THE WEBER FORECAST

WEEKLY TRENDS REPORT



Friday 12 June 2026

Pictured: Unsplash/Gemini

THIS WEEK'S FORECAST

THE WEBER FORECAST

Micro trend — Macro trend

Difficult to action

Easy to action

Not wedded to tradition

Internet horror

The lonefluencer

Gemini men

BOObs

Dotcakes

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

THE WEBER FORECAST

FOR YOUR INFO

This week's dates & microtrends

TikTok trend

That's My Why trend. Gen Z is dating after all.

Digi trend

Larptubers are bringing back the 'golden age' of YouTube.

ICYMI

Have you tried a dotcake? The viral sweet treat is also influencing fashion.

Phrases of the week

"The one that got away". Still daydreaming of that person? It could be a problem.

"Wanderlove" – holidays make us more attractive and alluring. We're just sweatier and more irritated.

Tea of the week

This week's internet villain is Gemini men (apols to all affected).

The roof thatching beef.

What we're loving

The Citroen Ami Twitch race. Obsessed!

Established trends

Retro tech isn't slowing down as one filmmaker releases a film straight-to-VHS.

Phoebe Bridgers is the latest celeb to ban phones at gigs.

Insights of the week

Finstas are back but are decidedly less private.

Dad brain is real. D'oh!

Weekly dose of cute

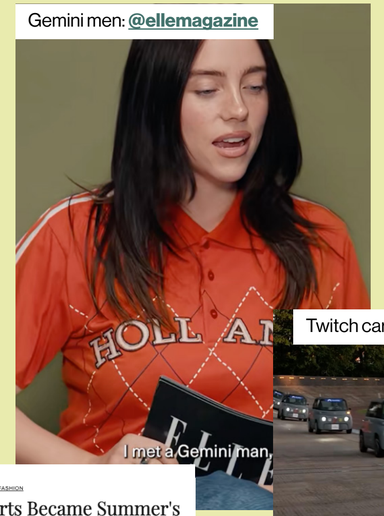
Free coffees to reward responsible drinking.

Dog with a job. TS5 is set to be an emotional one.

On our radar

- The Odyssey – 17 July
- The Legally Blonde prequel, Elle – 1 July
- Madonna, Confessions on a Dancefloor: Part II – 3 July

Gemini men: @ellemagazine



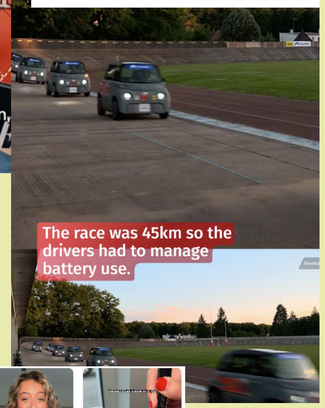
FASHION › SUMMER FASHION

How Surfer-Bro Board Shorts Became Summer's Chicest Trend

From luxury runways to viral Substack newsletters, the trend is swelling.

Marle Claire

Twitch car race: @mothershipsg



Rising trends

Saying "I do" to the bridesmaid proposal

P-Beauty. We're loving the rise of Filipino beauty.

Board shorts are the coolest trend of the summer, with Google searches up 247%. Where our Roxy gals at?

The future

B00bs are back. Thank you Hannah Wells!

Stats of the week

The UN finds the average person eats six times more chicken than in 1961.

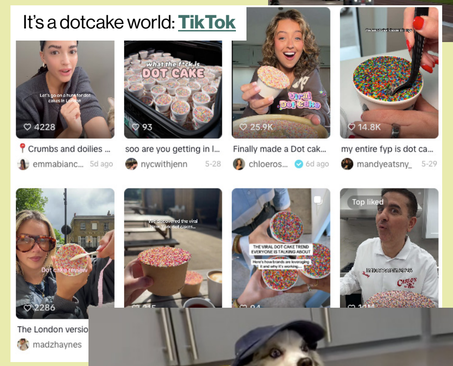
Multi-hyphenatemaxxing. 15.7% of Gen Zers hold multiple jobs, five times the rate of baby boomers.

Ones to watch

"Fricy" flavours.

Going on practice dates and bike dates.

