

Pictured: Envato

THE WEBER FORECAST

WEEKLY TRENDS REPORT

Friday 27 November 2026

THIS WEEK'S FORECAST

THE WEBER FORECAST

Micro trend — Macro trend

Difficult to action

Easy to action

- Birding community in GTA
- The Superbowl Effect
- Foot Undies
- Bookfielders
- Blackout Friday
- Everyday items are becoming grails

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

POV you're a villain trend and the "You probably don't even hear it when it happens" trend.

ICYMI

Maybelline changes its slogan to: "Maybe. We're born with it. Maybe. It's Maybelline." Maybe. Go back. To the. Old slogan.

Merch is stealing the fashion worlds audience. We want a one of one *ClubKid* t-shirts.

Phrase of the week

"Foot Undies" We're not into feet we promise! Feet are just trendy this year!

Digi updates

AI Entrepreneurs are targeting the business of divorce. "AI want a divorce".

Unilever cuts the TV ad spend and goes all in on Influencer marketing.

Teapot of the week

Florence Pugh VS false plastic surgery claims, the S.N.L. sketch about gender roles and the Vanity Fair article about she who must not be named.

What we're loving

The birding community goes crazy for *GTA VI*, it's also a blue-collar job simulator, did you spot all the celeb cameos and the hacker goes free.

The new Labubus? Zsiga, also a Pop Mart invention, are storming the Chinese market.

Established trends

The effect of making the mundane a side quest. What's the main quest and where's our rare loot?

An ode to the assistant and young women are practising nun chucks.

Insights of the week

A deep-dive into the painful world of power slapping and athletes are turning to OnlyFans to help sustain their careers.

Why people love Trader Joe's dupes, and why we're all obsessed with watching anything to do with NYC.

Weekly doses of cute

Macy's 100th thanksgiving parade balloons, baby owl, shopping simulator, wedding attire for kids, Okada Iroha and advice from kids.

On our radar

Hexed – 27 Nov
The Cat in the Hat – 04 Dec
Behemoth ! – 04 December

Pride and Prejudice – 03 Dec

Rayman Legends Retold – 03 Dec

Don Toliver – Nitrous – 04 Dec
Slayyyter: Wor$st Man in America – 04 Dec

Rising trends

The visible bra is the top of the moment, it's the award show darling.

American style mahjong has taken off. Who wants to play with us? We play HK style.

The future

Google has patented a 24/7 TV channel starring an AI version of you. Wait *The Truman Show* was fiction, right?

The vibe-coding gadget revolution, shhhh the Apple Watch is always listening and the Christmas market AI backlash.

Stats of the week

GTA 6 made $3.79 Billion in day one sales and ~35% of all next-gen consoles have it installed.

Ones to watch

HGSOTR opens with $120M, Mimi's is the hotspot, RIP Peacoat, Vogues best dressed list, Tidal bans AI, Miss Universe winner and *DWTS* winner.



Image: @uncle_trey_bae



Image: @rikithebirdgy



Image: @voguemagazine

TREND TRACKING

THE WEBER FORECAST

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

Blackout Friday

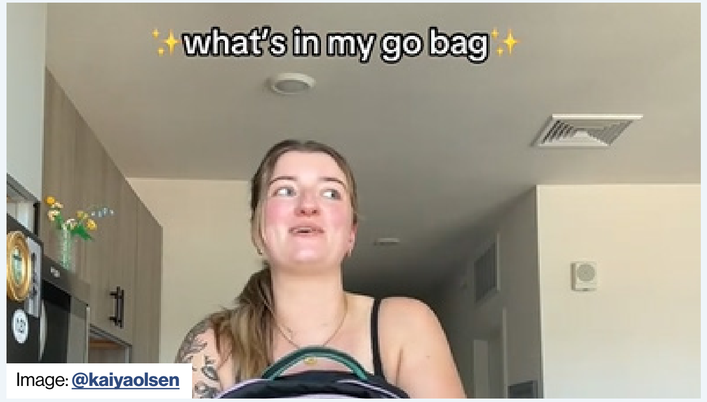

Image: @kaiyaolsen

The outage economy is booming as consumers turn to survivalist prep for end of the world scenarios amid a slew of unsettling scenarios. The latest 'trend' is the go-bag, which **The Cut** covered over the weekend. The popular what's in my bag genre has turned practical as influencers **share** their must-haves for survival, with items like "first-aid kits, hand sanitizer, Pedialyte, deodorant wipes, spare batteries, solar chargers, human anatomy guidebook, road atlas, and compass" among their must-haves, and influencers rate walkie-talkies like they would the latest iPhone model. Brands are already jumping on it with luxury emergency bags, including Preppi's £1,200 **fireproof backpack** that includes a respirator and emergency water alongside skincare items. Up until now, survival prep has taken a more utilitarian approach. Yet these items are being marketed towards anxious women and lean into wellness and lifestyle language.

