

Media Release



The book cover for 'In Too Deep' features a man in a dark jacket walking away from the viewer on a path that leads into a misty, wooded area. The title 'IN TOO DEEP' is at the bottom in white. Above it, the authors' names 'REACHER LEE CHILD AND ANDREW CHILD' are listed. At the top, it says 'THE NEW' and 'THE WORLD'S NUMBER ONE BESTSELLER'.

**New Zealand
Christmas #1
2024**

As measured by
Nielsen BookScan New Zealand

Nielsen BookData

Nielsen BookData announces *In Too Deep* is the official New Zealand Number 1 Christmas Bestseller

AUCKLAND, 19 December 2024

New Zealand's most beloved author Lee Child, alongside brother and co-author Andrew Child, has topped the Christmas charts for the 3rd year in a row, with *In Too Deep* to make it the official New Zealand BookScan Christmas Number One, selling just under 2500 copies in the week ending 14 December. *In Too Deep* is the 29th thriller to feature the well-known character, Jack Reacher.

It is the fifth time that Lee Child has taken the top spot since BookScan tracking began in New Zealand, as well as the third year in a row, with previous number ones featuring in 2016: *Night School: Jack Reacher 21*, 2018: *Past Tense: Jack Reacher 23*, 2022: *No Plan B: Jack Reacher 27*, 2023: *The Secret: Jack Reacher 28*, and now 2024: *In Too Deep: Jack Reacher 29*. This puts Lee Child in first place for the most number ones this Christmas week of book sales since BookScan began back in 2007. The only other author to come close with four Christmas number ones is Annabel Langbein, with her successful Free Range cookbook series from the early 2010s.

The 25th Jack Reacher novel, *The Sentinel*, was the first to be co-authored with his brother Andrew, and it continues the series' bestselling streak having sold more than 100 million copies worldwide of

Nielsen BookData

Reacher books. This latest novel, *In Too Deep* will be the last one to be co-authored, going forward the series will be written solely by Andrew Child (Lee's younger brother).

The top-selling New Zealand published title this Christmas week is *Tasty* by Chelsea Winter (published by Allen & Unwin New Zealand). Having sold more than 11,000 units through the BookScan panel since publishing on 1 October, it has been the overall number one selling title twice, and the number one non-fiction title seven times this year-to-date.

Nevena Nikolic, NZ Territory Manager at Nielsen BookData, said: "*Adult Fiction has been the star-performing category across 2024, and for 5 years running, and is up 0.5% by volume on last year. Within this broad category Genre fiction, such as Crime & Thriller and Romance, has performed particularly well thanks to #BookTok helping drive sales. Given Lee Child is the most successful author in NZ across all genres, with over 900,000 books sold since BookScan began tracking sales in 2007 (including those co-authored with Andrew Child), it is well-deserved he has taken the number one spot for the fifth time in 16 years.*"

Christmas is the key trading period in the New Zealand book industry, and this year is no exception, proving book sales have been resilient in the face of many on-going challenges in retail. In total, \$5.1m was spent on printed books in New Zealand in the seven-day period ending 14 December across 33k ISBNs or separate book titles, an uplift of 40% on the average unique weekly titles of 23.5k, showing the support New Zealanders have for buying a wider range of books at Christmas time.

In Australia, *RecipeTin Eats: Tonight* by Nagi Maehashi tops Nielsen BookScan's 2024 Christmas bestseller list, having sold nearly 28,000 copies during the same week of 8 to 14 December. In the New Zealand bestseller chart, *RecipeTin Eats: Tonight* features in 6th place at nearly 700 copies.

This year's New Zealand Top 10 bestselling titles in the Christmas week includes five adult Fiction titles, three Non-Fiction titles (all of them cookbooks) and two Children's titles. Two out of the Top 10 books were published in New Zealand; number 3, *Tasty* by Chelsea Winter and number 9, *More Salad: Two Raw Sisters* by Margo Flanagan & Rosa Power (both published by Allen & Unwin New Zealand).

Nielsen BookScan NZ Top 10 Christmas Bestseller List (ranked by copies sold in the week 08 to 14 December 2024)*:

1. *In Too Deep: Jack Reacher 29*, Lee Child & Andrew Child (Penguin Random House)
2. *Big Jim Begins: Dog Man*, Dav Pilkey (Scholastic)
3. *Tasty*, Chelsea Winter (Allen & Unwin New Zealand)
4. *Hot Mess: Diary of a Wimpy Kid 19*, Jeff Kinney (Penguin Random House)
5. *The Hidden Girl*, Lucinda Riley & Harry Whittaker (Pan Macmillan)
6. *RecipeTin Eats: Tonight*, Nagi Maehashi (Pan Macmillan)
7. *To Die For* by David Baldacci (Pan Macmillan)
8. *Orbital*, Samantha Harvey (Penguin Random House)
9. *More Salad: Two Raw Sisters*, Margo Flanagan & Rosa Power (Allen & Unwin New Zealand)
10. *Here One Moment*, Liane Moriarty (Pan Macmillan)

* Data sourced from Nielsen BookScan New Zealand Total Market measuring print book sales in New Zealand through its defined panel of retailers. Weekly data is for the period 08 to 14 December, 2024. Year-to-date is to week ending 14 December, 2024.

Christmas Number Ones Past 10-Years: New Zealand

- 2024:** *In Too Deep: Jack Reacher 29*, Lee Child & Andrew Child (Penguin Random House)
2023: *The Secret: Jack Reacher 28*, Lee Child & Andrew Child (Penguin Random House)



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- 2022:** *No Plan B: Jack Reacher 27*, Lee Child & Andrew Child (Penguin Random House)
2021: *Go Tell the Bees that I am Gone: Outlander 9*, Diana Gabaldon (Penguin Random House)
2020: *Code Name Bananas*, David Walliams, illustrated by Tony Ross (HarperCollins)
2019: *The Beast of Buckingham Palace*, David Walliams, illustrated by Tony Ross (HarperCollins)
2018: *Past Tense: Jack Reacher 23*, Lee Child (Penguin Random House)
2017: *Bad Dad*, David Walliams, illustrated by Tony Ross (HarperCollins)
2016: *Night School: Jack Reacher 21*, Lee Child (Penguin Random House)
2015: *Dan Carter*, Duncan Greive & Dan Carter (Upstart Press)
2014: *The Free Range Cook: Through the Seasons*, Annabel Langbein (Annabel Langbein Media)

Notes for editor:

Data should be sourced to **Nielsen BookScan New Zealand**. Printed book sales data comes from the Nielsen BookScan New Zealand Total Market panel of more than 275 book retail outlets throughout New Zealand.

#XmasBookNo1

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Nielsen BookData

About Nielsen BookData

Nielsen BookData provides a range of services to the book industry internationally, aiding the discovery and purchase, distribution and sales measurement of books. Nielsen BookData is responsible for the ISBN and SAN Agencies for UK & Ireland as well as providing metadata solutions for booksellers and libraries. Its Research services provide retail sales analysis for both print and e-books alongside research from the Books and Consumers Survey. Nielsen BookScan is the world's largest continuous sales analysis service and alongside GfK now operates in 17 countries. Retail sales information is collected at the point of sale and is used by publishers, booksellers and libraries to assist strategic, acquisition and purchasing decisions.

For publishers, Nielsen BookData offers a range of services from assigning an ISBN to a book to adding metadata to its database and providing promotional tools to help market books.

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