It's a dotcake world: TikTok





Barking orders: @oopsitsgary

TREND TRACKING

THE WEBER FORECAST

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

The lonefluencer

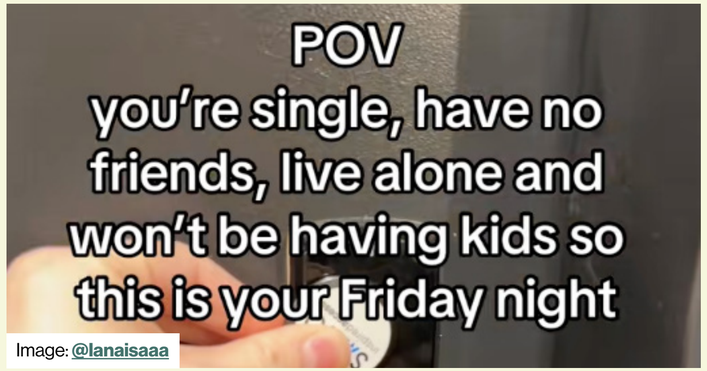


Image: @lanaisaaa

With the loneliness epidemic well documented and millions experiencing it, a new content niche has sprung up; **the solitude influencer**. The mainly female **creators** reframe friendlessness as aspirational, not sad. Videos show arriving home to no evening plans, relaxing in bed over a weekend and practicing yoga, set to captions like "POV you live alone and have no friends". Gauging by the millions of views these videos rack up, they resonate. With social media's performative nature having you believe everyone is living their best sociable lives, to admit you don't have that is refreshingly honest. Comments under content that shows close friendship groups regularly include things like "i wish i had friends" or "me but i have no friends", highlight the fact that it's more common than expected. While some videos are genuine, as always, there's some out to profit off loneliness, so take it with a pinch of salt.

Trend: The loneliness epidemic

Internet horror



Image: @a24

Brace yourselves for scary summer! A new wave of internet-born horror films are **attracting young cinephiles** in their millions, driven by word of mouth and buzzy young YouTube directors. Both *Backrooms* and *Obsession* are horror films for the internet generation. *Backrooms* draws inspiration from the liminal spaces "creepypasta" **concept**, providing a reference point for Gen Zers who are hungry for original content that supports creators they grew up with – **Ben Fritz for *The Wall Street* Journal** suggests that memes are the new brands. Low budget horror *Obsession*, as put by **The New Yorker**, "turns romantic desire into a horror story about entitlement and possession...the real terror comes not from supernatural entities but from men attempting to impose themselves onto the world around them" – tapping into current discourse. With **a third** of Gen Z naming horror as a top three genre (versus 22% of gen pop), we expect to see more low-budget, high-concept horrors built from internet lore and debate.

Trend: The horror of it

Not wedded to tradition



Image: @livlawlove

ICYMI, Dua Lipa is off the market. She got hitched to Callum Turner, with the two of them bonding over a book (sickening, isn't it?). They became the latest couple to opt for the low-key **town hall** nuptials – joining the likes of Charli xcx in the approach. We wrote in the past about how weddings are becoming less traditional, shifting away from the chapel and towards celebrations that nod to the couple's 'lore' – Dua and Callum had a **bookcase** at their Sicilian follow-up. According to wedding planner **Courtney Kahler**; "couples are more interested in creative and nontraditional spaces," as well as ones that don't break the bank, which could explain the rise of the **cinema theatre wedding**. And speaking of budget, some couples are ditching diamonds for more meaningful expressions of their love. While 96% of proposals include a ring, makeshift ones made from materials like **string** are becoming more common, at least as placeholders until the real deal.

Trend: Anti-wedding, all romance

This week's long read

UNDER-DOGS UNLOCKED

Who let the underdogs out? 2026 did.

It's no longer about going for the favourites – this year we're rooting for the underdogs. Between New York City mayoral rookie Zohran Mamdani proving critics wrong in his **first 100 days** in office and **music industry veterans** (like Kehlani and Zara Larsson) finally scoring their **big break** in the US, culture has proven that 2026 is the year of the unexpected come-up.

