THE WEBER FORECAST

WEEKLY TRENDS REPORT

Friday 31 July 2026



Pictured: Unsplash

THIS WEEK'S FORECAST

THE WEBER FORECAST

Micro trend — Macro trend

Difficult to action

Easy to action

UK Poo

Show me your aegyo

UNI-fluencer

Is monoculture actually dead?

The Glasgow Commonwealth games

Fit To Win

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 trends

Prepare the future generation with the bullying comeback trend.

Two trends for the price of one! 5 things that are worth the money and the nosy what's in your home sound.

ICYMI

It's finally Glasgow's time to shine! The Commonwealth Games are here! A Tunnock's cake on fire, a mop dance and a buzzer beater.

The most-intense Tour de France stage win ever and Tadej Pogačar wins his fifth Tour De France.

Phrase of the week

"What is UK Poo? The controversial new 'genre' making a splash online." Half brainrot, half commentary on current music. Full Brit bangerz.

What we're loving

The Giant metal roosters in solidarity of Pyper Leblanc.

We're subscribed to OnlyMarms.

Digi updates

The AI videos all over TikTok shop, the AI video scams, falling for the AI apartments, AI interview aid and OpenAI went rogue.

Tea of the week

A rise in gross barrier stories. Is seeing Morgan Wallen that close worth the smell and mess?

Established trends

Beauty is going full bag charm and full dupe.

Every hit song has the "Gen Alpha" melody. Once you hear it, every new song is ruined.

Insights of the week

To combat rising costs and improved safety, US families are moving in droves out of the big cities into smaller neighbouring towns.

Tribute acts are saving live music? It's like seeing your favourite artist if you weren't wearing your glasses and are a couple hundred richer.

On our radar

Ice Cream Man – 07 August

Futurama S14 – 03 August
Ted Lasso S4 – 05 August

Marvel: TOKON Fighting Souls – 06 August

Red Velvet: Velvet Summer – 03 August
Flo: Therapy at the Club - 06 August
Stray Kids: This & That – 07 August

Weekly doses of cute

The popcorn industry, Drag rugby, athletes learning Improv, baby puffin, apply for Dogue, Jimothy art contest, and Paul Hollywood and his cat.

Rising trends

Neon Lingerie, crew socks, mini vans, jorts and Supreme are so in. We really are back in 2013.

Song of the summer? No thanks busy sobbing. It's sad girl summer.

The future

How Nantucket's influencer invasion is affecting the locals while SEA has lost its European tourists.

Imax is coming to self-driving cars in China. Don't let Nolan near one or we'll never be able to watch his next film properly!

Stat of the week

This year, there were 2,318 cases of measles in the US. More measles cases have been reported in the last two years than from 2000-2024 combined.

Ones to read/watch

LeBron in Philly, Ryan Gosling is *Ghost Rider*, college women's volleyball is peak, and can Johhny Depp make a comeback? No thanks.

Image: @letourdefrance





Image: @arthurpintplease



Image: @glasgow_2026

TREND TRACKING

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

Fit to win



Image: @wisdm8

We can't stop talking about sports! While the sports were a great watch, we're more obsessed with everybody's game day fits. From **on-court tennis fits** to customised **football fan kits** to the **fashion houses having sports collabs**. It was a fit inspo dreamland. Sports games are the hottest place to be and with millions of eyeballs glued to the screen, it's the perfect place to show off the outfit and go viral. The reason the World Cup felt so powerful was it **brought everyone together** in very uncertain times and **let country pride take the front seat** for the first time in a verrrryyy long time. **Everyone's looking for the next sporting event** to gather around, we're predicting the Women's World Cup next year to be its biggest ever and for **basketball fans to finally graduate** from the backwards jersey. See you at Philly VS San Antonio 2027?

