

TRENDS &
BESTSELLERS
ACROSS THE U.S.

SURVEY SAYS!

Compiled by
Maggie Feeney

GAUGING WHAT'S SELLING well in other stores can help you recognize a trend in the making. *Retailing Insight* recently invited readers to share their bestsellers and products with sales on the rise. 131 stores responded, representing all regions of the U.S., from the Northeast (17.5%) to the Midwest (21.4%), South (23.7%), and West (37.4%) and a variety of store types, from general books and gifts to a focus on body, mind, and spirit. Read on to discover what categories rose to the top and what products stores are raving about!

Top 10 Bestsellers

The following are the best-selling product categories in stores across the U.S. and a sampling of their inventory all-stars.

1 HOME DÉCOR

- ◆ **Bolga Baskets**
international market baskets, www.mybolgabaskets.com
- ◆ **Designer Stone Inc. Zen**
Creations statues, www.dsgardenshop.com
- ◆ **Gray Art Glass** witch balls, www.grayartglass.com
- ◆ **Kheops International** glass pyramid boxes (pictured), www.kheopsinternational.com
- ◆ **Raku Pottery Works** dreamcatcher jars, www.rakupotteryworks.com



2 JEWELRY



- ◆ **Dreamseeds** stone jewelry, www.dreamseeds.com
- ◆ **The Good Cheer Company**
Piece of the Puzzle affirmative jewelry, www.thegoodcheercompany.com
- ◆ **Holly Yashi** jewelry, www.hollyyashi.com
- ◆ **Michal Golan** jewelry (pictured), www.michalgolangallery.com
- ◆ **Sergio Lub** copper bracelets, www.sergiolum.com

3 CANDLES

- ◆ **Aloha Bay Candles** chakra candles, www.alohabay.com
- ◆ **Coventry Candles**, www.coventrycreations.com
- ◆ **Crystal Journey Candles**, www.crystaljourneycandles.com
- ◆ **The Soi Company** candles (pictured), www.thesoico.com
- ◆ **WoodWick Candles**, www.woodwick-candles.com



4 BATH & BODY/AROMATHERAPY

- ♦ Alchemology Empower essential oil, www.alchemologyshop.com
- ♦ Michel Design Soaps, www.micheldesignworks.com
- ♦ Naked Bee sandalwood lotion, www.nakedbee.bz

5 BOOKS

- ♦ *Chakra Awakening* by Margaret Ann Lembo, www.llewellyn.com
- ♦ *The Untethered Soul* by Michael A. Singer, www.newharbinger.com
- ♦ *Wicca* by Scott Cunningham, www.llewellyn.com

6 SMUDGE, INCENSE, POTPOURRI

- ♦ Bombay Incense hem incense, www.bombayincense.com
- ♦ Poo-Pourri, www.poopourri.com
- ♦ River Village California white sage, www.river-village.com

7 CRYSTALS & STONES

- ♦ Craftstones tumbled stones, www.craftstones.com
- ♦ Dynamic Energy Crystals, www.dynamicenergycrystals.com
- ♦ Heaven and Earth crystals, www.heavenandearthjewelry.com

8 ACCESSORIES

- ♦ Alchemy Goods recycled belts, www.alchemygoods.com
- ♦ Alexx Key Finder, www.finderskeypurse.com
- ♦ Veond scarves, www.myveond.com

9 HERBS, HERBAL TEAS, AND SUPPLEMENTS

- ♦ Hedge Root herbal blends, www.hedgeroot.weebly.com
- ♦ Herb Pharm tinctures, www.herb-pharm.com
- ♦ Rocky Mountain Metaphysics wild-crafted herbs, www.rockymountainmetaphysics.com

10 STATIONERY

- ♦ Cardthartic greeting cards, www.cardthartic.com
- ♦ Hux Creative Flying Wish Paper, www.flyingwishpaper.com
- ♦ Leanin' Tree greeting cards, www.leanintree.com

Store Comments from the **northeast**

"Essential oils are trending once again." —Brooklyn, N.Y.