Trend: Apocalypse Nom

The Superbowl Effect

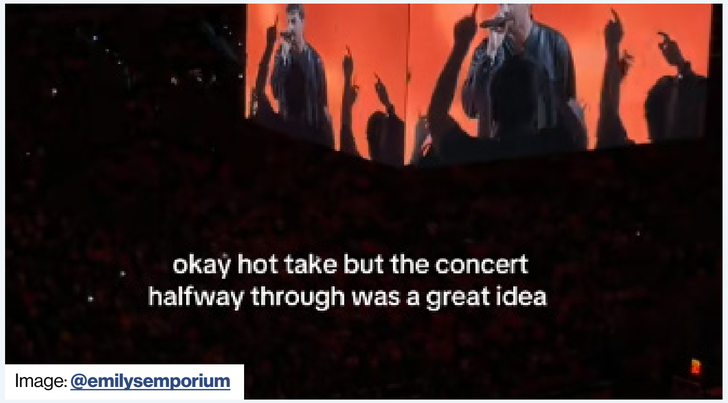

Image: @emilysemporium

As major sports show become less about the actual sport and more about entertainment spectacles, The Future Party has **noted** the **rise in half-time shows** from sports outside of the NFL Superbowl, prompting a rise of musicians adding game-day stops to their tours. In 2026, the FIFA World Cup staged its first ever half-time show, Benson Boone **will perform** at the NHL's NYE Winter Classic and The Chainsmokers had bridged the last two games of the National Collegiate Athletic Association (NCAA) - although it drew some **controversy**. It's a bid to make as much money and get as many eyeballs on the event as possible, while also appealing to younger consumers - with 80% saying they'd go to a sporting event for a concert or brand activation. It also adds to the cultural conversation with moments designed for virality (anyone else still thinking of the **grass people** from Bad Bunny's performance?).

Trend: WOW-mazement

Bookfielder



Image: @copa90

A 2026 National Literacy Trust **study** in the UK found that less than 10% of boys aged 14 to 16 read daily for pleasure, compared to 18% of women, creating a widening gender gap in literacy and leisure reading. Now, a new chapter of bookfluencers are hoping to turn the tide. Brazilian footballing midfielder Gustavo Scarpa has been **documenting a love of literature** on YouTube, inspiring "thousands to become bookworms" and putting *The Death of Ivan Ilyich* to the top of Amazon Brazil's overall sales rankings. Kai Cenat went public with his desire to become more articulate and well-read, filming himself reading aloud while being honest about wanting to expand his vocabulary and express himself better – a move that teachers have **praised**. The timing is interesting. The opening of **Hey Brother House** offers a welcome contrast to the manosphere, hoping to bring "a first-of-its-kind residency for content creators looking to bring more expansive definitions of masculinity to social media." 2027 may see more male-focused book clubs emerge – potentially in collaboration with sports teams.

Trend: Evolving Masculinity

This week's long read

EVERYDAY ITEMS ARE BECOMING GRAILS

The micro-brand-ambassadors

The coolest place to start your collection aren't thrift stores or scouring eBay listings but the grocery store. Collecting Pokémon cards or vintage Chanel is so mainstream, the coolest niche collections are everyday items that the average person would typically use and discard. With new flavours, brand revamps, exclusive collabs and new packaging, consumer goods are the perfect item to start collecting.

These collections are priceless, in the sense that who in their right mind would buy it off them? It's a sign of the true purist collectors, something that is personal to them without thinking for how much it'll cost in several decades. Across socials, the unlikeliest of brands have super fans with extensive collections of the product or the brand. Some of our favourite examples include the **Dandelion Crayola superfan**, **Grace the #1 Sun Bum fan**, **David the Lynx body wash collector**, the **water sommelier**, the **sauce packet guy** (now retired) and the **Brets crisps packet collector**.

Because of social media, having niche interests ≠ unique. These niche hyper-specific collections are an **extension of individuality** and ties to the fascination of being 1 of 1 in the world. It has bred a new wave of micro-ambassadors for brands, just hope that they align with the company values or it's a strongly worded letter from the legal division. It's particularly powerful for brands with a low social media presence or that have low ad spend.

Shoptimism, a term coined by The Cut, talks about the rise of shopping for hyper-specific items and building a unique themed collection. It encapsulates all types of collections and is the act of building a collection built by emotional investment. It's a behavioural mood boost build on the search and effort. The thrill of finding the next item for the collection in a random local vintage shop while on holiday is unbeatable.

