

Nielsen  
BookData

## Press Release

### Nielsen BookScan announces John van de Ruit's *Spud: The Reunion* as the official South African Christmas #1 Bestseller



**South Africa  
Christmas #1  
2024**

As measured by  
Nielsen BookScan South Africa

Nielsen BookData

Cape Town, Thursday 19 December 2024

John van de Ruit's *Spud: The Reunion* is South Africa's official Christmas Number One bestseller according to Nielsen BookScan figures for print book sales for the week ending 14 December 2024. The bestselling author's latest book *Spud: The Reunion* sold 1,132 copies in the week ending 14 December 2024, making it the bestselling title overall, in the South African Book Market.

#### **SA Top 10 bestsellers: week ending 14 December 2024**

1. *Spud: The Reunion*, John van de Ruit
2. *Disciple: Walking with God*, Rorisang Thandekiso & Nkhensani Manabe
3. *Atomic Habits*, James Clear
4. *How Did We Get Here?*, Mpoomy Ledwaba
5. *Diary of a Wimpy Kid: Hot Mess (Book 19)*, Jeff Kinney
6. *Leo*, Deon Meyer
7. *In Too Deep: (Jack Reacher 29)*, Lee Child and Andrew Child
8. *The Hidden Girl*, Lucinda Riley & Harry Whittaker
9. *Zapiro Annual 2024*, Zapiro
10. *The Psychology of Money*, Morgan Housel

In 2023, the Fiction writer Deon Meyer took the Christmas #1 spot with *Leo*, selling 3,029 copies. A grand total of R60.0m was spent on 227.8k printed books in South Africa last week— Another fantastic result that was achieved over the holiday season.

### **Notes for editors**

Data should be sourced to Nielsen Book Research. Printed book sales data comes from the Nielsen BookScan SA Consumer Market panel.

Please contact [infobookresearchSA@nielseniq.com](mailto:infobookresearchSA@nielseniq.com) with any queries. Please note the offices are closed 24 December through to 26 December and will reopen on 30 December 2024

### **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 search and discovery services 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. 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. The company is wholly owned by NielsenIQ. For more information, visit [nielsenbook.co.uk](http://nielsenbook.co.uk)

### **About NielsenIQ**

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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