"Sales are up on products that can help with personal growth in mind, body, and spirit."
—Liverpool, N.Y.

"USA-made products, and most especially locally made products, are in high demand."
—Oxford, Mass.

"Eco-friendly goods are trending up."
—New York, N.Y.



Pat Mayes
Heart of Woodstock
Woodstock, N.Y.

"Made in America and Fair Trade products are bestsellers. Items made from recycled, renewable, sustainable, natural materials are trending up."

Q: How do you decide what merchandise to carry?

A: I look for materials that are recycled, reused, natural, organic, sustainable, reusable, and made in the U.S.A. or Fair Trade. It has to be something I would buy and want to share with others.

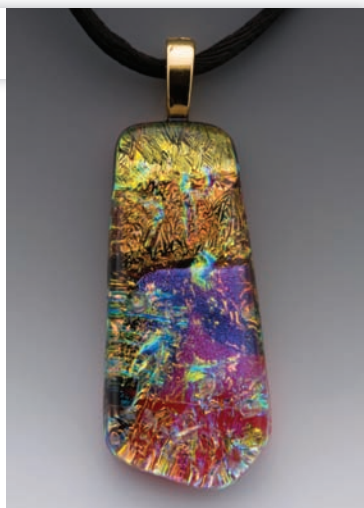
Q: What is your favorite thing about owning an independent gift store?

A: All the great people I get to meet. Every day is an opportunity to meet and talk with new people, have some fun, and sell eco-friendly products.

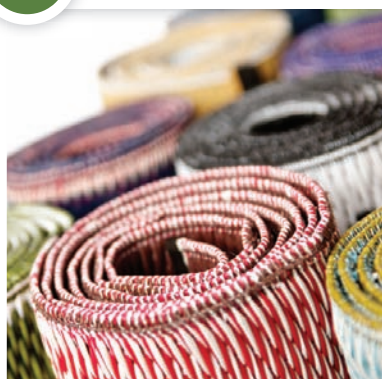
Top 10 Trending Up The following are the product categories recently trending up in stores across the U.S. and a sampling of their rising stars.

1 JEWELRY

- ♦ Ajmer jewelry, www.etsy.com/shop/ajmerbyjodi
- ♦ Andrea Barnett jewelry, www.andreabarnett.com
- ♦ NGlassworks fused glass pendants (pictured), www.nglassworks.com
- ♦ Peter Stone jewelry, www.peterstone.com
- ♦ Q-3 Art earrings, www.q3art.com



2 HOME DÉCOR



- ♦ b.b. begonia recycled indoor/outdoor mats (pictured), www.bbbegonia.com
- ♦ Overseas Connection oval markets baskets, www.overseasconnection.com
- ♦ Pangaea selenite lamps, www.fossilsplus.com
- ♦ West Wind Flags healing flags, www.westwindcollection.com
- ♦ Zen Appeal doorknob wealth bell, www.bocafengshui.com

3 CANDLES

- ♦ Big Dipper Waxworks taper candles, www.bigdipperwaxworks.com
- ♦ Capri Blue Candles, www.capribluecandles.com
- ♦ Crystal Essence Candles, www.crystalessencecandles.com
- ♦ Montserrat candles, www.thesacredfeminine.com
- ♦ Simpatico candles (pictured), www.simpatico-home.com



4 BATH & BODY/AROMATHERAPY

- ♦ Botanie Soaps, www.botaniesoap.com
- ♦ Northwood Naturals goat milk soap, www.northwoodnatural.com
- ♦ Plum Island Soap Company Man Can, www.plumislandsoap.com

5 CRYSTALS & STONES

- ♦ The Crystal Man gems and crystals, www.thecrystalman.com
- ♦ The Gemstone Factory, www.gemstonefactory.com
- ♦ Jeff Wheeler Mystic Mines crystals, www.mysticmines.com

