

UNDER EMBARGO UNTIL 15:00 TUESDAY 23 DECEMBER 2025

Press Release



Charlie Mackesy's *Always Remember* crowned the Christmas Number One in the UK and Ireland, NielsenIQ BookData reveals

London, 23 December 2025 — British artist and illustrator Charlie Mackesy's *Always Remember*, the sequel to his bestselling *The Boy, The Mole, The Fox and the Horse*, has been crowned the Christmas Number One in both the UK and Ireland.

The illustrated fable, which extolls the importance of love, hope and courage when navigating life's storms, sold 43,825 copies in the week ending 20 December in the UK, and tops the chart in the last bestseller list to be published before Christmas Day.

Richard Osman's fifth Thursday Murder Club cosy crime caper, *The Impossible Fortune*, takes second place in the Christmas bestseller list, ahead of *Guinness World Records 2026* in third position.

UK Top 10 bestsellers: week ending 20 December 2025

1. *Always Remember* (Charlie Mackesy) **43,825** copies sold
2. *The Impossible Fortune* (Richard Osman) **35,271**
3. *Guinness World Records 2026* **30,229**
4. *The 1% Club Official Quiz Book 1* **28,656**
5. *The 1% Club Official Quiz Book 2* **24,226**
6. *Private Eye Annual 2025* **20,875**
7. *Diary of a Wimpy Kid: Partypooer* (Jeff Kinney) **20,193**

8. *Exit Strategy* (Lee and Andrew Child) **17,924**
9. *The Secret of Secrets* (Dan Brown) **16,985**
10. *The Long Shoe* (Bob Mortimer) **16,106**

NielsenIQ BookScan Total Consumer Market data reveals that £85.1M was spent on printed books in the UK in the week ending 20 December, up 18.1% on the previous week but down 4.4% versus the comparative week last year.

Philip Stone, an analyst at NielsenIQ BookData, said: “Congratulations to Charlie Mackesy who has scored his first Christmas Number One, having come so close in 2019 when his *The Boy, The Mole, The Fox and The Horse* was pipped to the post by David Walliams and his *The Beast of Buckingham Palace*.”

Stone added: “*Always Remember* has consistently been one of the UK’s bestselling books since hitting the shelves on ‘Super Thursday’. It has sold 365,000 copies since publication — roughly one copy sold every 17 seconds”.

In Ireland, *Always Remember* enjoyed a late sales surge to supplant *Guinness World Records 2026* at the top of the bestseller lists. *Always Remember* sold 4,999 copies in the week ending 20 December 2025, with *Guinness World Records 2026* falling one place to second in the final bestseller list to be published before Christmas Day. Eimear Ní Bhraonáin’s *The Dodger* takes third place in the chart.

Ireland Top 10 bestsellers: week ending 20 December 2025

1. *Always Remember* (Charlie Mackesy) **4,999** copies sold
2. *Guinness World Records 2026* **4,687**
3. *The Dodger* (Eimear Ní Bhraonáin) **4,138**
4. *Ninety-Nine Words for Rain* (Manchán Magan) **4,038**
5. *The Only Way I Know* (Andy Farrell) **3,845**
6. *Diary of a Wimpy Kid: Partypoofer* (Jeff Kinney) **3,734**
7. *The Ghosts of Rome* (Joseph O’Connor) **3,141**
8. *Dog Man 14: Big Jim Believes* (Dav Pilkey) **2,846**
9. *Dynasty* (Matt Cooper) **2,821**
10. *An Irish Word a Day* (Hector Ó hEochagáin) **2,640**

This year marks the seventh time since official sales records began, and the first time since 2022, that the UK and Ireland Christmas Number Ones have been the same. Previous identical Christmas Number Ones include: Dan Brown’s *The Da Vinci Code*, in 2004; Alex Ferguson’s *My Autobiography*, in 2013; and *Guinness World Records 2023*, in 2022.

Notes for Editor

Data should be sourced to NielsenIQ BookData. Printed book sales data comes from the NielsenIQ 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.

#XmasBookNo1

Please email mediabookresearch@nielseniq.com with any queries.
Note this mailbox will not be monitored from 24 December to 28 December 2025.

NielsenIQ BookData

About NielsenIQ BookData

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For booksellers and libraries, we offer access to our database of over 53 million book records for title look-up, enriching websites, and managing internal systems. Our research services deliver retail sales analysis for both print and e-books across 17 territories, complemented by insights from our Books and Consumers Survey, as well as Country and Genre-specific reports.

NielsenIQ BookData is wholly owned by NielsenIQ(NIQ), for more information:

www.niq.com/bookdata

About NIQ

NielsenIQ (NYSE: NIQ) is a leading consumer intelligence company, delivering the most complete understanding of consumer buying behaviour and revealing new pathways to growth. Our global reach spans over 90 countries covering approximately 85% of the world's population and more than \$7.2 trillion in global consumer spend. 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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