

10
/ 21

PRACTICAL(LY) MAGIC

CELEBRATING THE WITCH

A cultural intelligence report demystifying why witchcraft has cast
a spell on pop culture



1021 TREND EXPLORER // OCTOBER 2026

Trend Exploder: TLDR

exploded view (n.): a drawing, photograph, or the like that shows the individual parts of a mechanism separately but indicates their proper relationship.

Trend Exploder is a monthly, human-led cultural intelligence report that – like an exploded view diagram – analyzes a trend by disassembling it to its parts, explaining each piece, and showing how they all fit together.

01 **What are we seeing?**
A glance at the “new age” of the witch

02 **Core Appeal**
Diving into the draw of witchcraft

03 **The Current State**
Examining the current pop culture moment and witchcraft scene

04 **Creator Spotlight**
Creators you should tune into

05 **Trend Takeaways**
Insights on what can be learned from this moment



A "NEW AGE" OF MODERN DAY WITCHCRAFT IS HERE

Although practitioners of witchcraft can be any gender, modern media and platforms like "WitchTok" have **recast the witch as a symbol of feminist defiance**, blending magic with eco-spirituality, queer inclusivity, activism, and digital lifestyle trends.

For this report, the term "witchcraft" encompasses the global spiritual practices outside mainstream science and organized religion, specifically focusing on contemporary forms like **astrology, tarot cards, palm and aura reading, crystal healing, botanical medicine, and spellcasting.**

Since October of last year, videos related to witchcraft have collectively garnered

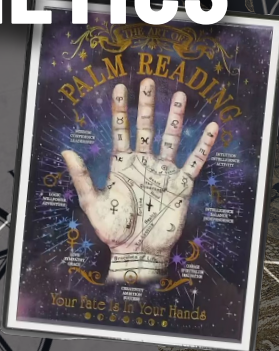
**60B views &
855K uploads**

across Instagram, TikTok, Twitch, Facebook, and YouTube.*

*Based on videos with "witch," "witches," "witchcraft," or "wicca" in the title. Source: Tubular, Oct. 8, 2025 - Oct. 16, 2026.

01. WHAT ARE WE SEEING?

WITCHCRAFT AESTHETICS



Mystical imagery such as palm charts, constellations, and apothecary supplies



The spell I did to unlock
my full potential
(I made more money in one week than I
used to in a month 😊)

"Whimsigoth"
wardrobes



Occult-associated
animals like *crows*
and *snakes*



Shop examples from:
The Green Man
MacKenzie-Childs
Michaels



@k.aillia.n



@hyacinthoney

10
21



02. CORE APPEAL

WHAT'S THE APPEAL?

01

Personal agency and autonomy

For many practitioners, witchcraft empowers them to take control during times of uncertainty. They're able to manifest the outcome of their own lives, rather than accepting a passive role in the world around them.

02

Resistance against authority

Disillusionment with existing oppressive systems means witches often see their power as a way to combat authoritarian institutions such as the government, dominant religions, or the patriarchy.

04

Beauty of mysticism

The aesthetics of witchcraft never truly wane, but the newest era of modern day witchcraft with its tarot cards, crystals, and botanical visuals dazzle even non-practitioners.

03

Individualism and community

Witches can practice in a way that focuses on the personalized discipline of the individual or the communal impact of a unified coven.

05

Self-care and mental wellness

Modern witchcraft frequently overlaps with wellness culture and mindfulness practices. Rituals function as structured tools for self-reflection, building confidence, setting healthy boundaries, and fostering emotional clarity.



WHAT'S THE APPEAL?

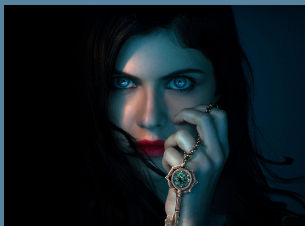
As one witch we interviewed put it,

“A big part of [witchcraft] is seeking and having your answers come from within. **Reminding yourself that you are powerful.** You are responsible for the outcome no matter what your intent is.

If you focus enough, you bring your own results. As someone who may have their autonomy be stripped away, I could see how that could be really, really appealing.”

03. THE CURRENT STATE

HOW WITCHES SHOW UP IN POP CULTURE TODAY



"Mayfair Witches"



"Wicked"



Zatanna



"Witch Hat Atelier"

Mainstream TV & Films

- Characters Glinda and Elphaba from **"Wicked"** brought witches back to the big screen in 2024 and 2025 with a combined \$1.3B at the box office.
- **"Obsession" (2026)** featured elements of mysticism, centering its story on the love potion-esque effects of a wish.
- Anne Rice's **"Mayfair Witches"** series continues its run on AMC, while the newest **"American Horror Story"** season returns to its popular "Coven" storyline from season three. 2026 winner of a record 14 Emmys, **"Widow's Bay"** incorporates aspects of the occult into its comedy horror plotlines.

