THE WEBER FORECAST

WEEKLY TRENDS REPORT

Friday 17 July 2026



Pictured: Unsplash

THIS WEEK'S FORECAST

THE WEBER FORECAST

Micro trend — Macro trend

Difficult to action

Easy to action

- World Cup fan fic
- No Cost(co) brand ambassadors
- Ugly ChatGPT flyers
- Beat the Heat
- Netflix documentary trend
- You play sports like a girl

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

This week's dates & microtrends

TikTok trends

Ready for the spotlight? The **Netflix documentary trend**.

Maybe the **reasons to get a bob trend** can inspire your next cut.

ICYMI

A Pitbull concert just broke the world record of most worn bald caps with **22,141 loyal baldies**.

Gus the T-rex fossil was just sold for $50.1m at an auction.

Phrase of the week

"**Why gen Z are 'romanticising' their hangovers: 'It's lowkey a beautiful thing.'**" A rejection of body optimisation culture and celebrating partying hard.

Digi updates

The **ugly ChatGPT flyers** invading our poles and business windows.

Digital devices from the 2000's are in high demand and so **are fake portable air conditioners**.

Tea of the week

Food is **a relationship tester**. How the rise in GLP and protein culture is spoiling peoples taste of their partners.

What we're loving

The surprise ***Pokémon Go* event for its 10th anniversary** at Times Square. Us, jealous? No...

The ***League Of Legends* classic show match** with the OG teams and casters. We're back to being 13 watching *LOL* after school.

Established trends

Trade school still has a negative perception but it's not stopping young people from signing up.

Millennials are dipping into their own retirement fund to **financially support their retired parents**.

Insights of the week

Why the **death of physical games** spells doom for physical media and the looming chip shortage has made **second-hand tech highly desirable**.

Billionaires don't want mansions; **they want the entire neighbourhood**.

On our radar

- Animal Farm – 24 July
- Stuart Fails to Save the Universe – 23 July
- The World Cup Finals – 19 July
- Splatoon Raiders – 23 July
- Charli XCX: Music, Fashion, Film – 24 July
- Tyla: A*POP – 24 July

Weekly doses of cute

Sponsored goods, **unhappy cat**, **Tom Holland x2**, **a pirate movie**, **Angelo David's archive**, **Peppa Pig sparks a fandom war** and **the deadly ZARA pants**.

Rising trends

Grandma restaurants are the places to dine. Their secret ingredient? Love! And 50+ years of experience.

Dog owners are **increasingly home-cooking meals for their dogs**. Whine and dine.

The future

The **San Francisco's housing market is a bubble**, with sellers accepting shares of the big AI companies as payment.

Stat of the week

20% of 225 films in 2025 contained LGBTQ characters. An 8.5% drop from 2023.

Ones to watch

Naruto* live-action**, **LMM returns**, **Netflix goes cable** and **gets GMM**, **everyone's watching *Love Island, ***Nova* isn't dead yet** and **Rihanna is back**?



Image: LoL Esports



Image: TheResIsHistory


Image: @pitbull

TREND TRACKING

THE WEBER FORECAST

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

Beat the Heat



Image: @salomsherpa

If you haven't noticed, summers are getting unbearably hot. Consumers are seeking new ways to cool down. For the uber-rich, they're **building snow rooms** in their mansions or yachts. Imagine a sauna but instead of getting covered in sweat you're being covered in snow. **While in China**, they're living in the future with the rise of cosmetic items designed to cool the body down. These products benefit from immediate satisfaction, a USP that few cosmetic products can attain. With demand for **mini fans reaching new heights** and the **air-con scramble**, the USP of beating the heat is going to be a priority for consumers for the foreseeable future. For Christmas, we're asking for air con. Hopefully Santa won't melt.

Trend: Solar Punks

World Cup fan fic



Image: @nyrania22

While the World Cup may be ending soon, the fan fiction community has found its newest MC's. On AO3, **over 43,000 stories** were tagged in the men's football category and football twitter went the **larrystylinson route**. **Haaland and Bellingham** were the 'biggest couple' of the world cup with fans **editing videos of them** and **theorising their secret romance**. While most of the theorised couples are completely fabricated, this year felt like peak theory crafting with the rise of low-budget horror, *Love Island* summer, and niche fandoms like the *Amazing Digital Circus* going into the mainstream. If your theory doesn't make you act like **Charlie from *IASIP***, we don't want to hear it.

Trend: The detectorists

No Cost(co) brand ambassadors



Image: @costcohotfinds

Costco is more than a money saving bulk grocery store, it's the perfect breeding ground for building an influencer career. All over social media are Costco dedicated accounts where they would post **new products**, **any hidden grails** and your next impulse purchase. It's also where **everyone's favorite "who's kid is this?" kid, the Rizzler**, made his debut with fellow **Costco loving family**. There are very few brands that can cultivate this much unsponsored influencer content **without traditional advertising**. They're benefiting from the rise of employee generated content without having to do anything. Does the semi-exclusivity of the membership paired with the relatable nature of affordable deal finding make Costco the cheat code for becoming a famous influencer? We'll find out after we somehow get our hands finally on a membership. PR unfortunately doesn't meet the requirements of a Costco card.