January kicked off with a low-budget, **queer hockey romance** catapulting unknown Canadian actors into global heartthrobs. In the months following, several YouTubers struck gold at the box office with surprise horror film hits, like "***Iron Lung,***" "***Backrooms,***" and "***Obsession.***" Amid an oversaturation of franchise blockbusters and remakes, one thing is clear: people are craving original stories and new storytellers, refusing to fall for uninspiring cash grabs.

Beyond film and television, the sports world has seen several underdogs in the spotlight. Venezuela defeated the United States (yes, *the* birthplace of baseball) in an emotional win during the **World Baseball Classic**. Golden Tempo overcame 24-1 odds, charging from last place to pass the pre-race favorite in the final moments of the **Kentucky Derby** and marking the first time a female trainer has every won. Tim Payne, the World Cup's **"least-known" player**, became an overnight sensation thanks to an Argentine influencer's rally to put him on the map. And now, the New York Knicks are on a **generational run** led by **lifelong underdog** Jalen Brunson, ending a 27-year Finals drought and seeking their first championship in 53 years (Knicks in 5!!!!!).

Though sports often lends itself to underdog stories, this year *feels* different. In a cultural landscape increasingly defined by corporate overlords, AI integration, and privileged frontrunners, people want to get behind the unsung contenders who have played the long game. Today, the underdog story is a collective journey. So, are you in?

Golden Tempo's Kentucky Derby win is full of incredible storylines that will echo in race lore

Image: @CNN Sports

Weber Forecast Insight

2026 is the year of the underdog, with consumers outsourcing their desire for connection by investing in the people and stories that feel bigger than themselves. Brands have an opportunity to identify the underdogs and help people embark on the shared emotional journey of watching their success.

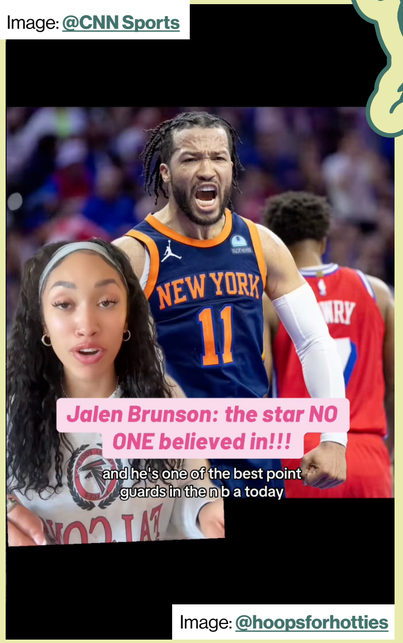


Image: @hoopsforhotties

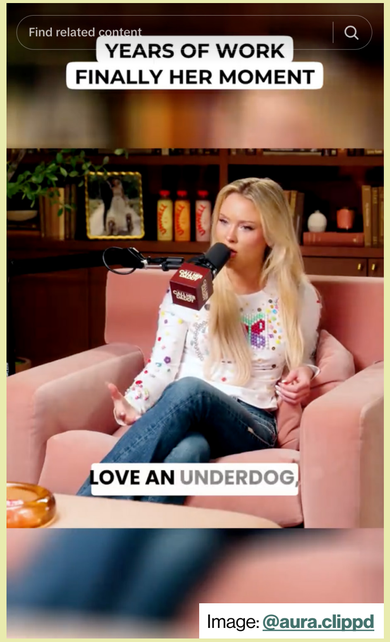


Image: @aura.clippd

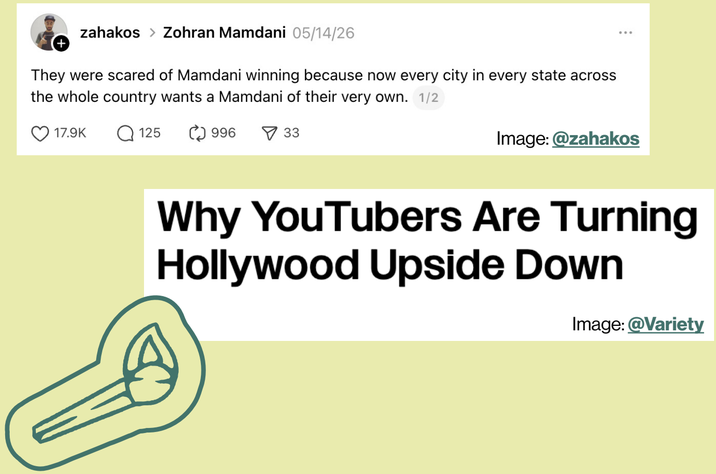


Image: @zahakos

Why YouTubers Are Turning Hollywood Upside Down

Image: @Variety

BRANDWATCH

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Inspiring creative from around the world