6 BOOKS

- ♦ *Animal Spirit Guides* by Stephen Farmer, www.hayhouse.com
- ♦ *Safari: A Photocular Book* by Dan Kainen and Carol Kaufmann, www.workman.com
- ♦ *The Ultimate Dictionary of Dream Language* by Briceida Ryan, www.redwheelweiser.com

7 SMUDGE, INCENSE, POTPOURRI

- ♦ Matchless Gifts Nag Champa incense, www.matchlessgifts.com
- ♦ Nature Nature Incense resin sticks, www.naturenature.net
- ♦ Song of India/R. Expo India Temple incense, www.rexpo.com

8 ACCESSORIES

- ♦ Flipside Hats, www.flipsidehats.com
- ♦ Distinctly Himalayan scarves, www.distinctlyhimalayan.com
- ♦ Peaceful People sarongs and scarves, www.peacefulpeople.com

9 STATIONERY

- ♦ Fantasy Gifts journals, www.fantasy-gift.com
- ♦ Fashion Angels Sketch Portfolios, www.fashionangels.com
- ♦ Pictura greeting cards, www.picturausa.com

10 APPAREL

- ♦ Braja ladies clothing, www.brajaclimbing.com
- ♦ Indigenous Designs organic Fair Trade clothing, www.indigenous.com
- ♦ Solmate Socks, www.socklady.com

Store Comments from the south

"Customers prefer our handcrafted items."—Killeen, Texas

"Customers seem more inspired than ever to purchase American-made and handmade."—Asheville, N.C.

Susan Weis-Bohlen
breathe books
Baltimore, Md.



"Meditation items are the most popular."

Q: How do you decide what merchandise to carry?

A: Whatever moves me. I look at catalogues and magazines. I see what other people around the country are selling. I listen for trends.

Q: What is your favorite thing about owning an independent bookstore?

A: I can make changes rather quickly. If something isn't working, I can make an executive decision and change it overnight!

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Store Comments from the **midwest**

"We have created the ambience, gathered the merchandise, and built an atmosphere of beauty, peace, and friendliness, all to introduce tourists to spirituality. It works. I feel like a spiritual bartender." —Spring Green, Wis.

"Products to protect and calm the spirits have increased, such as various stones, smudges, candles, dreamcatchers, and witch balls." —Traverse City, Mich.

"Products that relate to chakra energy sell well."
—Long Grove, Ill.



Deborah Leydig
Norton's U.S.A.
Barrington, Ill.



Photograph by Liz Luby

"Our products are American-made and people are really looking for that now."

Q: How do you decide what merchandise to carry?

A: I sell only American-made products. Housewares, toys, clothing, food, gardening, home goods, books, jewelry, and much more!

Q: What is your favorite thing about owning an independent gift store?

A: The control I have over what is in the store, how I decorate the store, and what hours the store is open, and getting to meet the lovely customers that come in every day.

♦ **We want to know** about bestsellers and products trending up in your store. Visit us on Facebook or Twitter and tell us what products have been flying off your shelves.



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Store Comments from the west

"No matter what the economy, jewelry is always our best-selling item!" —Redondo Beach, Calif.

"Our handmade jewelry, pendulum, and steampunk items sell very well."
—Bremerton, Wash.

"Dr. Oz has a direct impact on anything—he mentions it, people want it and they want it now."
—Corvallis, Ore.



Janis Staskowski
Utopia
Redmond, Wash.



"Customers want to buy local and to know the background of the artist, where made, and story cards to accompany the piece."


Q: How do you decide what merchandise to carry?

A: What I have a passion for, yet it has to sell.

Q: What is your favorite thing about owning an independent gift store?


A: Independence, freedom, and being in an environment every day that has product I chose and, most importantly, sells.

■ **MAGGIE FEENEY** is Managing Editor of *Retailing Insight*.



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