



Press Release

The creative minds spanning page, stage and screen are among those recognised at the annual Bestseller Awards - Ruth Jones, Davina McCall and David Nicholls are honoured at this year's ceremony

- Winning genre for 2025: UK book sales of fiction outstrip other categories
- International book fair, BolognaBookPlus, partners NielsenIQ BookData for the third year

London, Monday 19 January: NielsenIQ BookData, in partnership with BolognaBookPlus, celebrated the annual Bestseller Awards this evening at the Ham Yard Hotel in central London with Ruth Jones, Davina McCall and David Nicholls among the stellar line-up of prize-winning authors.

The Bestseller Awards, which were presented by Rebecca Jones, former BBC arts correspondent and Chief News Presenter, are the only awards based on UK volume sales data, recognising all-time sales across print and e-book formats. The awards honour the authors whose books have sold more than 250,000 copies (Silver); more than 500,000 copies (Gold); and more than one million copies (Platinum).

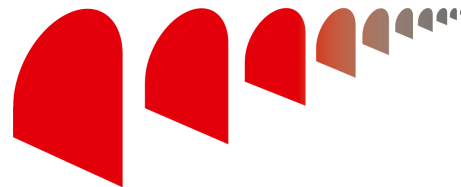
The Awards celebrated 21 stand-out titles that have achieved Silver, Gold and Platinum status, together totalling sales of more than **7.3 million** books. The UK book market continues to demonstrate its resilience, with readers showing a strong appetite for a good story particularly in the crime thriller genre, with fiction sales rising in volume by **0.2%**. In total, more than **191m** print books were purchased in the UK in 2025, generating **£1.814bn** in value. On average, more than **half a million** books were bought each day last year.

The journalist and author **Bella Mackie** received a Platinum award this evening for her dark and satirical debut novel *How to Kill Your Family*.

The Series Platinum Award this year goes to author **Jim Field** and illustrator **Kes Gray** for achieving sales of more than two million copies of the laugh-out-loud children's book *Oi Frog*. This new award was introduced last year to recognise and acknowledge a series that has gone on to achieve great success, not just in terms of sales but also for sustaining reader loyalty.

Children's book sales were further celebrated at the Bestseller Awards with author **Fiona Watt** receiving the Author Platinum Award in recognition of sales of more than five million copies of her bestselling baby and toddler book series *That's Not My...* Fiona Watt, who has been an in-house author and Editorial Director at Usborne for more than 30 years, has to date sold more than 20 million books.

Three authors received the Gold Award: thriller writers **Claire Douglas** for *The Wrong Sister*, **T.M. Logan** for *Lies*, and **Asako Yuzuki** for *Butter*.



Thirteen authors were presented with Silver awards. **Davina McCall** and **Dr Naomi Potter** achieved Silver status for their game-changing women's health title *Menopausal*, alongside **Caroline Hiron** for *Skincare*.

Gavin and Stacey star **Ruth Jones** picked up the most awards on the night, taking home three Silver awards for her three novels *Love Untold*, *Never Green* and *Us Three*. Also recognised in the Silver category were **David Nicholls** for *You Are Here*; psychological thriller writer **B. A. Paris** for *The Breakdown*; and **Sarah Winman** for *Still Life*. Silver awards went to four authors for their debut novels: **Michelle Frances** for *The Girlfriend*; **Jennie Godfrey** for *List of Suspicious Things*; **Monica Heisey** for *Really Good, Actually*; and **Janice Hallett** for *The Appeal*. Meanwhile, **Claire Douglas** picked up her second award of the night for *The New Neighbours*, and *New York Times* best-selling author **Coco Mellors** received two silver awards for *Cleopatra and Frankenstein* and for *Blue Sisters*.

Commenting on behalf of NielsenIQ BookData, Andre Breedt, Managing Director, said: "We're delighted to host The Bestseller Awards once again and to shine a spotlight on the incredible achievements of authors, illustrators, and the teams who champion their work. This event is a true celebration of creativity and collaboration across the publishing industry. Our thanks go to the BolognaBookPlus team for their continued partnership in making this event one of the most anticipated in the publishing calendar. These awards remain unique in recognising success across all genres by the ultimate measure: book sales."