Video Games, Comics, & Manga

- Marvel Comics' **Scarlet Witch** grew in popularity from 2021's "WandaVision" and 2022's "Doctor Strange in the Multiverse of Madness." DC Comics' **Zatanna** is undergoing a renaissance with a new standalone series.
- **Bayonetta** stands out as the iconic video game witch wielding dual pistols instead of wands.
- **"Witch Hat Atelier"** won Best Manga at the Harvey Awards in 2020 and 2025, culminating in its anime adaptation that was released this summer to rave reviews.

03. THE CURRENT STATE

WITCHES IN THE DIGITAL AGE

Social Media

“Etsy witches” have gained recent media attention for performing service requests like perfect wedding weather, hexes on celebrity exes, and influencing politics.

WitchTube, **WitchTok**, and **Witchstagram** are names for each platform’s community of creators practicing witchcraft. Creators post GRWMs, tips and tutorials, ASMR, and remote healing through sound bowl and spell videos.



Discussion Forums

Podcasts like **The Witch Wave**, **Glitch Bottle**, and **Witch Bitch Amateur Hour** host nuanced discussions with folklorists, authors, and seasoned occultists on topics ranging from traditional astrology to folk herbalism and social activism.

Subreddits such as **r/witchcraft** and **r/BabyWitch** act as collaborative schools where practitioners ask for plant identification and troubleshoot spells. Other forums like **r/WitchesVsPatriarchy** incorporate magic within activism.



AI & Witch-preneurship

Some “**technomancer**” practitioners have adapted to the times by incorporating AI into their practice to write spells, create sigils, and read tarot.

Many other witches condemn AI’s use, citing an absence of human spiritual connection, eco-destructive consequences, and erasure of personal creativity.

Experienced witches have founded their own businesses providing spiritual services, education on the craft, or business mentorship.



04. CREATOR SPOTLIGHT

WHO YOU SHOULD BE TUNING INTO

Savannah professes to use her background as a chemical engineer to inform her spiritual practice with scientific sensibilities. She shares her lifestyle and knowledge with

242K followers

across TikTok and Instagram



@blissfulxbohemian



@offpuddinggirl

Phuongnam Vu is a lifestyle influencer making fashion-forward content with witchy aesthetics in L.A. and NYC for

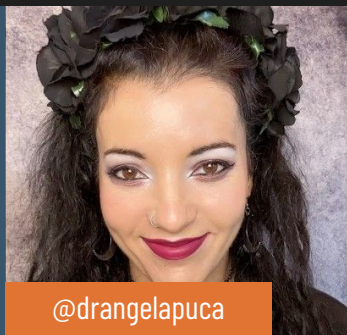
222K followers

across TikTok and Instagram

Dr. Angela Puca is a scholar and lecturer with B.A. and M.A. degrees in philosophy and a Ph.D. in Religious Studies from the University of Leeds. She educates

652K followers

across YouTube, TikTok, and Instagram



@drangelapuca



@VanessaRaye

Vanessa offers general astrology and tarot card readings. Her readings, which emphasize the listeners as co-creators of their own destiny, are available to

925K followers

across YouTube, Instagram, and TikTok

05. TREND TAKEAWAYS

WITCHCRAFT TAKEAWAYS



THE OCCULT CAN LOOK CUTE

Witchy aesthetics are in every year, but they lean into the whimsical and '90s throwback gothic looks for this year's cultural moment.

THE DEEPER APPEAL OF WITCHCRAFT STEMS FROM EMPOWERMENT AND RESISTANCE

Although anyone can participate, witchcraft appeals to a predominantly female demographic. "We are the daughters of the witches you didn't burn" is a popular feminist phrase for a reason.

DIGITAL COMMUNITIES = DIGITAL COVENS

Thanks to social media, internet forums, and podcasts, connecting with creators and like-minded communities has never been easier.

WELLNESS, WEALTH, & WITCHCRAFT

Witchcraft effortlessly fits into discussions about self-care and self-help. Spirituality aside, witchcraft equips people with the blueprint and ritualistic discipline needed for real personal change.



Now, it's your turn to
conjure a campaign or
build a bewitching strategy.

Go forth with your marketing
magic and leave your audiences
completely spellbound.

Feel like listening to the
perfect soundtrack
while cooking
something up in your
cauldron this season?

Check out 1021's
"Witches Brew"
playlist here!



1021 Creative

Human-led and tech-enabled, 1021's cultural intelligence engine keeps global brands in tune with the audiences and users they serve. We're global, but our people are local — identifying and tracking microcultures and macro trends as they emerge in every major region of the world.

With 12 years of interpreting culture and fandom, we are the call brands make before the brief. We operate alongside in-house teams to align strategy, shape campaigns, interpret the data, and activate for outcomes.

Learn more about us at 1021creative.com or [reach out](#) with any questions.