It might seem silly to build a fandom for a sunblock or a biscuit, but they'll be the most loyal consumers around. Who else would buy the same product every single shop? The weekly grocery shop has become a game of Jenga between consumer and their ever-tightening wallet. It's the first step to becoming a beloved brand that can weather anything thrown at them. The Consumer are kings and we're all their jesters.



Image: @gracekellyyyyyyyy



Image: @justine_0623

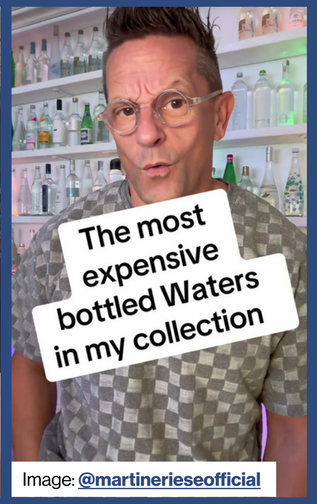

Image: @martinerieseofficial

Can Shoptimism Save Us? From theme-park collectibles to tinned fish, shopping mindfully and solely for pleasure feels like salvation in 2026.

Image: Cut

Weber Forecast Insight

Any consumer facing brand has the chance to play in this collection space. Finding and rewarding the dedicated has the chance to snowball into something much bigger, a fandom. Fandoms are the fanatics who would always buy your newest products, would fight social media spats for you, and who would sing your praises every time they can. It sounds extreme but everyone's in the grocery store is a competitor. Just make sure to have a cool fandom name that rolls off the tongue.

BRANDWATCH

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Inspiring creative from around the world

Five Guys



Image: @fiveguys

Five Guys has cooked up a playful concept that speaks directly to *the* gamer dilemma: fries or flawless gameplay? The burger chain unveiled **a gaming controller** with oil-resistant thumbsticks and anti-slip grips, allowing players to snack without sacrificing performance. It's a simple but effective example of a brand leaning into a well-known customer behaviour and turning it into an iconic piece of merch. Don't say we didn't tell you when this becomes real...

Nike



Image: @nike.com

Nike has turned a brand callout into a **headline-grabbing moment**, pledging custom **Air Force 1 sneakers** to every high school valedictorian in the 2026-27 academic year. Sparked by an X post from **Scott Colom**, the newly elected senator from Mississippi, the play cleverly links one of the brand's most iconic products with academic achievement, creating a feel-good story that rewards hard work. Nike's just earned itself an A+ in earned media strategy.

James Blunt

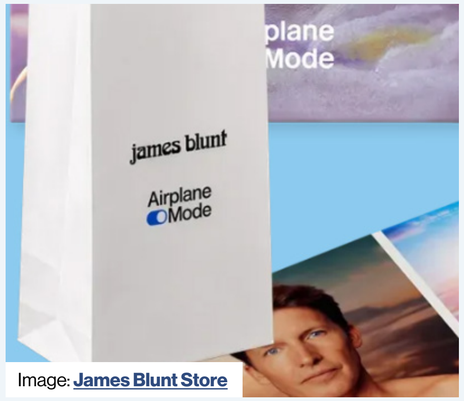

Image: James Blunt Store

Never one to miss an opportunity to laugh at his own expense, singer James Blunt has bundled **air-sickness bags** with copies of his new album *Airplane Mode*, giving critics a ready-made place to... express their feelings. By leaning into the **long-running jokes** surrounding his music, he is turning potential criticism into part of the campaign itself, creating a collectible fans actually want while ensuring he's the one controlling the punchline. 10/10 for self awareness.

Specsavers



Image: @specsavers

The ultimate misdirection! Specsavers teased its "**biggest partnership of all time**" leading many to assume a collab with *GTA VI*. The high street opticians actually teamed up with **GTA Transport Ltd**, a haulage company in Leicester, providing drivers with free eye tests. Tapping into the game's much-hyped launch, Specsavers showed exactly how to join the conversation; sidestep it altogether. Jason and Lucia would be proud.

Teenage Engineering



Image: Teenage Engineering

As retro nostalgia continues to reshape how we consume music, Teenage Engineering is betting that CDs are next in line for its comeback. Its new **EP/BC-1** has been created to bring the classic audio format into a modern setup. Blending the retro tech trend with contemporary functionality, it taps into growing **demand for physical media**. Millennials around the world are delighted they didn't throw out the CD collection.

WANT TO KNOW WHAT ELSE IS ON THE HORIZON?

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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