

# Nielsen BookData

## FOR IMMEDIATE RELEASE

### Press Release

**Guinness World Records leads race to be crowned the UK Christmas Number one but Richard Osman, *The 1% Club Quiz Book* and two prize winning-novels are hot on its heels, Nielsen BookData reveals**

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### Race to Xmas #1: Current Top 3 Bestsellers in the UK

The graphic displays three book covers side-by-side against a dark blue starry background. From left to right: 1. Guinness World Records 2024, 70th Anniversary Edition, featuring colorful illustrations of various records. 2. Richard Osman's 'We Solve Murders', a brand new series, featuring a silhouette of a cat on a red shelf. 3. Samantha Harvey's 'Orbital', featuring a space-themed cover with planets and stars. Below the covers, a white text box states: 'Based on data from the Nielsen BookScan Total Consumer Market (TCM)'

**LONDON, 18 December 2024** – The latest edition of *Guinness World Records*, the annual compilation of record-breaking facts and achievements, currently leads an incredibly competitive race to be crowned the UK book trade’s Christmas Number One. The £22 hardback book sold 38,681 copies in the UK in the week ending 14 December, taking top spot in the penultimate chart to be published before Christmas Day. However, the chasing pack all saw their sales surge last week.

TV presenter turned bestselling crime writer Richard Osman’s latest thriller, *We Solve Murders*, takes second position in the current overall bestseller list, ahead of Samantha Harvey’s Booker Prize-winning novel, *Orbital*, and Asako Yuzuki’s *Butter* – recently crowned Waterstones Book of the Year 2024. All three saw their sales grow by more than 6,000 copies week-on-week.

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If *Guinness World Records* is crowned the book trade number one on 24 December, it will be the fifth time the perennial bestseller has topped the chart on Christmas Day since official sales records began in 1998, and the second time in the past three years. Should *We Solve Murders* take top spot, Osman would score his second Christmas Number One, following in the footsteps of his *The Thursday Murder Club* which topped the chart on Christmas Day in 2020.

Last year, GT Karber's puzzle book for armchair detectives, *Murdle*, took the Christmas Number One crown but this year a different puzzle book is making a late charge for pole position – *The 1% Club: The Official Quiz Book*. Sales of the spin-off from the popular ITV game show presented by comedian Lee Mack increased by more than 11,000 copies week-on-week last week, climbing five places in the overall bestseller list into fifth position.

Actress and comedian Miranda Hart's *I Haven't Been Entirely Honest with You* remains the bestseller among the numerous celebrity memoirs released in the run-up to Christmas this year. Also proving popular with shoppers are: Jeremy Clarkson's fourth collection of tales from his Diddly Squat farm, *Home to Roost*; Olympian Sir Chris Hoy's *All That Matters*; and a "Pawtobiography" from the canine star of BBC TV series *Gone Fishing*, *Ted the Dog*.

Philip Stone, an analyst at Nielsen BookData, said: "Close to £90M is expected to pass through bookshop tills this week as book-buyers make their last-minute purchases. Books are a hugely popular gift choice due to their broad appeal and the diversity of options available to cater for every taste."

He added: "If *Guinness World Records* tops the chart on Christmas Day for a fifth time it will match the feat of TV chef Jamie Oliver. He has seen five of his cookbooks top the chart on 25th December, most recently in 2012 with his *15-Minute Meals*. However, it faces stiff competition from several books that are sure to be delivered by Santa into stockings this year."

In total, £1.685Bn has been spent on printed books in the UK thus far in 2024 – down 1%, or £22M, year-on-year. Volume sales have fallen by 2%, or 4M, to 182M. Richard Osman's *We Solve Murders* has been the bestselling book of the year thus far, with sales totaling 421,000 copies across all print editions. Children's writer Julia Donaldson has once again proved to be the bestselling writer in the UK, with her numerous children's titles combining to sell more than 2.9M copies in 2024 to date – double the sales of the next bestselling author, American thriller writer Freida McFadden (1.4M).