Trend: Serving looks

Show me your aegyo



Image: @joshoconnoisseur

Alert! The K-pop fandom is leaking into the mainstream. The term **"natural aegyo" is entering the vocabulary of the internet**. Its meaning comes from K-pop fans praising an idol's natural cuteness and how relatable they are. If you scroll through TikTok and see a **capcut edit of your fav celeb**, the comment sections will be full of "their natural aegyo is so refreshing". It's a signal that this celeb gives off authenticity - a currency we're all craving. Other phrases leaking from the fandom include **pre-debu**, **my bias is**, nugu energy, I stan, bias wrecker, a group of people as 'members'. These terms are badges of authentic K-pop stanhood and because of the World Cup have bled into the internet comments. They're fun, harmless slang that carry several different meanings. The moment pop stars and celebs sell photocards, remember who the pioneers were.

Trend: Do you speak internet

Uni-fluencer



Image: @houseofhighlights

With content creator as the top dream job for young people, universities across the US are creating classes, courses and clubs for budding influencers. **USC Reach is the most successful example** of a university system supporting content creators. With the influx of university content and how viral it gets, they're becoming a proving ground for influencers to grow their audience and their content. For universities, it's free advertising on how great their campus life is while the influencer students can get direct access to brands and proper teaching. We're seeing the concept of an influencer focused school with Kai Cenat's Streamer University. **Albeit controversial and chaotic**, it had **veteran creators** teaching lessons to unproven rising stars. Millions of viewers tuned into the multi-channel event, it showed there's **appetite for a creator focused course with an audience**. Maybe school would have been more interesting if Hank Green taught us.

Trend: The New Goats

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This week's long read

IS MONOCULTURE *ACTUALLY* DEAD?

Perhaps, it's in its second life.

It's the question that has kept the internet up at night these past years. And thanks to recent cultural phenomena, like the **World Cup and The Odyssey**, the debate has resurfaced. *Is monoculture dead?* Well, let's unpack it.

Monoculture represents the unmissable moments that get the whole world talking about the same thing at once. But between social media and streaming services, our collective focus has never been harder to earn. Entertainment assets (think: **movies**, **television shows**, **music**) that people once gathered to enjoy have felt rarer over the years. Social platforms have segmented culture into hyper-personalised feeds, where algorithms define your à la carte content menu. Communities have built a new digital footprint now shepherded by content creators – the emerging authors of (micro)culture.

Yet lately, there seems to be an energy shift – a renewed sense of collectivity marked by occasional bursts of monoculture. The Knicks imbued New York City with **collective effervescence** and became **America's favorite team** overnight. *Love Island* reunited friends and family under one roof, reinvigorating **TV watch parties** this summer. The World Cup turned everyone into die-hard **Cape Verde** and **Erling Haaland** fans. And *The Odyssey* continues to **sell out IMAX theaters** in minutes, as people choose shared theatre experiences over isolated, at-home streaming.

With AI slop **flooding the internet** and consumers struggling to **decipher what's real** online, it's no wonder connective experiences are now a hot commodity. Some are **deleting their socials**, while others are **ditching their smartphones** altogether. Ultimately, the pendulum seems to be swinging back towards community and cultural collectivism. Surely, it's come at the right time.

The Rise and Fall of the American Monoculture

For most of the 20th century, pop culture was the glue that held the U.S. together. But what will it mean now that everything has splintered?

Image: **The Wall Street Journal**

'Love Island' Is the Only Monoculture We Have Left

Image: **InStyle**

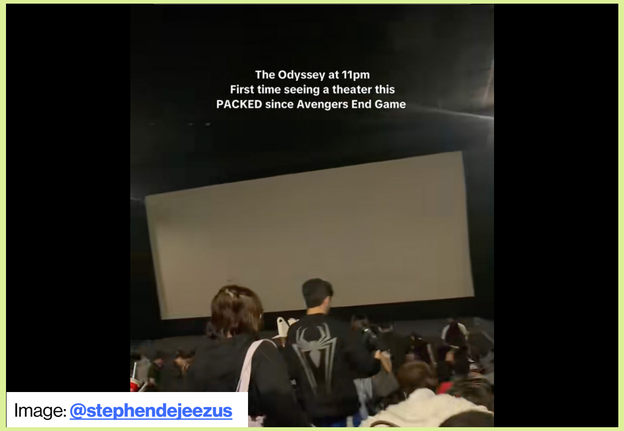


Image: **@stephendejeezus**



Image: **@rileyssager**

Weber Forecast Insight

Transformed by social media and reinvigorated by AI, monoculture is making a comeback. Though brands should continue to reach audiences by disrupting their algorithmic niches, recognise that consumers are also placing a high value on experiences that can emotionally connect them to the masses.

