THE WEBER FORECAST

WEEKLY TRENDS REPORT

Monday 10 August 2026



Pictured: Edited from Adobe Stock

THIS WEEK'S FORECAST

THE WEBER FORECAST

Micro trend — Macro trend

Difficult to action

Easy to action

Dream job: Miner?

Spider-man makes a billion

The Clip Economy

Musical instruments

Academic chic

Dance, dance

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

Oh mon Dieu?! The ice-cream bar in a croissant.

ICYMI

The relentless internet has pushed Ariana Grande to take a step back from everything.

BTS withdraw from the Grammys after introduction of the Asian pop category.

Phrase of the week

"Don't Kill Corporate Retreats. Make Them More Like a Kid's Birthday Party." Just have a piñata and we'll be content.

Digi updates

Apple launches Apple Upgrade, a lease programme for their products.

Xbox is bringing its old Xbox 360 games to the PC.

Tea of the week

Kids are addicted to Roblox and are already casino level gamblers. Loot boxes are scary stuff.

What we're loving

The greatest internet show about nothing and everything, *Errands*.

Six Flags unveils the world's tallest and fastest spinning launch coaster. Our stomach dropped just from looking at the pictures. See you there!

Established trends

Romance is doomed, singles are using excel for their dates, the fear of PDA, the price of first dates and the heart-breaking algorithm.

Insights of the week

Remember the space race? Now it's the future of AI race and token diplomacy.

The influencer game has evolved; rage-baiting is the key to standing-out from all the sameness.

Weekly doses of cute

A Manta ultrasound, age-gap roommates, a Phish concert, Big Walk, and a chihuahua quinceañera.

On our radar

The End of Oak Street – 14 August
Tony – 14 August

Reacher S4 – 12 August
Lanterns – 16 August

Phoebe Bridgers: Lost Weekend – 14 August
Benny Blanco: Hermoso – 14 August
KATSEYE: WILD EP – 14 August



Image: House House

SEE THE FUTURE

Rising trends

The hottest and most lucrative career path? A miner. The kids who grew up on *Minecraft* are ready.

This Christmas, don't think about gifting a personalised AI slop book.

The future

Air-conditioned clothing is the solution to the heat crisis? When we say we're always surrounded by our fans, this is what we mean.

Aviation is getting an upgrade, from bespoke private jets to a new design.

Stat of the week

Spider-man 5 makes $1 billion in less than a week and has a record-breaking $309 million promo partner campaign. Just avoid driving your BMW.

Ones to read/watch

Solar eclipse OTW, the 2027 Met gala theme, the trailer for *Wicker* is steamy, a *Clueless* TV sequel, and *Warhammer 40,000* is getting animated.



Image: @errands.show



Image: Black Bear

TREND TRACKING

THE WEBER FORECAST

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

Dance, dance



Image: @timelesstorches

We've been tracking how dancing is making a comeback in culture, so have been following i-D's new series deep diving into the how dance is back in the spotlight. From the **Dallas Cowboy Cheerleaders** tearing up the sports stadium to Sinead O'Dwyer's **fully choreo'd runway show at the V&A** that displayed how clothes are actually meant to be worn, to the **iconic Timeless Torches**, the official WNBA Liberty dance team whose members are between the ages 40 and 89 - female dancers are taking the world by storm. As i-D noted, we've not seen this much dance content since the early noughts, when films like *Bring It On* (2000), *Billy Elliot* (2000), *Save the Last Dance* (2001), *Chicago* (2002) and *Honey* (2003) inspired countless living room dance recitals. Today, it feels consumers are connecting with dancing because it feels authentic, emotional and alive - a way to reconnect with our bodies and claim a sense of freedom.