Trend: Work Hard, post Harder



Image: @womensfootball



Image: @wimbledon

Girls' Sports Are Getting More Physical

Forget gymnastics. High-school girls are all in on wrestling.

Image: TheAtlantic



Image: @wpbl_official



Weber Forecast Insight

Sports is a beautiful thing; it's the one thing everyone enjoys watching and playing. It's the most unserious serious escape; it lets us inhabit a childhood memory of running around with friends. Women's sport is the purest form of sport and with the new guidelines, exciting storylines and investments, the next generation of young girls will get to live in the golden age of sports. Brands must execute storytelling that connects fans with the moments fans care about most, off-court and on-court.

This week's long read

THE WEBER FORECAST

YOU PLAY SPORTS LIKE A GIRL

The highest honour possible

This summer got us fired up about sports and we're loving the abundance of choice; the WNBA all-star game, the UEFA Women's Champions League qualifiers, all the outfits and rivalries at Wimbledon and the creation of the WPBL. Notice a pattern?

Women's sport is predicted to reach $3 billion in revenue this year, a 248% increase from 2022 to 2025. It's still a long way to go, with no female stars on the Forbes highest paid athletes, but with how marketable their women athletes are, it won't be long till we see mind-boggling deserved salaries. Women's Football is already on track to be one of the world's top five sports by 2030. A record-high 26,071 women (49.55% of the ballot were women) completed the London Marathon and with the next one scheduled to be over two days, another record is sure to be broken.

How women are being shown in athletics is also being changed, with the European Athletics issuing a new guideline on preventing sexualisation of female athletes by changing how they're being filmed on TV and something we can anticipate transpiring to different verticals.

Teenage girls' participation in sports is also a hot topic. A report found the sports participation gender gap around the UK was dependant on region, with those in urban areas missing out the most. With another finding that girls who play after-school sport in the UK are 50% more likely to get top jobs later in life, a boost equal to a university degree. While in the USA, contact sports like wrestling, rugby and football (all variants) are seeing a rise in participation. It's going against the cultural taboo of women can't bulk up and get physical. In the age of longevity and wellness, being able to build exercising rituals early is hugely beneficial. Just you wait, the average Gen Beta girl is going to live till 200!

Women's sport is still relatively new but there's a huge appetite for it. Success stories like Alysa Liu or Alexandra Eala are clear examples of what makes sports so incredible to follow. We all love an underdog, and we're putting it all on Women's sports to make a world changing run. See you at the 2027 Women's World Cup.

BRANDWATCH

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Inspiring creative from around the world

Play-Doh



Image: @playdoh

Play-Doh is growing up with its launch of **Blooms** - its first ever range designed specifically for adults! The new collection reimagines the Play-Doh experience allowing **grown-ups** to craft realistic floral arrangements for their homes. The move cleverly taps into the growing appetite for **mindful hobbies and creative self-care**, while giving a nostalgic brand a fresh new audience while welcoming back millennials that played with it as a child. What a *blooming* cool launch!

Pokémon x Sean Wotherspoon



Image: @sean_wotherspoon

Pokémon is getting a vintage makeover thanks to a new collab with Sean Wotherspoon. Featuring Pikachu, Bulbasaur and Charizard, this special **made-to-order collection** is inspired by thrift-store finds and retro Americana, tapping directly into nostalgia while giving fans **something fresh to collect**. Sometimes the right partnership can re-energise **familiar favourites** and turn a simple product drop into a must-watch cultural moment. Gotta catch 'em all... again.

LIND x Cesar Equipment



Image: Cesar Equipment

Surf's up... even when there aren't any waves. LIND and Cesar Equipment have teamed up on a **limited-edition electric surfboard** that can hit speeds of up to 35 mph, blending high-performance tech with laid-back coastal style. A natural extension of both brands' identities, this **impressive innovative tech** turns lifestyle into something tangible and adventure-ready - redefining what it means to catch a wave.

McDonalds



Image: @mcdonaldsuk

McDonald's has served up a playful twist on Wimbledon tradition with **Shake n' Serve**, a limited-edition box designed to hold fries and a strawberry milkshake together, giving the **cult-favourite dipping combo** its moment in the spotlight. By tapping into a fan behaviour that already exists and connecting it to the strawberries-and-cream season, the campaign feels both familiar and fresh. Finally! We can all stop pretending we dip our fries into our shakes!

Lego x FIFA



Image: @lego

Lego has gone big, *really big*, unveiling an **8.4-metre-tall World Cup trophy** built from more than 1.3 million bricks outside **New York's Rockefeller Center**. Designed as a centrepiece for the FIFA Fan Fest, its one of Lego's largest structures ever built from the toy bricks. The sculpture shows how the most effective ideas don't always reinvent the wheel - they simply make it impossible to ignore.

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: Unsplash

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