

# MAGICK MARKET

by Angela  
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These  
Pagan and  
Wiccan  
products  
will weave  
a spell  
around your  
customers.

If you're not a store that normally carries products for the Pagan and Wiccan market, you may be surprised by the fact that the market has grown by nearly 150% since 2001. More and more Americans are identifying themselves as either Pagans or Wiccans, according to the American Religious Identification Survey (ARIS), which polled people about their religious preference in 1990, 2001, and 2008. Using the data from the survey of more than 55,000, they estimated that 340,000 Americans self-identified as Pagan in 2008, and roughly the same number were Wiccans. That's a powerful argument for offering Pagan/Wiccan products in your store, whatever your current merchandise mix might be. Try a few of the following items to tempt your customers with a bit of magick. *All prices are wholesale.*



## Celtic Pendulums

Deva Designs

800/799-8308, [www.devadesigns.net](http://www.devadesigns.net)

This inspired series of pendulums (\$4.75 ea./\$28.50 set of 6) features natural stone bobs such as smoky quartz or amethyst, along with pewter Celtic designs from the popular triquetra to the new intricate knotwork of the Celtic wolf. Stone bob is 1.25 to 1.5 inches and the pewter tops each measure approx. 1.25 inches. Free pendulum stand with your first order!