Trend: Dance recession

Music to our ears



Image: @itgirlkailyn

We love to dance - but we also love to make the music. Gen Z's desire for **hobbymaxxing** knows no bounds, as **demand** for adult lessons in timeless instruments like harps, violins, pianos and even omnichords is rising. Artists like Rosalía are bringing traditional instruments and musical styles back into popular culture, signalling a renewed appreciation for effort, perseverance and skills that can't be faked. Reasons behind learning include to fix attention spans, to **spiting an ex** to simply enjoying **free will**. One of the most popular instruments is the harp, leaning into recent anti-hustle 'girl mossing' and mysticism aesthetics. As said by Dazed, "As one of the oldest stringed instruments in the world, the young people (mostly women) who are picking it up today often post themselves playing it **outside among the trees**, their long hair flowing down their backs". Sorry neighbours, my old violin is coming down from the loft tonight!

Trend: At your inconvenience

Academic chic



Image: @dailymail

The internet has been talking about the rise of **high fidelity culture**, where the new influencers include directors, librarians, academics and experts - people who have earned an authority on a subject and have the creds to back it up. The latest example of this is Chinese Fields Medal winner **Wang Hong**, the 35-year-old who became the third woman ever to win the coveted mathematics prize. According to Jing Daily; "her understated elegance has **captivated** fashion watchers as much as her proof of the three-dimensional Kakeya conjecture." At a time when the graduate jobs market is particularly tough, especially in China, those at the top of their fields represent something increasingly out of reach. As a result, intellectual achievement is becoming aspirational in its own right.

Trend: The new influencers



Image: callherdaddy

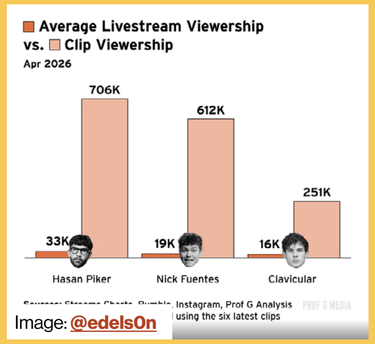

Image: @edels0n

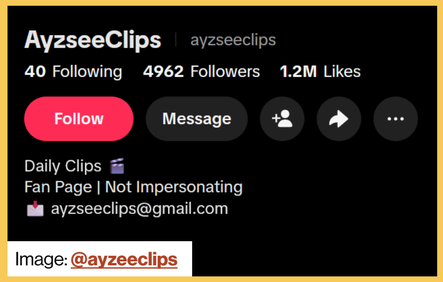

Image: @ayzeeclips



Image: The Verge

Weber Forecast Insight

Clips have become the new vehicle for cultural consumption, so are brands going to have to learn to leverage the clip economy? What are the ethics of a brand clip farming an interview appearance or a brand ambassador on a podcast? A viral TikTok video is the new gold standard of earned media. Just hope it's for a good reason and not for any controversy.

RISING UP

This week's long read

THE CLIP ECONOMY

A 101 on how to go viral

How do you watch your favourite streamer or TV show or sport event or podcast or even the news? If your answer is "I sit down and watch the entire thing!", you're a liar! Everything long-form is now consumed in a condensed clip format. Clip farmers are literal content creators. They have the power to make someone, or something, go viral. All they need is **one of their dozen clips to go viral** and they're raking in $$$ and millions of views. Welcome to the clip economy.

For streamers, clips can make or break their careers. It's been a part of their content system since its inception, becoming a viewer's primary method of discovering, watching and discussing. The largest is **r/livestreamfails**, but there's thousands of clip farm accounts across socials. Take the most recent **Streamer Games hosted by Ludwig**, where popular streamers from across the globe participated in a sports day. With everyone there hosting a stream simultaneously, it was near impossible to watch the entire thing if not for **fan accounts**, **clip farm accounts** or official **clips of the best moments**.

For podcasts, clips used to be a form of advertising the main content, but today, the main content is the clips. How many times has a snippet from **Call Her Daddy** went viral, or an out-of-context clip created drama. It's how non-fans consume podcasts, it's how the manosphere became a huge talking point. They **unfortunately pioneered the clip farms** and changed the media game to a game of flood the algorithm with clips.

The clip economy isn't going away anytime soon, with talks about music industry psyops, **how new podcasts** are buying their popularity with clips and the flooding of AI slop. Maybe if your child dreams to be a content creator, convince them to become a clipper instead.

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: Envato

THE WEBER FORECAST

Weber Shandwick