## UK Top 10 bestsellers: week ending 14 December 2024

1. *Guinness World Records* (-) 38,681 copies sold
2. *We Solve Murders* (Richard Osman) 36,791
3. *Orbital* (Samantha Harvey) 32,986
4. *Butter* (Asako Yuzuki, translated by Polly Barton) 26,567
5. *The 1% Club: The Official Quiz Book* (-) 26,396
6. *Private Eye Annual 2024* (Ian Hislop, ed) 20,534
7. *Dog Man: Big Jim Begins* (Dav Pilkey) 19,934
8. *Diary of a Wimpy Kid: Hot Mess* (Jeff Kinney) 18,584
9. *Simply Jamie* (Jamie Oliver) 16,985

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10. *In Too Deep* (Lee and Andrew Child) 16,672

## Recent UK Christmas Number Ones

2014: *Guinness World Records 2015*

2015: *How it Works: The Husband* (Jason Hazeley and Joel Morris)

2016: *The Midnight Gang* (David Walliams)

2017: *Bad Dad* (David Walliams)

2018: *Becoming* (Michelle Obama)

2019: *The Beast of Buckingham Palace* (David Walliams)

2020: *The Thursday Murder Club* (Richard Osman)

2021: *Pinch of Nom: Comfort Food* (Kay and Kate Allinson)

2022: *Guinness World Records 2023*

2023: *Murdle* (GT Karber)

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## Race to Xmas #1 Current Top 3 Bestsellers in Ireland



Based on data from the Nielsen BookScan Irish Consumer Market (ICM)

In Ireland, Johnny Sexton's memoir, *Obsessed*, is primed to become the fourth rugby memoir to top the charts on Christmas Day since records began. The 432-page hardback book currently tops Ireland's overall chart, ahead of *Guinness World Records 2025* and American cartoonist Dav Pilkey's 13th Dog Man adventure, *Big Jim Begins*.

Joe Schmidt's *Ordinary Joe* was the last rugby memoir to be crowned the Christmas Number One in Ireland, doing so in 2019. Two other rugby memoirs have achieved the feat: Brian O'Driscoll's *The Test* in 2014, and Paul O'Connell's *The Battle* in 2016.

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A total of €144M has been spent on printed books in Ireland in 2024 – down 7% (€11M) year-on-year. Volume sales total 11.2M – down 7% (0.8M) year-on-year. With sales of 52,000 copies across all print editions, Claire Keegan's Orwell Prize-winning *Small Things Like These* has been the bestselling book in Ireland in 2024 thus far, ahead of Colm Tóibín's *Long Island* and Sally Rooney's *Intermezzo*.

## Ireland Top 10 bestsellers: week ending 14 December 2024

1. *Obsessed* (Johnny Sexton) 6,388 copies sold
2. *Guinness World Records 2025* (-) 4,370
3. *Dog Man: Big Jim Begins* (Dav Pilkey) 3,973
4. *Frankie* (Graham Norton) 3,312
5. *Diary of a Wimpy Kid: Hot Mess* (Jeff Kinney) 3,130
6. *The Irish Words You Should Know* (Hector Ó hEochagáin) 2,935
7. *Intermezzo* (Sally Rooney) 2,511
8. *The Hike Life: 50 More to Explore* (Rozanna Purcell) 2,457
9. *This Boy's Heart* (John Creedon) 2,233
10. *My Story* (Joe Canning) 2,130

## Recent Ireland Christmas Number Ones

2014: *The Test* (Brian O'Driscoll)  
2015: *Grandma's Great Escape* (David Walliams)  
2016: *The Battle* (Paul O'Connell)  
2017: *Bad Dad* (David Walliams)  
2018: *The Ice Monster* (David Walliams)  
2019: *Ordinary Joe* (Joe Schmidt)  
2020: *Old Ireland in Colour* (John Breslin & Sarah-Anne Buckley)  
2021: *Guinness World Records*  
2022: *Guinness World Records*  
2023: *Prophet Song* (Paul Lynch)

## Notes for editors

Data should be sourced to Nielsen BookData. Printed book sales data comes from the Nielsen BookScan UK Total Consumer Market panel of more than 7,000 bricks and mortar and internet book retailers in the UK, and the equivalent Irish Consumer Market panel. Please contact [mediabookresearch@nielseniq.com](mailto:mediabookresearch@nielseniq.com) with any queries.

The official Christmas number one titles for the UK and Ireland will be announced via our social media handles on 24 December 2024. We will be closed on that day so we will be unable to answer any media queries after the announcement.

**LinkedIn and Instagram: @nielsenbook | X: @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

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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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NIQ is the world's leading consumer intelligence company, delivering the most complete understanding of consumer buying behavior and revealing new pathways to growth. In 2023, NIQ combined with GfK, bringing together the two industry leaders with unparalleled global reach. With a holistic retail read and the most comprehensive consumer insights—delivered with advanced analytics through state-of-the-art platforms—NIQ delivers the Full View™.

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