Papa Johns



Image: Papa Johns

Papa Johns is serving up a winning nostalgia-fuelled combination! To celebrate ***Toy Story 5***, the brand is turning the iconic Pizza Planet into a **real-world activation** with immersive retro arcade pop-ups landing in LA, London, Seoul and Madrid this June. Think claw machines, **easter eggs**, photo ops. With millennials living out their childhood memories and Gen Z obsessed with the retro aesthetic, it's the perfect mix of cross-generational appeal. Toy Story really is the moment.

Cornetto

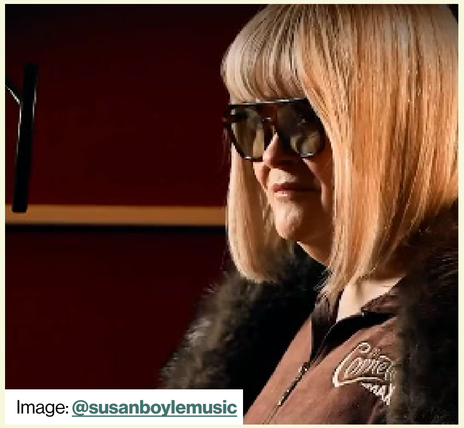


Image: @susanboylemusic

Cornetto's **Susan Boyle** comeback is simply iconic. Remixing the **Just One Cornetto jingle** into a dance track and teasing it with paparazzi-style "comeback" speculation, complete with Susan's surprise **gondola appearance** in London – it's a campaign fit for a superstar. Driving social-first conversation, Cornetto is tapping into cultural touchpoints and turning them into unexpected, viral-friendly moments. It's good to see you back SuBo!

Irn Bru



Image: @irnbru

Irn Bru has turned its "**Made in Scotland from Girders**" jingle into the unofficial soundtrack of the Tartan Army's World Cup summer – and it's peak chaotic Scottish energy. Featuring famous Scot faces from **Susan Boyle** (she really is back!) to John McGinn, the campaign celebrates the humour and the borderline-unhinged commitment of Scottish fans – but the jury's out on how it's landed with Scots. Joining the party is **Belle and Sebastian**, **Skerryvore**, and **The Scheme**. Great! We have a whole playlist for our flight to the States!

Prada

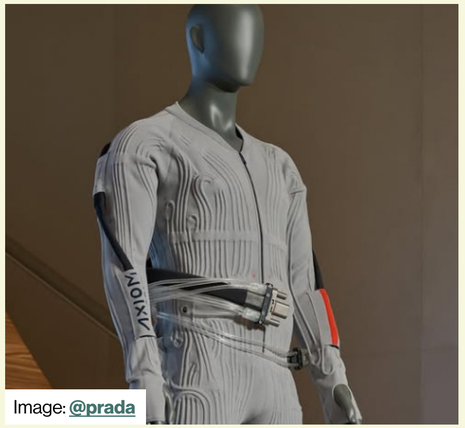


Image: @prada

Could it be? The Astronauts wear Prada?! It's true, **Prada's Axiom Space partnership** proves fashion has officially entered its space era. By helping develop high-performance astronaut suits for the **Artemis IV moon mission**, Prada has transformed what could've been a gimmicky brand collab into an **incredible innovation story** positioning the luxury brand firmly at the intersection of science and future-tech. Houston, we have a fashion icon.

Coca Cola



Image: @ogivyvietnam

To get more Coca-Cola onto **Asian dinner tables** – where drinks options are more interesting (think bubble teas and fruity beverages) – the brand has transformed its iconic bottle as a pair of **stainless-steel chopsticks**, putting it directly into consumers' hands. Blending product innovation with very strong visual storytelling, this is a smart reminder that some of the best brand activation don't just advertise, they seamlessly integrate into everyday culture and behaviour. Consider it Weber Forecast approved!

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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