Jacks Thomas, Guest Director, BolognaBookPlus, said: "In a fast-changing digital world, the recognition of the written word directly from the creative mind that 'pens' it, is something to be valued and celebrated more than ever before. The world of book publishing depends on, and recognises, the symbiotic relationship between fact, fiction and how they are presented illustratively to the consumer. BolognaBookPlus is, as ever, in awe of the creativity statistically recognised at the Bestseller Awards and delighted to bring them to a wider audience."

This year sees the expansion of the NielsenIQ BookData Bestseller Awards into the Italian market. The inaugural Italian Bestseller Awards will be announced at BolognaBookPlus on Monday 13 April and will feature three categories: Adult Fiction, Adult Non-Fiction and Children's.

The Bestseller Awards data is provided by NielsenIQ BookData's BookScan service, which has been tracking UK book sales continuously for over 30 years. BolognaBookPlus, an advocate of authors, rights, and creativity, delivers the annual awards in partnership with NielsenIQ BookData.

The full List of books and authors who have achieved Platinum, Gold or Silver status:

PLATINUM WINNERS

How to Kill Your Family by Bella Mackie (HarperCollins)

GOLD WINNERS

The Wrong Sister by Claire Douglas (Penguin Random House)

Lies by T.M. Logan (Bonnie Books)

Butter by Asako Yuzuki (HarperCollins)

SILVER WINNERS

The New Neighbours by Claire Douglas (Penguin Random House)

The Girlfriend by Michelle Frances (Pan Fiction)

List of Suspicious Things by Jennie Godfrey (Penguin Random House)

The Appeal by Janice Hallett (Profile)

Really Good, Actually by Monica Heisey (HarperCollins)

Skincare by Caroline Hirons (HarperCollins)

Love Untold by Ruth Jones (Penguin Random House)

Never Greener by Ruth Jones (Penguin Random House)

Us Three by Ruth Jones (Penguin Random House)

Menopausal by Davina McCall and Dr Naomi Potter (HarperCollins)

Cleopatra and Frankenstein by Coco Mellors (HarperCollins)

Blue Sisters by Coco Mellors (HarperCollins)

You are Here by David Nicholls (Hodder & Stoughton)

The Breakdown by B. A. Paris (HarperCollins)

Still Life by Sarah Winman (HarperCollins)

AUTHOR PLATINUM AWARDS

Fiona Watt (Usborne)

SERIES PLATINUM AWARD

Oi Frog by Jim Field and Kes Gray (Hachette)

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Notes for Editor

Images available from Jane Acton on request.



To arrange interviews with authors and representatives from the Awards, please contact Jane Acton.

Further information about The Bestseller Awards available here: <https://www.nielsenbestsellerawards.com/>

About NielsenIQ BookData

NielsenIQ BookData offers a comprehensive range of services to the international book industry, supporting the discovery, purchase, distribution, and sales measurement of books. We proudly manage the ISBN and SAN Agencies for the UK & Ireland, providing publishers with a suite of services, from assigning ISBNs to adding metadata to our database, along with promotional tools to help market your book effectively.

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™.

For more information, please visit www.niq.com.

Forward-Looking Statements Disclaimer

This press release contains forward-looking statements regarding the Innovation Vitality Report. These statements reflect current expectations and projections based on available data, historical patterns, and various assumptions. Words such as “expects,” “anticipates,” “projects,” “believes,” “forecasts,” and similar expressions are intended to identify such forward-looking statements.

These statements are not guarantees of future outcomes and are subject to inherent uncertainties, including changes in consumer preferences, economic conditions, technological advancements, and competitive dynamics. Actual results may differ materially from those expressed or implied in these statements.

While we strive to base our insights on reliable data and sound methodologies, we undertake no obligation to update any forward-looking statements to reflect future events or circumstances, except to the extent required by applicable law.

About BolognaBookPlus (BBPlus)

BolognaBookPlus was launched in 2020 by BCBF/BolognaFiere, in collaboration with the Italian Publishers Association (AIE), to reach a general trade publishing audience via a three-day exhibit, training and conferences - among other opportunities- taking place alongside the acclaimed Bologna Children's Book Fair – 13-16 April 2026. Working closely with the Bologna team, BolognaBookPlus is led by Jacks Thomas as Guest Director, supported by a UK team.

About Bologna

Three global book events for international rights and licensing trading takes place annually in the eponymous Italian city where culture meets style and commercial relationships are created.