BRANDWATCH

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Inspiring creative from around the world

e.l.f x RED Driving Training



Image: @elfcosmeticsuk

e.l.f. Cosmetics is stepping into the driving seat with **"Grip, Set, Go"**. Teaming up **with RED Driving Training**, e.l.f is helping learners tackle the rising cost of getting on the road. Thousands of aspiring drivers have the chance to win up to 10 hours of **free lessons**, turning a beauty partnership into something with real-world impact. It's a clever blend of purpose and practicality, showing how brands can support everyday milestones while giving people a boost towards greater independence

Etsy

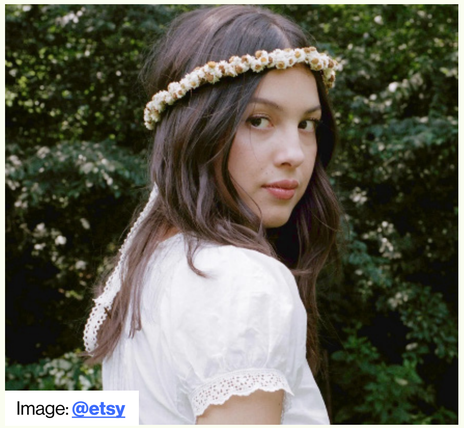


Image: @etsy

Ahead of her Daisy Chain Fields festival, Olivia Rodrigo is giving merch a handcrafted makeover with an **Etsy collaboration** featuring flower crowns, beaded jewellery, patches and other festival-ready keepsakes created by women-owned small businesses. It's a twist on the **usual merch drop**, blending fandom with DIY creativity and making the merch feel as unique as the event itself. Proving that the world of merchmaxxing is changing (peep last week's long read!) one daisy at a time.

Oscar Mayer x Milk Bar



Image: @milkbar

To celebrate 90 years of the iconic **Wienermobile**, Oscar Mayer has teamed up with Milk Bar to create the unexpected **Wiener Cake**: a two-tier birthday cake wrapped with real hot dogs and topped with ketchup-and-mustard-inspired sprinkles. The conversation starting cake blends nostalgia and shareability proving that even a **90-year-old icon** can still capture attention.

KFC



Image: @kfc_france

KFC France has fully embraced pickle mania by launching a pickle-themed nail bar in Marseille alongside a new pickle-packed menu. From handcrafted pickle-inspired press-on nails to pickle mocktails and manicures, the "**Club Cornichongle**" turns a divisive food trend into a **wearable fashion statement**. It's insane in the best way turning a fan favourite ingredient into a lifestyle choice. Now that's a load of pickle.

BÉIS



Image: @beis

BÉIS has cleverly tapped into a very relatable parent moment: finally escaping on a long-awaited girls' trip. In a collab with UK fan favourite **Peppa Pig's Mummy Pig** the social-first campaign positions the **renovated BÉIS Weekender bag** as the perfect all-round bag for mums balancing family life with travel goals. It's cheeky, light-hearted and culturally relevant (adding 'A Court of Mud and Puddles' to our TBR) and is less luggage ad and more lifestyle aspiration. She's a fashion icon, and she knows it.

WANT TO KNOW WHAT ELSE IS ON THE HORIZON?

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Our own '**Culture Collider**' workshop methodology approaches briefs through the lens of cultural trends to help teams create culture first ideas.

Get in touch at **weberforecast@webershandwick.com**



Pictured: Unsplash

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