build Your Own Brain Gym

Tuscan Mom Invasion

Landfillmaxxing

Pilates Princes

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

SO HOT RIGHT NOW

This week's dates & microtrends

TikTok trends

Conformity Gate 2 ended up actually being a ***Stranger Things* spin-off** and a **headphones ad**.

Chicago come together to **push the bean**. **Free the person inside**!

ICYMI

We fell to our knees in our LCS. **James Gunn gets kicked out from DC**. RIP DCU again.

Skims advent calendar fail and the cute **Burger King advent calendar**.

Phrase of the week

"**WhimZ**" Gen Z's version of Millennial optimism.

Digi updates

Match.com, parent of Tinder and Hinge **moves away from AI** and Google threatens to **turn itself off for schools that ban AI**.

The New York Times in talks **to buy Letterboxd**.

4.1 stars. Better than a data hoarding conglomerate.

Tea of the week

The Trillion-dollar scandal. Jensen Huang, face of Nvidia, had an affair with alleged Chinese spy.

What we're loving

The **Wendy's JRPG actually looks good**? Made by humans for humans.

Established trends

Looking good = running faster, Luxury brands **went all in on Diwali**, **remember iTunes**?, and the **2010's is in**.

Insights of the week

The viral article about **New Jeans' K-pop contract** and the story of how **Jontay Porter was failed by the sports betting** world.

Interview with **male peptide users** and the teens **taking cancer drugs to get taller**.

Swiss bank accounts have regained their high-status and the rich families building facilities to **keep their children home for longer**.

On our radar

You Can See Everything - 20 Nov
Hunger Games: Sunrise on the Reaping - 20 Nov

Yellowjackets S4 - 20 Nov
Percy Jackson and the Olympians S3 - 20 Nov

Grand Theft Auto VI: The Album – 20 Nov

League of Legends Worlds Final - 14 Nov
GTA VI - 19 Nov

Weekly doses of cute

Mundane costumes, **corgi escaper**, **puking candy gnome**, **toilet kid**, **stutter practise**, **Cunk's Letterboxd** and **boots on the ground journalism**.

Rising trends

The NYC kids are hustling, and the **teens of America are getting better**.

The invasion of **"Tuscan moms" at Cheesecake factory**. We would kill for a cheesecake rn.

The future

Goodbye hunk of junk. Tesla to **stop production of the cybertruck in 2027**.

Literally *1984*. The **psychological impact of constant surveillance** on children and their parents.

Stat of the week

UK's **top Deliveroo order was 2kg ice cubes**? And Glasgow made the top 4! With Morrisons Mango sorbet...

Ones to watch

Coachella 2027, **Skarsgård on Quinn**, ***GTA VI* fest**, **Dipsgiving**, **MLB's rebrand**, ***Charlie Brown's* new special**, **Met Gala's theme** and ***Twilight* show**.



Image: @thenikolejackson

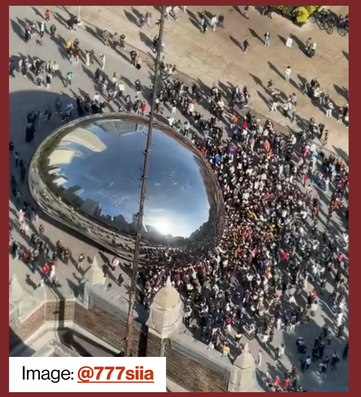

Image: @777siia


Image: @tryquinn

TREND TRACKING

THE WEBER FORECAST

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

TIK TOK TRENDS

Pilates Princes

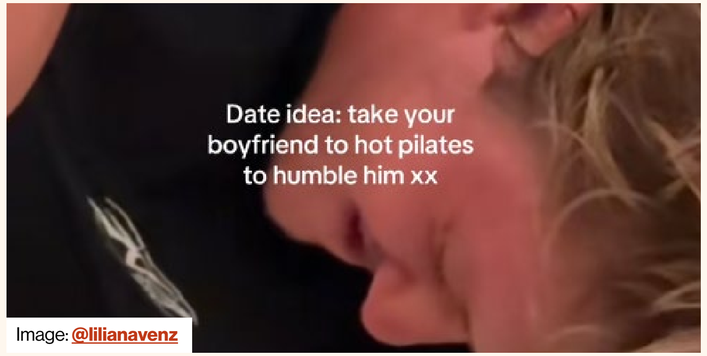


Image: @lilianavenz

There's been a huge rise in men taking part in Pilates classes. A rarity just a few years ago, now **a third of bookings** are made by men, and according to the Health and Fitness Association, jumping from 2 million in 2021 to over 4 million today. High profile sports stars like LeBron and Ronaldo have famously followed routines, and **everyday men** are waxing lyrical about the benefits to flexibility, recovery and overall strength. **Viral videos** of women sharing their gym bro partners bring humbled by Pilates show how the seemingly low impact workout brings an excruciating burn. As said in **the NYT**, "The shift is in line with the less gendered approach to exercise more broadly, said Greta Wagner, the president and chief executive of the Health and Fitness Association. "You see women in the weight room now and you see men in Pilates." And while some studios owners are making them gender neutral, some men say part of the appeal is the aromatherapy and holistic elements to each workout.

