

Press Release

NIELSEN BOOK ANNOUNCES DAMON GALGUT'S THE PROMISE AS THE OFFICIAL SOUTH AFRICAN CHRISTMAS #1 BESTSELLER

Johannesburg, Friday 17 December 2021

Damon Galgut's The Promise is South Africa's official Christmas Number One bestselling book of 2021.

The South African author won the Booker prize in November of this year with his chronicle of the life and times of a white family in post-Apartheid South Africa. The title sold 1,261 copies in the week leading up to 11 December 2021 and this marks his second consecutive week in a row at number one.

At number two, with 1,084 copies sold through South African tills is **Rise**, the autobiography from **Siya Kolisi**, South Africa's rugby captain who led the team to victory against England in the 2019 rugby world cup final.

The ever-popular children's fiction author **Jeff Kinney** has secured the number three spot with the 16th in the series of Diary of a Wimpy Kid. **Big Shot** sold 952 copies and is the only spot in the official top 10 to go to a children's book.

Will, the memoir from **Will Smith** is at number four. Co-written by Mark Manson, author of the hugely popular **The Subtle Art of Not Giving a F*ck** which to date has sold over 117,000 units in South Africa across all print editions, was released at the start of November.

SA Top 10 bestsellers: week ending 11 December 2021

1. The Promise, Damon Galgut
2. Rise, Siya Kolisi
3. The Diary of a Wimpy Kid: Big Shot, Jeff Kinney
4. Will, Will Smith & Mark Manson
5. The Dark Flood, Deon Meyer
6. The Judge's List, John Grisham
7. Wish You Were Here, Jodi Picoult
8. It Ends With Us, Colleen Hoover
9. Never, Ken Follett
10. Scattering of Africa, Johnny Clegg

A grand total of R47.2m was spent on 222.6k printed books in South Africa last week—up 22.5% versus the comparative week last year in value terms, and up 15.3% in volume terms.

In 2020 the thriller novelist **Deon Meyer** took the top spot with **Donkerdrif** selling 3,294 copies in the final week before Christmas. Released on 20th November this number one sold nearly double the number two title **A Promised Land** from **Barak Obama**.

Hazel Kenyon, Nielsen Book Research director, said: "Congratulations to Damon Galgut and Penguin Random House on being the number one book at Christmas. We're delighted to celebrate the success of all the bestsellers and are happy to see such a strong market performance at this important book buying time of year."

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 mediabookresearch@nielseniq.com with any queries.

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