Trend: Evolving masculinity

Coppertok



Image: @courtney2291

As confidence in traditional systems of security begins to wobble, a new generation is getting hands-on with the things they own. Earlier this year we saw the cyberdeck trend where young people rebuilt their own computers to their own specs and without the need for Big Tech. The latest is **stripping copper wire** from old appliances, with the metal doubling in price since 2020. You can even buy custom wire strippers on TikTok Shop. Some creators have amassed thousands of views on content like **wire stripping date nights** or **selling the wire** to buy their first home - although results are varied. According to **Canvas8**, "there's something distinctly late-capitalist about it. Even the most mundane forms of labour are being repackaged as entrepreneurial opportunities". In an uncertain future, repair skills, material literacy and the ability to extract value from what's already around us become new forms of currency. The most valuable thing you own might not be the latest technology, but the knowledge of how to take it apart.

Trend: Return to the dark ages

Landfillmaxxing



Image: @upcirclebeauty

The latest -maxxing suffix is one that's exposing the dark side of overconsumption. **Landfillmaxxing** is trending across socials as creators call out the sheer amount of tat that we're exposed to on a daily basis, challenging the idea that we need to own every trending item each season. At a time when holiday occasions are becoming longer and bigger, the emerging counternarrative "refers to the culture of impulsive, trend-driven purchases of clothing, toys, and decor that get thrown away almost as quickly as they are bought. The pressure to keep up with ever-changing trends means most of these purchases end up in a landfill." Hubbub **studied** costumes from UK retailers and estimated around **2,000 tonnes of plastic waste** from a single Halloween season. Creators like **A Lotta Meg** are the next iteration of deinfluencers, reminding people that tat isn't just for Christmas, it's for life.

Trend: Deinfluencing

THE WEBER FORECAST

This week's long read

RISING UP

BUILD YOUR OWN BRAIN GYM

A daily vitamin for your mind

Brain stacking has given 'hitting the books' a modern rebrand. This hot new hobby has been quick to **clutter our feeds**, playing off our desires to not only cut down our screen time, but optimise our lives with structured, stylised routines.

The premise is simple: set a timer, grab a chair, and work your way through a series of analog activities that sharpen your brain and bring you joy. Journalling, reading, and Sudoku puzzles are **common** activities in the brain stacks we see stacking up across the internet. But when it come to building your own stack, the rules are loose - as long as it keeps you off your phone, it's fair game.

Throughout 2026, one thing has become clear: we're **all hungry** for more time offline. The brain stack trend is the logical next step in the **pro-analog** movement that's been grabbing our attention all year. As we continue to wrestle with shrinking attention spans, high screen time, and **brain rot**, people are eager to find new reasons to spend time away from socials and new ways to get a dopamine hit that don't involve doomscrolling.

And with AI **continuing to remove** points of pressure out of our workdays, it's no surprise we've taken to brain stacking so quickly. We're coded to love a good challenge – a brain stack is just one way we're building it back into our lives.



Image: **@hannahanniex**



Image: **@kevaweeva**

The hottest way to digital detox today? Brainstacking

Image: **@voguesg**



Image: **@MandyRulez**

Weber Forecast Insight

Consumers may be hungry for off-screen dopamine – but it isn't enough to just offer an alternative to phones. Instead, play to their desires for wellness and optimisation by putting your brand in the context of a structured, optimised routine they can easily pick up off their feeds and drop into their lives.

BRANDWATCH

THE WEBER FORECAST

Inspiring creative from around the world

Stabilo x Kiko Milano



Image: Stabilo

A match made in highlighter heaven, STABILO and KIKO MILANO have given the classroom classic a beauty makeover with the limited-edition **Lip Mark(er)**. The playful **highlighter format and collectible** appeal make this a collaboration that feels destined for **TikTok feeds** and makeup bags alike. Proof that sometimes the best ideas really do deserve to be highlighted.

Selfridges



Image: @theofficialselfridges

Turning **London's Oxford Street** into a slice of virtual paradise, Rockstar Games and Selfridges have launched an **immersive *Grand Theft Auto VI* pop-up** complete with a working Grotti Cheetah replica, and more than 50 exclusive collectibles. More than a merch drop, it's a masterclass in turning anticipation into experience, bringing one of entertainment's biggest launches into the real world. Who needs a cheat code when you've got a department store takeover?

Dior



Image: @christiandior

For its holiday campaign, Dior enlisted legendary animator Sylvain Chomet and a star-studded cast including Rihanna and Robert Pattinson for **a whimsical short** celebrating the house's heritage. But the real plot twist came after launch, when online AI speculation prompted Chomet to fire back, insisting the film was crafted by artists over **seven months and drawn by hand**. In doing so, the conversation shifted from celebrity cameos to craftsmanship, turning the campaign into a timely defence of human creativity. The film sold Dior's craftsmanship, then ended up proving it.

Kraft



Image: @kraft_macandcheese

Just when you thought Kraft had exhausted every possible mac and cheese variation, the brand has unveiled **Kraft Cinnamon Roll Mac & Cheese**, a sweet-and-savoury mash-up blending classic cheddar sauce with warm cinnamon spices, alongside a fiery Chili Crisp Mac & Cheese. Tapping into the internet's obsession with unexpected food pairings, sometimes the best launch **sparks taste tests** and **online debates**. Kraft's answer to a main and dessert in one!

XBOX



Image: @xbox

If there's one thing XBOX knows, it's that gamers love a flex. To celebrate its 25th anniversary, the gaming company is launching the **Xbox Series X-BITE** - fully functioning console encased inside a giant alligator complete with glowing green eyes and a controller wedged between its jaws. Yes, you read that right. Transforming a **simple social giveaway** into pop-culture theatre its equal parts absurd and shareable – the perfect combination for social feeds. Got to give it to them, this has some bite!

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: Adobe Stock